

JEL Classification: O110

УДК 330.341.1

MEASURINGS OF GLOBALIZATION: ESTIMATION OF PROBLEMS AND WAYS OF PROVIDING OF STEADY DEVELOPMENT OF UKRAINE**I. TARASENKO¹**¹Kyiv National University of Technologies and Design**Keywords:**

Globalization, global problems and threats, degree of remoteness from the global threats, steady development, index of steady development, measurings of steady development, government special purpose program, strategy of development.

ABSTRACT

In the paper the modern trends of quantitative evaluation of level of globalization are examined, degree of countries remoteness from the global threats and index of steady development with recognition of foreign and domestic experience. Achievements on a way to steady development are examined and problems, which on the modern stage appeared before postsocialistic countries, including Ukraine, are determined. It is determined that the problem of providing the steady development of Ukraine needs complex decision both on state and regional, industrial and micro levels. For providing steady development of national economy on the whole and of separate industries of national economy the necessity of development of complex of measures (special purpose programs), which must be inferior to the decision of three basic blocks of questions - economic, ecological and social is grounded.

Introduction. The irrepressible aspiring of people to provide economic and technological development became the characteristic feature of the last century. Thus the criterion of quality of development mainly was an increasing of gross national product of country. At the same time such spheres as economy, environment and society connected between itself were examined and function isolated one from another. As a consequence, at the beginning of XXI century world faced global ecological problems, hunger and impoverishment of majority of population of earth, degradation of moral, growth of regional and ethnic conflicts, terrorism.

Activation of process of globalization was conducted by passing of the developed countries in to the postindustrial stage of development and familiarizing of achievements of informative revolution by other countries. While the leading countries of the world widely use the possibility of innovative economy and form postindustrial society, industry of Ukraine is based mainly on traditional technologies, based on the early stages of industrialization.

The processes of globalization require strengthening of stimulation of innovative activity in Ukraine, familiarizing of new culture of production, approaching of conditions and payment for labor to the European standards.

The present state. The countries of postsocialistic space, including Ukraine, felt influence of globalization, when their economy and social sphere became opened for the world. The new phenomena brought these countries new possibilities and prospects. Access to cultural, intellectual and technological achievements of world society broadened. But, next to positive factors of globalizations which were full enough discussed in numeral literary sources, there are many problems and threats.

Risks of loss of national identity and culture of ethnic minorities, international criminality, corruption, terrorism, violations of copyrights on intellectual and industrial property, crimes in informative networks, etc.—all of this are displays of globalization.

Ukraine is one of countries with the most transformed natural environment in all of its displays (ground, air, water), as the „unique economy complex", which was the geopolitical doctrine of the USSR, but not financial viability, played a destructive role in development of economy, giving it all typical signs of colonial economy [1]. To the extent of development of technological and public progress the negative phenomena of globalization spread more quickly, and efforts on a fight against them grow and become more complicated - the chances of Ukraine to use advantages of globalization grow from one side, but from the other, Ukraine becomes more opened for new threats.

As a basis for development of triune conception of steady ecological-social-economical development, which united three main components, - economic, ecological and social, were the studies of V. Vernadskiy about noosphere [2]. Generalization of this conception was done on the world summits of UN in 1992th and 2002th, in which more than 180 countries of the world, international organizations and leading scientists of the world took part.

Such domestic and foreign authors devoted their researches to problems of globalization and steady development of world: O. Bilorus, U. Maceyko, D. Luk'yanenko, E. Libanova, N. Vlasenko, O. Vlasyuk, S. Sokolenko, B. Daniel, A. Gal'chinskiy, S. Levochkin, A. Fedotov, M. Moiseev, and also R. Barnet, J. Cavanagh, Z. Bauman, O. Boyd-Barrett, J. Brecher, T. Costello, M. Chossudovsky, etc.

However, subsequent study of such problems is needed: question of development in general and economic development in particular; research of its character in a new globalizing international economy; forming of the system of measurings of steady development on different levels and strategy which would provide steady long-term development at the harmonic balancing of three its components - economic, ecological and social.

With the purpose of prevention the negative consequences of globalization processes and for the sake of survival of humans must take control over these processes and to realize necessity and expedience of their prognostication and regulation. Development in the center of which stands production is now under a doubt, which stipulates the necessity of change of all paradigms - from ideology of accumulation of wealth on earth to ideology of „clever sufficientness”, from ideology of competition to ideology of mutual help.

The purpose of this article is eliciting of basic problems and threats which appeared before Ukraine and other postsocialistic countries on the modern stage, and also determination of basic directions of providing their steady development.

Diagnosis of the problems. Globalization, in obedience to determination of the American researcher Kelda Makgryu [3], is an expansion, deepening and acceleration of interconnections in the world in all aspects of modern human life. It incarnates the idea of integrating of countries in a world community and their general development. Engulfing the wide circle of spheres of human activity, from culture to criminality, from finances to spirituality, globalization causes the great number of discussions and disputes. Results of generalization of problems and threats of globalizations which are enlightened in labors [4; 5; 6] are presented at table 1.

Table 1

**Problems and threats of globalization
(generalized from data [4; 5; 6])**

Character	Problems and threats
economic	<ul style="list-style-type: none"> - unevenness of distribution of financial streams in the world, control of the speculative capital over the financial markets; - process of transnationalization of large capital; - „unrestrained” expansion of world markets for the certain types of products, commodities and services, due to development of „electronic trade”; - continuation of increasing of wealth by developed countries, their removal from countries which develop (to which it is possible to take Ukraine); - the unfair distributing of benefits from globalization among poor countries, strengthening of their exploitation by hard usage of mechanisms of globalization through the discriminatory trade policy of the West; - development of world labormarket, which creates conditions for an outflow of skilled employees and young people from other countries of the world, as a result serious limitations are created in relation to the prospects of providing of the stable economy growing; - hard fight for the redistribution of both labor and natural resources with the purpose of support of living standards which were folded in these countries; - strengthening of unemployment and falling of level of profits, and relative or absolute impoverishment not only those, who lost the job, but also those people who work.

Continuation of Table 1

social	<ul style="list-style-type: none"> - distribution of drugs, growth of corruption, criminality, illegal use of intellectual property, illegal migration of people and money white-washing; - diminishing of availability of high-quality education, worsening of the medical providing of people; - forming of „global settlement” which means integration of national cultures in general world; - risk of losing or substantially change of the languages of small nations and people.
political	- international terrorism.
ecological	<ul style="list-style-type: none"> - exceeding of the possible technogenic load on a biosphere and a threat of loss of its firmness; - exhaustion of bowels of the earth, natural resources as a result of ineffective use of it; - transference of „dirty” production in countries which develop, and consequently, have cheap labor force.

For the quantitative estimation of positive and negative influence of globalizations on countries, which are overcome by this process, different methods are used. Most known are two systems of the quantitative and quality measuring of globalization. The first was developed by Swiss Institute of research of business (KOF Konjunkturforschungsstelle der ETH Zurich) [7], second is International organization of Carnegie Endowment for International Peace (CEIP) [8]. Both systems allow annually carrying out the quantitative estimation of index of globalization (*Ig*). After the first system (farther by the system of KOF) this index is accounted for 123 countries of the world, after the second (farther by the system of CEIP) – for 62.

The index of globalization allows to estimate the level of integration for any country in the world and to execute comparison of different countries by this index [4]. The index of globalization by system of KOF is determined by three measurings: *economic (Ige)*; *social (Igs)* and *political (Igp)* and calculated as a sum of the constituents (measurings) with the proper weight coefficients 0,34; 0,37 and 0,29 for economic, social and political constituents. By system of CEIP this index is determined by four measurings: *economic (Ige)*; *personal (Igger)*; *technological (Igt)* and *political (Igp)* and calculated as a sum of the indicated constituents with identical weight coefficients.

However, the considered methods do not take into account the ecological measuring of globalization, which, to our opinion, is one of most essential, as consequences of economic development of modern company, indisputably, there are ecological problems.

It is related to the progressive worsening of quality of natural environment, from one side, and stress and immunity lowering influence of the ecologically changed environment on the organism of humans, from another side. Taking it into account, approach in relation to dividing of the world by clusters after the level of remoteness from the global threats, developed by the Ukrainian branch of the World center of data [9] which foresee among other factors ecological factors deserves our attention.

Analysis of 69 countries of the world after the level of remoteness from the global threats, allowed to divide countries into 5 clusters, namely: cluster 1 (very large); cluster 2 (large); cluster 3 (middle); cluster 4 (small); cluster 5 (very small). For determination of rating and taking of countries to certain a cluster after an index „Degree of remoteness from the threats” are used such separate indexes: GNP per capita; TFC (consumption of traditional types of fuel in % from a general energy consumption); DI (demographic state which is characterized by correlation of GNP with closeness of population); index of GINI, which represents the measure of unevenness and used for determination of inequality of profits; index of HIV, which characterizes the percent of infected BULLOCK/AIDS in age from 15 to 49; index of TB, which characterizes intensity diseases of tuberculosis (amount of cases/100 thousand of population); index of CP, which characterizes the level of corruption; index of isolation; restrictive access to the water; CO₂, that characterizes level of extras of carbon dioxide CO₂ (meter. tones).

Postsocialistic countries after the level of remoteness from the global threats (*Irgt*) are in the second and third clusters, namely: in the second cluster there are 10 countries, among them postsocialistic: Hungary – 0,783; Czech – 0,783; Slovakia – 0,773; Estonia- 0,743; Bulgaria – 0,737. Such postsocialistic countries entered to the third cluster (22 countries), as: Ukraine – 0,695; Russia – 0,676; Latvia – 0,674; Romania – 0,636 (others – are not presented).

An important problem on the way of embodiment of conception of steady development is forming of the system of measurings (indexes and indicators) for the quantitative and quality estimation of this difficult process. Main requirements to such system of measurings are its informative plenitude and adequacy of presentation triads of components of steady development.

By the Institute of the applied system analysis NAS of Ukraine and MES of Ukraine a method is developed [2], in accordance with which it is suggested to estimate the level of steady development by the proper index *of Isr*, which is calculated as a sum of indexes for three measurings: economic (*Iek*), ecological (*Ie*) and social (*Is*) with the proper weight coefficients. Thus each of indexes which form the index of steady development *of Isr* it is suggested to determine with the use of the indexes and indicators known in international practice.

All of indexes, built on the basis of indicators which are measured in different units, are led to the rationed kind and matter in a range from 0 to 1. It allows to expect each of indexes of *Isr*, *Iek*, *Ie*, *Is* as a middle sum from constituents with the proper weight coefficients.

It is suggested to form the index of the economic measuring (*Iek*) from two global indexes – index of competitive development (*Ik*) and index of economic freedom (*Ies*) [2]. The index of competitive development which was developed by the organizers of the World economic forum is determined for 117 economies of the world and promulgated in as so-called «Global report on competitiveness» [10]. An analysis displayed that most brightly strategy of economic development was demonstrated by such countries as Finland, Denmark, Iceland and Sweden.

It is explained by optimal combination of such factors of development of economy, as a level and quality of innovations, priority support of researches, considerable foreign investments, with the perfect legislation of countries in the sphere of taxation of business and high-tech, effective defense of private property, especially intellectual, low level of corruption, orientation of policy of countries on creation of economies after a model "welfare for all" in place of model "indifference to the elemental market".

The index of the ecological measuring (*Ie*) is estimated by the known index of *ESI* (Environmental Sustainability Index), which is determined by Center on ecological legislation and policy of Yale university (USA) for 146 countries of the world and formed by 21 ecological indicators on the basis of the use 76 sets of data about natural resources of country, level of contamination of environment in the pas and nowadays, efforts of country in the field of management of the ecological state, by ability of country to improve ecological descriptions, etc [2, 11].

The analysis of the state of environment and level of economic development of countries which were examined, allowed making a conclusion, that between countries there are substantial differences both in a state of external environment and in long-term tendencies in relation to its changes [11]. Yes, level of economic development of country, shown by GNP per capita after the parity of purchasing power, not necessarily guarantees the improvement of the state of environment. In this plan appeared to be more substantial factors as: low closeness of population, economic feasibility to overcome ecological threats and quality of management of nature protection and mining, etc.

The index of the social measuring (*Is*) is the medium of three global indexes [2]: index of quality and safety of life (*Iya*), index of human development (*Ilr*) and index of society, based on knowledges, or K-society (*Iks*).

The index of quality and safety of life, which is developed by international organization Economist Intelligence Unit [12], is formed from such nine indicators as: GNP per capita after the parity of purchasing power; middle level of time life of population of country; rating of political stability and safety of country; an amount of the separated families on a 1000 of population; level of public activity (activity of trade unions, public organizations and others); difference after a geographical breadth between climatic more warm and by more cold regions of country; an unemployment rate within a country; level of political and civil freedoms in a country; difference in the middle salary of men and women.

The index of human development (*Ilr*) which is used by the program UN United Nations Development Program is formed from three indicators: middle level of time life of population of country; level of education and standard of life of population of country, which is measured by GNP per capita after the parity of purchasing power. The index of society, based on knowledge (*Iks*), is developed the department of UN on economic and social development – UNDESA [13], determined by such indexes as: intellectual assets of society; by perspective and quality of development of society which are formed by a set of 5 types of information, including the GINI index.

In table 2 information is presented about the indexes of steady development of postsocialistic countries, it was determined by the method of Institute of the applied system analysis NAS of Ukraine and MES of Ukraine [2; 14].

Table 2

Indexes of steady development of countries of postsocialistic space

Country	Index of the economic measuring (<i>Ies</i>)	Index of the ecological measuring (<i>ESI</i>)	Index of the social measuring (<i>Is</i>)	Index of steady development (<i>Isr</i>)
	Weight of constituent in a calculation formula			
	0,43	0,37	0,33	
Estonia	0,533	0,582	0,657	0,660
Czech	0,459	0,466	0,702	0,600
Slovakia	0,428	0,528	0,673	0,633
Hungary	0,423	0,520	0,686	0,599
Latvia	0,420	0,604	0,649	0,612
Poland	0,400	0,450	0,664	0,557
Bulgaria	0,366	0,500	0,627	0,548
Moldova	0,325	0,512	0,553	0,510
Ukraine	0,319	0,447	0,554	0,508
Russia	0,319	0,561	0,520	0,515

As seen from these table 2 groups of postsocialistic countries by the index of economic development, which at the beginning of the independence had approximately identical starting conditions, characterized by large disagreements of values of *Ies*. These countries are in the process of alteration of all of constituents of the economic and social systems, however that of them, which quickly transformed production, science, education and business to the market, innovative model of development, quicker attained positive changes (Estonia, Czech, Slovakia, Latvia, Poland) [14]. For Bulgaria, Moldova and Ukraine this process passes slower, what the proper values of indexes of steady development testify – 0,548; 0,510 and 0,508.

In addition, as an analysis shown, for the last 20 years substantial stratification of countries of postsocialistic camp took place by the level of social and ecological development [14, p. 20]. Ukraine among the countries of postsocialistic space has the lowest level by the index of steady development, that is caused by the lowest values of index of the ecological measuring ($ESI=0,447$) and economic measuring ($Ies=0,319$). Must be noticed that an index of the social measuring of Ukraine is also low ($Is=0,554$) – Ukraine is passed ahead by all postsocialistic countries, except Moldova ($Is=0,553$) and Russia ($Is=0,520$). For Ukraine and Moldova: low rating of political stability, indefinite social and economic policy (both countries substantially yield to other postsocialistic countries practically by all of indicators, except a few educational indicators and indicators, related to civil liberties.

If to examine such country as Poland, it occupies 6 place in rating of postsocialistic countries, passing ahead by the index of steady development Bulgaria, Moldova, Ukraine and Russia. Will notice that Poland has strong positions by the index of the social measuring ($Is=0,664$), yielding to only such countries as Czech, Hungary and Slovakia. Such situation is confirmed a «bitter paradox» [15]: growth of GNP was not represented on welfare of people of Ukraine – so, if at growth of GNP of Poland per capita on 1000 US dollars duration of life grew on one year (duration of life in this country was increased on five years), in Ukraine growth of GNP brought to the declining of duration of life to nine months; for five last years the population of Ukraine was abbreviated on 2,3 million persons (4,3%), and a difference in duration of life of Ukrainians and citizens of countries of ES is near 10-11 years.

To the basic Ukrainian national problems of the future, solving of which is needed already today, belong [15]: 1) degradation of environment; 2) state of energy; 3) demographic situation; 4) changes of climate; 5) ecocatastrophes; 6) acceptance by the state and society conception of steady development. Thus the last task is the most difficult, because it needs intellectual boldness, strategic thought and responsibility before next generations.

It is possible to draw a conclusion as a result of analysis, that the globalization processes of economic and technological development resulted in sharpening of international competition at the level of not only separate producers but also whole countries. And Ukraine here chronically falls behind from most countries almost on all macroeconomic indexes which determine competitiveness.

Participating of industry of Ukraine in the processes of globalization is minimum so far: practically the domestic transnational companies which would work on global markets doesn't exist, part of the associated companies of world producers is low, level of international cooperation connections is also low[16].

However scientific and technical, production and resource potential of industry of Ukraine enables to realize the spectrum of advantages of international economic cooperation, in particular participating of domestic enterprises in realization of large international projects, development of transfer of high-tech and sale of licenses, creation of joint ventures from the production of goods, which belongs to fifth and sixth technological modes, and multinational corporations, and also participating of our specialists in work of international organizations on questions of development of industry.

Solving of problems which appeared before Ukraine on its way to steady development is impossible without creating the proper strategy of development. The „Strategy of economic and social development of Ukraine” is a document in which basic principles of steady development of Ukraine are described [17, p. 11], in which marked particular, that substantial changes are needed in the mechanisms of transformation processes, their substantial update, including such model of market transformations, where self-regulation is combined with effective government control. Strategy is directed on claiming of European principles and mechanisms of the socially oriented structurally innovative model of economic development, deep modernization of the Ukrainian economy, increasing of its competitiveness, which must become determining pre-condition of realization of difficult tasks of steady development which are determined by world community as strategy of development in XXI century [17, p. 13].

Remedies. From foregoing follows, that for Ukraine problem of exit from a crisis and providing of steady development needs complex decision both on state and regional, industrial and micro levels. Among primary tasks – determination of principal reasons of country crisis in the cut of separate regions and industries by the constituents of steady development and development of needed measures on overcoming of existent disproportions. As Ukraine became on the way of providing of steady economic development, a decision of this problems is both at the level of the state and at the level of separate regions, industries and enterprises must be submitted to base positions of conception of steady development.

Steady development must be examined as mutual co-ordination in development of economic, ecological and social subsystems, and at development of strategy of development of country (region, enterprise, industry) it is necessary to take into account the existent state by separate constituents with the purpose of development of measures, oriented to the removal of disproportions, balancing of separate constituents of steady development and achievement of positive dynamics of the system in optimum way on the whole.

Taking it into account there is a necessity of development of methods of evaluation of steady development on different objective levels (regions, industries and enterprises) in accordance with the basic requirements of conception of steady development of country. It in same time needs forming of the system of indexes-indicators for the evaluation of constituents of steady development for the different objects of analysis (industries, regions, areas, enterprises) and weight coefficients, which would take into account criticism of that or other constituent (indicator) with the purpose of development of the system of the proper measures, determination of priorities and their account at proper program development. Detalization of every constituent through the system of indexes on national, regional, industrial or micro levels can be examined as a basis for detailization of the system of measures on achievement of the needed level of every constituent of steady development.

Thus, it is possible to make a conclusion about the necessity of solving the existent problems by programmatic method which can be realized, also, by having a special purpose programs which belong to the effective instruments of providing of development and are one of elements of the system of the special purpose planning and management. Special purpose program is a complex of associated tasks, incorporated by the unique purpose and systematic realization, system of address social, economic, scientific and technical and organizational measures [18]. Special purpose program, as a constituent of economic methods of management, should include: description of the state and analysis of problem which needs solving; multilevel system of aims of realization with determination of methods of their achievement, system of indicators and methods of quantitative estimation; description of sources of resources necessary for this purpose, concrete performers and terms of realization; system of indexes for the estimation of results of its realization and efficiency. In addition, taking into account that achievement of the same results is possible in different ways and with the use of different sets of resources and performers, special purpose programs must be checked for the presence of optimum combination of the noted factors.

For providing of steady development of national economy on the whole and steady development of separate industries of national economy it is necessary to develop the complex of measures (special purpose programs) which must be inferior to the decision of three basic blocks of questions – economic, ecological and social, that it can be presented by separate subprograms. If to appeal to Conception of the National special purpose program of development of industry of Ukraine on a period to 2017 year [16], must be noticed that its strategic purpose is: increase of competitiveness of economy and accessing of Ukraine in the circle of the economic developed countries of the world due to creation of modern, integrated in a world production and able to innovative development industrial complex. Realization of this program must take place by such priority directions of industrial development: optimization of pattern of industrial production with strengthening of role of internal market and speed-up development of scientific and hi-tech types of industrial activity; innovative technological modernization of production with the increase of layer of industrial productions of the newest technological modes with the deep processing and issue of products of eventual consumption; realization of energy safe models of development with increasing the use of untraditional and refurbishable energy sources, diversification of energy supply and forming of effective structure of energy making facilities, introduction ecologically safe technological processes.

At the same time, the programs of development of separate industries not always match the requirements of conception of steady development. Yes, the analysis of „Conception of the Government program of development of light industry on a period to 2011 year” shows that purpose and basic tasks of the indicated Program and conceptions of steady development match mainly, at the same time, in Conception among directions of development of light industry the ecologization of industrial production, did not find the reflection, it acquire the special actuality, because without stabilizing of the ecological system in Ukraine it is not possible to provide steady long-term economic development [16]. Did not get a reflection in Conception (except determining the problem of low salary of workers and sharp diminishing of young personal) questions of development of skilled potential of industry, which is the purpose of the greatest level and one of results of solving a problem of providing of steady development.

However, the program of development of light industry matched the maintenance requirements of steady development except the questions of economic block (economic subprogram), which contains the commodity of programs of support of production, technological retooling, raw material providing, development of markets, etc., must be complemented also with questions of social and ecological blocks (social and ecological subprograms).

To this blocks questions, directed on the increase of salary of workers of industry, creation of social packages, studies and in-plant training level and others, so question of nature protection activity, development and introduction of newest resource saving and ecologically technologies, development of ecologically safe production must be included.

Recapitulation. Consequently there is a question about finding out the ways and mechanisms of management of steady development of country, its leading out on the new higher level of existence. And for Ukraine which is in the search of this way, crisis of national ideology and strategy of development, which is delayed, can play a positive role. It is a role of „blank page” on which Ukraine has a chance to put produced by the world the best experience – the steady development of society, in which welfare of people, environment, natural resources and human capital, is in achievements of science, education, breakthrough technologies, high moral values, are the inseparable categories, isometric and such, that mutually enrich and complement each other.

It is possible to make a conclusion as a result of the conducted analysis, that for Ukraine at global level the most substantial problems is: strengthening of export orientation next to the mainly raw material structure of export and insufficient developing of internal market; insufficient diversification of sources of import of power resources; restrictions of access to the consumer markets of the developed states; high level of wearing out of capital assets; high part of „dirty” productions; low level of „ecological” consciousness of population; vagueness in relationships with eastern and western partners on an economic union; worsening of quality of national scientific and technical personals and constantly growing rates of moving across the border of skilled specialists; sharpening of social opposition and property inequality in society. The marked problems are in that or other degree peculiar for most postsocialistic countries.

The decision of these problems is possible during realization of strategy of steady development, which must provide harmonization and combinations of social, economic and ecological aims, their realization in the unique social-ecological-economical system. Violation of balance between separate subsystems verifies disparity of development of certain object (country, region, industry, enterprise) to conception of steady development. The result of economic development (growth) in the social-ecological-economical system is not only material, but also a complex of all necessities of man, including spiritual, social, ecological etc. One of basic directions of solving of problems which take place in anecological-economical sphere is the forming of the balanced system of nature usage and ecologization of technologies in industry, energy, building, agriculture, on a transport that must be realized by proper program of development.

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