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Таблиця 1

Стратегії антикризового розвитку страховика

Положення на ринку	Стадії зрілості			
	Ембріональна	Зростаюча	Зріла	Старіюча
Домінуюче	Просувайте страхової послуги з оптимально високою швидкістю на вимогу ринку	Утримуйте позиції. Утримуйте частку	Утримуйте позиції. Розвивайтеся разом з галуззю	Утримуйте позиції
Стабільне	Просувайте страхової послуги з швидкістю, що диктується ринком	Спробуйте поліпшити положення. Збільшуйте частку	Утримуйте позиції. Розвивайтеся разом з галуззю	Утримуйте позиції або підводьте підсумки позиції
Стійке	Вибірково або цілком збільшуйте частку. Направте всі сили на збільшення ринкової частки	Спробуйте поліпшити становище. Вибірково збільшуйте частки	Вичікуйте. Знайдіть нішу та намагайтеся захищатися	Підводьте підсумки або поступово йдіть
Нестійке	Вибірково підходьте до завоювання позицій	Знайдіть свою нішу й обороняйтеся	Знайдіть нішу й утримуйте її або поступово йдіть	Йдіть поступово або відразу
Слабке	Розвивайтеся або йдіть зовсім	Перебудовуйтеся або йдіть зовсім	Перебудовуйтеся або поступово йдіть	Йдіть відразу

Таким чином, організація ефективної системи антикризового управління діяльністю страховика в умовах наростання ринкової турбулентності, дасть змогу: налагодити ефективну систему інформаційного забезпечення підготовки й ухвалення управлінських рішень спрямованих на забезпечення стійкого економічного розвитку страхової організації; розробити й обґрунтувати універсальну теоретико-методологічну й конкретно-методичну базу управління стійким економічним розвитком страхової організації, що ґрунтуватиметься на моделюванні процесу управління й забезпечення практичної реалізації принципів, підходів й алгоритмів обґрунтування управлінських впливів; оперативно реагувати на зміни зовнішнього та внутрішнього середовища страхової організації; забезпечити адекватність, комплексність та необхідну гнучкість системи управління страховою організацією; досягнути стратегічних позицій, які забезпечать тривалу життєздатність страхової організації в умовах, що змінюються.

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SOCIO-ECONOMIC AND DEMOGRAPHIC FACTORS OF DEVELOPMENT: GERMAN EXPERIENCE

The article considers the issues of socio-economic and demographic factors of development.

Keywords: economic, environment, government, Germany

Despite the challenging economic environment within the European Union, Germany continues to be one of the world's most powerful and dynamic economies. Business freedom and investment freedom are strong. Long-term competitiveness and entrepreneurial growth are

supported by openness to global commerce, well-protected property rights, and a sound business regulatory environment.

The German economy has gradually emerged from the effects of the global financial crisis, which had an acute negative impact both on Germany's public finances and on its economic growth. Actions required to hold the eurozone together have taken a toll, and the more recent migrant crisis has had huge political, economic, and societal impacts within the country.

Chancellor Angela Merkel's Christian Democratic Union remains in power, governing in coalition with the Social Democratic Party since December 2013. With the government initially following an open-door policy, net immigration of foreign nations to Germany was 1.14 million in 2015. Merkel's CDU suffered losses in regional elections in March 2016, and parties with anti-immigration platforms gained strength. The ongoing migrant crisis has opened deep divisions in German society and exposed flaws in ideas like the Schengen Area that are at the heart of the European project. Germany remains, both politically and economically, the most influential nation in the EU [1].

German law fully protects the property rights of German citizens and foreigners alike. Secured interests in property, both chattel and real, are recognized and enforced. Germany boasts a robust regime for the protection of intellectual property rights. The judiciary is independent, and the rule of law prevails. Corrupt acts by public officials are vigorously prosecuted and punished.

The top personal income tax rate is 45 percent. The federal corporate tax rate is 15.8 percent, but other taxes, including a solidarity tax, make the effective rate more than 30 percent. The overall tax burden equals 36.1 percent of total domestic income. Government spending has amounted to 44.2 percent of total output (GDP) over the past three years, and budget surpluses have averaged 0.4 percent of GDP. Public debt is equivalent to 71.0 percent of GDP [1].

The efficient regulatory framework strongly facilitates entrepreneurial activity, allowing business operation to be as dynamic in Germany as anywhere else in the world. A nationwide statutory minimum wage was introduced in 2015. Monetary stability is well maintained, but electricity costs are among the highest in Europe because of the government's commitment to renewable energy.

Trade is important to Germany's economy; the value of exports and imports taken together equals 86 percent of GDP. The average applied tariff rate is 1.5 percent. Barriers to foreign investment are low, but state-owned enterprises distort the economy. The well-functioning and modern financial sector offers a full range of services. The banking sector consists of the traditional three-tiered system of private, public, and cooperative banks [2].

Unemployment in eastern Germany has, fortunately, clearly fallen, and in the summer of 2012 reached its lowest point since German reunification.

