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PROBLEMS OF FORMING AND MAINTAINING THE EQUILIBRIUM OF THE MARKET TRADE MARKET

The main task for individual maritime transport enterprises is to increase the carrying capacity of the fleet, depending on the state of the maritime trade market and the owner's strategy. The company's additional transport capacity can be used both to increase the share of servicing the cargo flow and to change the technical and economic characteristics of competitiveness and, consequently, a new positioning structure. At the same time, the process of fleet development by the main operators should be assessed in relation to the increase and change in the structure of cargo flows and their routing according to logistics criteria [2].

In general, equilibrium in the maritime trade market system should be considered from two perspectives. The first is the clarity of the reaction of ship-owning structures to the nature of changes in the international division of labour and taking into account the reaction of competing subsystems. The second is the choice of a company's development strategy based on internal priorities and an accessible response to the risks of changes in the main characteristics of the maritime trade market.

The direction of the marginal characteristics of the innovative development of the transport fleet or trading port terminals according to the established economic indicators of the corresponding segment of the maritime trade market is reflected by the following conditions:

$$\Delta P_{ri} = (p_{dn} - p_{do}) \frac{K_{pn}}{K_{po}} \gamma_n T_{ew} (p_{cm} - c_{sm}),$$

where p_d - productivity of capital assets (ships, cargo terminals) of innovative technology (n) and the basic (replaceable) version of the replaced capital asset objects (o);

K_p – the value of capital assets of innovative technologies (n) and the basic state (o);

γ_n – coefficient of implementation of the design productivity of the transport facility;

T_{ew} – actual time of use of the production facility in the billing period;

p_{cm} – the accepted price characteristics of this type of transport operations;

c_{sm} – cost per unit of transport work according to the innovative technology option.

At the same time, it is important to highlight the limit on the cost of innovative technologies, which is aimed at optimizing the non-system component of development effectiveness (environmental, emergent, etc.). It is these components that characterize the emergent component of the systemic efficiency of a maritime transport enterprise.

That is why, when entrepreneurial economic problems arise, it is necessary to evaluate other types of innovative technologies outside of transport. The areas of synergy are particularly highlighted, which is why a special administrative and economic approach to maritime transport is required from macroeconomic strategies. This mission has actually been carried out recently by the International Maritime Organization.

The need to update the capital assets of shipping companies or trading ports should be considered as one of the laws of maintaining the adequacy of the economy, taking into account objective strategies aimed at regulation from the perspective of safety parameters. And for this, depreciation charges are not enough, so a resource of free financial reserves should be formed. This problem is compounded by the increasing impact of environmental restrictions on profit levels [4].

It is necessary to take into account that maritime transport not only plays the role of a mechanism for ensuring foreign trade, but also an instrument for creating the country's energy security. Additional requirements are especially clearly formed when implementing modern sanctions policy. This provision requires the development of appropriate policies regarding the development of maritime transport potential according to the criteria of systemic security of the country's participation in the international division of labour.

In this case, it is necessary to distinguish between the safety of production activities, characterized by the stability of the financial condition of the company and the stability of the utilization of production potential due to adequacy to market requirements, and safety in the system for implementing production functions.

The first is based on the level of managerial decisions and the adequacy of production parameters to the main characteristics of the positioning segment. This decision and result depend on the competence of the company's management and the availability of investment resources.

The second is based on strict legal requirements and the operational and technical adequacy of ships or terminals to the external conditions of their use. It is the latter that predetermine the presence of standard risks, which manifest themselves negatively when special rules are ignored.

The sustainability of maritime transport enterprises in the system of functional activities should be considered from the perspective of compliance of the technical and economic level of production potential with the changing conditions of the maritime trade market. Economic sustainability should be considered within the acceptable lower level of profitability due to external negative conditions of operator activity.

This necessitates a timely response to the nature of changes in the conditions of the global maritime trade market. The actual differentiation of the basic conditions for servicing cargo flows also predetermines the need to change the role of individual maritime states.

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