

new research direction – creating adequacy assessments at plural evaluation.



STATISTICAL ANALYSIS OF THE SOCIAL INSURANCE FUND OF UKRAINE

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The critical state of the national economy, poverty and unemployment have increased the role of objective social funds. Along with this military aggression increases the vulnerability of citizens and requires the development of strategies to ensure the desired level of security. The above problems caused understanding that social protection should be an integral part of any process in the country.

Ministry of Economic Development and the State Statistics Service of Ukraine launched methodological approaches to integrated assessment of economic security of Ukraine. In this method, economic security is defined as the state of the national economy, which makes it possible to maintain endurance to threats and able to meet the needs of society. As part of economic security is social security, when the state is able to provide a worthy standard of living independently of the influence of internal and external threats.

For evaluation social security should be considered activities of Fund for Unemployment Cases. Currently termination of insurance payments by Pension Fund (pensions), Fund for temporary disability (unemployment benefits), Social Insurance Fund (payment of hospital, maternity services, payments due to injury at the workplace) can lead to social disorder in the country.

The social insurance system engulfs about 23 million insured and 12.8 million retired persons or 86% of the population

of Ukraine. The costs of social insurance in Ukraine in 2014 is about 18% of gross domestic product.

It is reasonable to consider the payment of social insurance types and how filled revenue and deficit of each of the Funds in determining social indicators of economic security component. Also it is necessary making analysis of the effectiveness of insurance rates that affect the financial stability fund.

Statistical analysis necessary for making effective management decisions concerning activities of the social insurance fund of Ukraine. This analysis should be based on a comprehensive research of each Fund (by type of social insurance) and study of both internal and external environment of their functioning. At the present stage adaptation is necessary also gained experience in applied statistics with the objectives of reforming the state social insurance during the crisis and fighting in the country.



POSITIONING TOURISM ENTERPRISES IN THE TRAVEL MARKET OF UKRAINE

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Travel market is different from any other markets, especially complex structure, dynamic development capacity. These characteristics emphasize its uniqueness and consumer orientation. Active business market competition improves the quality of tourism services, variety of tourist offers.

The most common error management travel companies - no systematic work on positioning the company and / or its tourism products. If a travel company on the market for several years, perhaps the buyers already had some idea about it.

Positioning travel company and assessment of its competitive position required for: