

**Criticism and Bibliography**

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**CHEMICAL INDUSTRY IN UKRAINE:
ECONOMIC TRANSFORMATIONS
AND PROJECTS**

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Transformations occurring in economy nowadays and those in perspective exacerbate the scientific research urgency of developing the theoretical and applied principles for chemical industries. Proceeding from that, the system-wise approach makes the methodological basis of the research in the treatise on «Chemical Industry in Ukraine: Economic Transformations and Projects». The solution of economic stabilization and revival in Ukraine, likewise its further development amidst the overcoming of economic crisis phenomena is possible specifically under condition of creation of competitive industrial production, in particular in chemical, metallurgical, mechanical engineering, and energy industries. Modern enterprises should take into account a series of most important factors effecting the economic strategy of the development, specifically these, which constitute external and internal environment, power and activity of competitive struggle, marketing potential, and economic components.

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Saturation of modern market with goods depends on operation of chemical industry as one of the basic economic branches of our country. Nevertheless, quantity and quality of the manufactured products also depend on the volume of demand in a respective market. That is, the efficient functioning of the enterprise in the conditions of competitive environment demands the organizational – economic mechanism based on the methodical research of market, behavior of consumers, and their requirements to the goods. It needs the creation of a new system for managing the chemical enterprises, trends of the development of world market of chemical products, marketing instruments adapted to the problems of the Ukrainian economic development, and its transformations based on marketing principles.

In addition, the urgency of this problem is connected with implementation of modeling processes of anti-recessionary management into chemical industry, since the mechanism of its implementation needs deepening and improvement of strategic alliances and partnerships.

The author dedicates the first section of the monograph to theoretical principles of management of chemical enterprises in modern economic conditions based on anti-recessionary management, components and indicators of crisis situation at the enterprise, decision taking within the process of anti-recessionary management, description of external environment for chemical enterprise, and the problems of managerial efficiency in the enterprises of chemical industry. The development of the mechanisms for anti-recession management in the condition of unstable economic environment is a critical academic task needing a detailed and deep research.

The second section of the monograph presents the results of monitoring trends of the world chemicals market development, market conditions of chemical products in Ukraine, and creation of modern market segments of chemical complex. The trend is observed of the decrease in output, which is explained by higher price for energy carriers, and, as a result, increased production costs, less orders or loss of customers in connection with crisis. But in spite of certain decrease in production level, there is observed the positive dynamics of synthetic detergents.

Also, the attention is concentrated at marketing of innovation efforts of chemical enterprise within the system of anti-recession management, implying the development of marketing-mix of chemical enterprise based on the concept of «weak signals», market and innovation potential of the enterprise, and its optimization, marketing of chemical enterprise in crisis-recession conditions. The author views the corporate management and self-regulation of the system as the improvement of the sustainability of the enterprise, he also assess the efficiency of marketing strategy of chemical enterprise working in a corporate market. The national market formation in chemical industry is a comprehensive, multi-aspect process with specific peculiarities. Primarily, these specifications are conditioned by nature and parameters of chemical

products intended for both, corporate clients and natural persons. Consequently, chemical industry is oriented at two types of markets, and provides a centered system of marketing of consumer good and industrial marketing. At that, each system-wise unit which the enterprise and its strategic economic branches constitute, could be viewed as independent economic category having the differentiated interactions with the rest links of integrated marketing system.

The next section of the monograph devoted to modeling of anti-recession processes is of great practical meaning. The author ran diagnostics of integral criteria for facing crisis situation, developed the model of competitive effectiveness of managing the chemical enterprises, and simulation modeling of crisis situation at chemical enterprises. Also, the model deserves attention of how the environmental factors influence the chemical entities, and how to model economic security of chemical industry in Ukraine. The author predicted the implementation of investment project under the crisis conditions. The diagnostics of crisis development and menace of bankruptcy is one of the key stages of anti-recession management, so far as its methodical approaches predict the expected crisis situation (e.g. probable forthcoming bankruptcy). At that, the most critical task for anti-recession management of chemical enterprise is the timely recognition of crisis symptoms and accurate identification of threat level.

The conclusive section of the monograph provides the author's approach to the basis of sustained development of chemical enterprises through creation and development of strategic alliances and partnerships. The evolution of strategic alliances is researched, and the determinants designed for the creation of strategic chemical alliances. The author's development of the factors for multinational chemical companies marketing strategies succeeding in Ukraine, and the organization of self-regulation as mechanisms of sustainability and development of strategic chemical alliances deserve high estimation. The formation and mastering of world market by international chemical alliances sets new tasks and breaks new grounds for business adaptive management. So far, there is no finally developed basic strategy of the behavior and activity of the mentioned alliances and the strategies of each separate participant. Nevertheless, with account of globalization processes, on the one hand, and crisis phenomena, on the second, the international forms of cooperation will develop and improve. Under the implementation of the adaptive management concept it is necessary to review the stereotypes concerning the strategic priorities of chemical alliances marketing.

The monograph by O. Shubin is a system-wise research paper offering the comprehensive solution of one of the most critical problems facing national economy, specifically, the development of chemical industry, and its forecasting in the Ukrainian and foreign markets. The research paper is grounded on profound methodological and scientific basis with application of modern methods of economic- – mathematical, and organizational modeling based on marketing and

other scientific instruments. The monograph outcomes are of scientific innovation, and are of practical value for both state managerial bodies and business structures.

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