There were some 869,000 unemployed people in the states that at one time made up East Germany, putting the unemployment rate at 10.3 percent. That, however, is still higher than the 6 percent unemployment rate in the rest of Germany [2].

Unemployment, finally, shows small, often insignificant and ambiguous signs. In the ECM framework, only theft w.a.c., fraud and rape are significant, but the signs (negative for rape and theft) are hard to explain in a conventional framework. There are, however, explanations given by criminologists predicting that employment increases delinquent behavior by exposing individuals to a wider network of peers [3].

Absolute income, measured by GDP p.c., is used as an indicator of illegal income opportunities. In the sense of Ehrlich, it is an indicator for the value of wealth within the area of potential criminal activities. The higher potential gains are, the higher are the crime rates. In fact, for all types of crime except "rape" and "murder" the absolute income variable has positive signs. The positive effect for murder can also be found in the analysis of international data. Somewhat surprising is the positive sign of assault. The lower income is compared to average income, the lower are potential legal income opportunities within the neighborhood area. For the rational offender, low legal income opportunities increase the probability of committing a crime. In fact,

most of the estimates confirm the theoretically expected negative sign for relative income (exceptions rape, murder), though the ECM framework reveals insignificance in 5 out of 8 categories [3].

More than two decades after reunification, there are few differences between the former eastern and western states in many areas, such as education and health, but eastern Germany continues to lag behind the West when it comes to the economy, Friedrich said when presenting the report.

Eastern Germany experienced a slight decline in economic performance in 2011. Compared to their countrymen in the West, the gross domestic product per capita last year in eastern Germany fell from 73 percent in 2010 to 71 percent [2].

But structural difficulties remain. In terms of productivity, the report showed that the eastern German economy is 79 percent as productive as that of the West. The report went on to say that companies in the east are smaller than in the West and that larger companies based in the West maintain branches in the East while keeping operations and research and development in the West.

Despite the large-scale decline in the eastern German solar industry, the government pointed out that 40 percent of wind energy is created in eastern Germany and said it will continue to back the renewable energy industry in the East.

Demographics were another key topic in the annual report and one in which the West could take a lesson from the East. Demographic changes occurred earlier and wider in the East than in any other European region.

Many young people left eastern Germany shortly after reunification, in 1990, for jobs and education opportunities in western Germany and have not returned to the region of their birth.

"According to calculations by state and federal statistics offices, the number of 15 to 25-year-olds in eastern Germany in 2015 will be nearly 40 percent less than in 2008," Friedrich said, adding that demographic changes were a key reason he wanted European Union development funds to continue flowing to eastern Germany after 2013 [2].

The German government also developed a program, called "All ages count," that is aimed at giving people opportunities to develop their skills and contribute to the economy in a way that fits their living situation.

Despite the higher unemployment rate, experts predicted that a lack of skilled workers in a number of sectors would continue to afflict eastern German companies. A program to train young people, with a special emphasis on women, as well as older workers aims to attract people to professions in demand by companies.

The report also called the shrinking and graying population a "large challenge" for rural areas that need to provide public services to all people.

Unlike in previous years, the German Unity report was published exclusively by the Federal Interior Ministry rather than the various state ministries focused on economic power and demographic changes. Issues including infrastructure, environmental pollution and crime were not part of this year's report.

To date, efforts to raise fertility in Germany have not been successful. In two Euro barometer surveys, respondents were asked about their "personal ideal" number of children. In 2001, German women ages 15 to 24 said 1.8 children; in 2006, they said 2.0. In contrast, in France the answer was 2.6 for both survey years. Answers to questions on ideal numbers of children, however, are nearly always much higher than fertility actually achieved in developed countries. In the 2001 survey, among German women ages 18 to 34, nearly 17 percent gave "none" as their ideal and 9 percent said "one," percentages far higher than other EU countries [4].

Projections from the National Statistical Office assume that, if there is a rise in fertility, it will be quite modest. With an increase to a fertility rate of 1.6 children and annual net immigration of 200,000, Germany's population would decrease to 74.5 million in 2060 with 31 percent of the population ages 65 and older. Should fertility remain at 1.4 children and

immigration amount to 100,000 per year, the 2060 population would decline to 64.7 million, with 34 percent ages 65 and over. Given the stable trend in fertility over the last 35 years and the lack of success of pronatalist programs, population decline and continued aging appear to describe the country's future quite well [4].

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ОСНОВНІ ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ РОЗВИТКУ УПРАВЛІННЯ ФІНАНСАМИ ПІДПРИЄМСТВ ДЕРЖАВНОЇ ФОРМИ ВЛАСНОСТІ

In the article review the essence of the concept of "management of public enterprises," was made the analysis of the essence of the concept of "financial management", analyze the basic indicators that allow efficient financial management, proposed several measures to improve the financial management of state-owned enterprises.

Keywords: *finance, public enterprises, financial management.*