

PROBLEMS OF OPTIMIZING CAPITAL ASSETS IN THE MARINE TRADE MARKET

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Periods of high and low activity in the freight market are short in duration. Therefore, the average level of freight rates is the main basis for characterizing the conjuncture of sea ranges in the medium term. With the domination of the supply of tonnage, the value of freight rates is determined by the average costs of transportation of goods in the first place. The same indicator, in turn, is formed under the influence of the existing structure of the merchant fleet in this area in accordance with the characteristics of the investment market, which ensure the formation of innovative capital assets of the fleet.

In the complex of studies of individual aspects of the maritime trade market, it is necessary to pay attention to anomalies that differ from general patterns. Concentration of attention on such factors allows revealing the emergence of new trends that predetermine the need for a reaction of ship-owners structures. Exceptions from the general series of events should be taken into account as factors that change the general state and manifestation of the principle of differentiation [1]. The global maritime trade market is based on a constant change in the basic provisions, therefore, the advancement of new hypotheses should ensure the efficiency of decision-making both in terms of the supply of carrying capacity and in the segment of shippers' requirements.

As the results of the development of the world maritime trade market show for adjacent time periods (2002-2007, the period of the 2009 crisis and subsequent stagnation until 2017), the parameters of maritime transport and shipbuilding mark the largest changes. The most important factor is international economic relations [2].

As a result of globalization and the subsequent differentiation of the approaches of individual states to achieving financial security, the role of national enterprises and especially the merchant fleet is increasing. That is why there is an intensification of the registration of the fleet in the system of second (international) registers. Eventually, a world economic policy is formed, which aimed, at achieving the sovereign economic status of states, within the limits of investment opportunities. At the same time, the

position of the cargo flows of economic (humanitarian) aid to a significant number of states remains in the system of the merchant fleet.

Thus, the institutional component of the International Maritime Organizations should be taken into account in the structure of factors of formation of production potential and management of the functional activities of the merchant fleet.

In any conditions, the principle of freedom of merchant shipping is preserved and developed, taking into account the standardization of the criteria for the safety of navigation. It is based on economic feasibility and legal foundations. The beginning of this process was established by the first merchant seafarers. The Phoenicians, Greeks and Romans guaranteed ships safety and free passage to ports. This ensured the development of international trade. Much later, within the bounds of the Hanseatic League, Hamburg, Bremen, Danzig, Novgorod, and others ensured a regime of free trade and transport operations.

The processes of differentiation based on the formation of new centers of industrial development: Russia, China, India, Brazil and Africa, along with globalization in the international division of labor, predetermined the main changes in the development of maritime transport. By the end of the twentieth century, under the influence of innovative technologies, an interconnected development of national units of the maritime transport complex appears on the basis of competitive positioning in world cargo flows, the use of alternative fleet registers and the strengthening of regulatory regulation of international institutions.

The intertwining of the economic interests of various shipping companies in the organizational aspect forms an integral level of reliability of transport support for international sea trade. However, the problem for a number of maritime states is the differentiation of access to foreign credit resources. The preference is given to the development of port terminals on the principles of joint management and use of profit. In the shipping segment, the priorities are based on the strategies of the leading operators. Thus, the fleets of countries such as Ukraine are not competitive.

Meanwhile, must be considered that the maritime transport industry forms up to 5 percent of the GDP of European countries. At the same time, the total share in the GDP of the continent's maritime regions reaches 40 percent. These results should be taken into account by the management system of socio-economic and environmental parameters of development, not only within the European Union.

In fact, a single set of tools and rules for the maritime trade should focus on optimizing synergies in achieving their own commercial goals. It is the latter, on the one hand, that is regulated by the administration at the level of international maritime organizations, and, on the other, by the search for rational directions of productivity growth and achieving competitive efficiency in the functioning of individual enterprises of the global maritime transport industry according to the criteria of innovative capital assets.

Therefore, there are problems of studying various aspects of the sustainable functioning of individual shipping companies and ports that ensure the effectiveness of the international division of labor. At the same time, in particular, the problem of the social status of the port, which is a part of the city and ecosystem, should be solved. Attention should be paid to the approach of the European Sea Ports Organization

(ESPO), on solving the problems of sustainable development of commercial ports that provide competitive conditions for the merchant fleet [3].

At the same time, the role of development of ports and shipping companies in the formation of the added value of the region is actually little taken into account. However, the development of the port should not contain purely commercial relations to the use of the water area and the territory of its location.

In the structure of the modern maritime trade market, the old, relatively simple one-liner has been replaced by a ramification of technical, technological and managerial solutions in relation to the competitive positioning of individual shipping companies or their alliances. This is partly confirmed by the emergence of the maritime segment of the so-called newly industrialized countries.

Nevertheless, there are external threats, for example, from any standpoint of assessing the parameters of the development of the maritime trade market, it refers to an extraordinary negative impact on the global and national maritime industries [4]. In the context of the competitive development of macroeconomic systems and the priority of national interests, solving occurs and significantly changes standard situations. Such projects include the delivery of Caspian oil to local markets not by a route of expediency, but based on the logistics of the Baku-Tbilisi-Ceyhan pipeline complex and further by tanker fleet. The annual throughput of 50 million tons at a cost of the pipeline of \$ 4 billion underlines the presence of a political component.

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