

INTEGRATION STRATEGIES FEATURES IN THE GLOBAL MARITIME MARKET

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The results and costs ratio by subsystems, the transportation process capital intensity and the shipping companies transport fleet deadweight concentration are changed by integration processes in the maritime trade market system. In this aspect, it is necessary to take into account that in commercial shipping the nature of the relationship between the enterprise management and the ship's crew, which is able to provide the transportation process in the current conditions, becomes fundamentally important [1].

This is especially important in modern multinational crews that have to delegate certain functions. At the same time, there is a principle that the global goal of the functional activity and development of sea transport enterprises which serve international cargo flows is to maximize foreign exchange earnings. The goal of the maritime trade participants and the participation expansion in the international labor division is considered to be the commodity and money turnover optimization on the comparative advantage basis. Ultimately, the cash flow based on commodity exchange operations comes to the fore. Therefore, both the maritime transport development level and the country positioning in the international economy are determined by goods and transport services export efficiency. This is how a maritime transport policy is formed for most states with a sufficient integration strategy. Therefore, the export-import transportation optimization and the transport services export maximization based on the products competitiveness and the transportation integration technology should be considered as one of country's economic development target indicators. In this aspect, the costs classification features in the investment appraisal system should be noted [2, p. 55].

They can be used when a long-term positioning strategy in the freight market sector based on an active integration policy is developing. Operating costs, finance costs and capital costs are highlighted. Capital costs are those that will create economic benefits during many periods. They include cash flows generated by the shipping registers of countries that use the principle of reflagging. This takes into account the creation of cash flows on the basis of economies of scale. For example, at one time, the Hong Kong register reduced the initial registration fees and annual tonnage fees by half, taking into account the minimum operating costs. This determines its position in this type of business. Hong Kong has taken one of the leading places among the world's most important maritime

225 INTERACTION OF SOCIETY AND SCIENCE: PROSPECTS AND PROBLEMS centers. Unfortunately, throughout the entire period of state building, Ukrainian government did not realize the sea transport role in securing a position in the international labor division. The provision that "The main logistics function is to improve organizational and economic flows" [3, p. 345] is should be taken into account for the implementation of the strategy for expanding positioning in the freight market system. According to this definition it is important to manage both the goods and financial results flow and the capital resources of the enterprise. Such management is closely related to the choice of the integration form in the export transport services system. The tasks and directions of the production potential use optimizing are formed by the dynamic world freight market condition, the increasing role of the shipping companies' integration strategies for the selected positioning strategy implementation.

The most important criterion for choosing a development project is the intensity of the maritime transport company capital and labor use. This condition predetermines changes in the capital and labor cost ratio in the measures structure for the functional activities efficiency improvement. At the same time, two groups of factors should be taken into account. They are a group of technical factors that determine the vessel cost and its productivity and organizational ones that form the shipping company policy regarding the labor regulation and maintenance costs. The possibility of these indicators optimizing is predetermined by the nature of the One Belt - One Road initiative implementation, which determines new approaches to integration processes in servicing West-East cargo flows. When the economic development strategy of any manufacturing company, including a shipping company, is chosen, attention should be paid to the economic processes feature at the present stage of integration: "Economic growth does not consist in increasing the things production, but in increasing a wealth" [4, p. 42]. For maritime transport companies the latter acts primarily in the company market value formation and the money flow constant formation.

The known dependence of the ships profitability on their carrying capacity predetermined the duration of the carrying capacity limits searching. This especially affected the tanker fleet. Attempts to efficiently operate vessels with a carrying capacity of more than 350 thousand tons turned out to be inexpedient. Exactly the same situation, but in a different range of deadweight, may be the case for other types of vessels.

The system of economic and investment decisions, taking into account entrepreneurial goals and external conditions, need take into account certain requirements for the market condition, which are expressed in the

characteristic: "An effective market is considered such, in which the price is determined by a genuine assessment of the investments true value" [3, p. 147]. From these positions attention should be paid to the fact that the Ukrainian economy pace of development in the period of recovery from the collapse is caused by the unjustifiably low labor cost. In general, this process is similar to the period of pre-war economic growth in the USSR. Saving on labor resources predetermines a limited segment of the integration solution to the problem of positioning in the world market.

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The criterion of integration programs economic efficiency is used to substantiate the strategy of a shipping company sustainable positioning in the global freight space. With this approach, the criterion predetermines the behavior of the resources owner in the system of maximizing results under the prevailing conditions for the production potential realization.

In this aspect it is necessary to assess all consequences due to the breach of commercial contracts. However, in any case their number is significantly limited when the main forms of integration processes, especially on the basis of multimodal principles of servicing foreign trade cargo flows, are used.

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