

Національний університет
«Полтавська політехніка імені Юрія Кондратюка»

National University
«Yuri Kondratyuk Poltava Polytechnic»

ЕКОНОМІКА І РЕГІОН

№ 3 (82) 2021

ECONOMICS AND REGION

Vol. 3 (82) 2021



www.eir.nupp.edu.ua

Полтава 2021

Poltava 2021

ЕКОНОМІКА І РЕГІОН

№ 3 (82)
2021



ECONOMICS AND REGION



Національний університет «Полтавська політехніка
імені Юрія Кондратюка»

Вересень 2021 р.

РЕДАКЦІЙНА КОЛЕГІЯ:

- ОНИЩЕНКО В.О.** – головний редактор, д.е.н., проф., ректор Національного університету «Полтавська політехніка імені Юрія Кондратюка»;
- ЧЕРНИШ І.В.** – заступник головного редактора, д.е.н., проф., директор навчально-наукового інституту фінансів, економіки і менеджменту Національного університету «Полтавська політехніка імені Юрія Кондратюка»;
- СІВЦЬКА С.П.** – відповідальний секретар, к.е.н., доц., проректор з наукової та міжнародної роботи Національного університету «Полтавська політехніка імені Юрія Кондратюка»;
- ВАРНАЛІЙ З.С.** – д.е.н., проф., професор кафедри фінансів Київського національного університету імені Т.Г. Шевченка (за згодою);
- ГРИШКО В.В.** – д.е.н., проф., завідувач кафедри публічного управління, адміністрування та права Національного університету «Полтавська політехніка імені Юрія Кондратюка»;
- ДУБЦЕВ В.П.** – д.е.н., проф., професор кафедри економічної теорії та економічної кібернетики Національного університету «Полтавська політехніка імені Юрія Кондратюка»;
- КОЗАЧЕНКО Г.В.** – д.е.н., проф., професор кафедри економічної безпеки та фінансових розслідувань Національної академії внутрішніх справ (за згодою);
- КОМЕЛІНА О.В.** – д.е.н., проф., завідувач кафедри менеджменту і логістики Національного університету «Полтавська політехніка імені Юрія Кондратюка»;
- КОРГАНШВІЛІ Л.Д.** – д.е.н., проф., керівник центру забезпечення якості та наукової діяльності Міжнародної школи туризму Тбіліського державного університету імені І. Джавахішвілі (за згодою);
- ОНИЩЕНКО С.В.** – д.е.н., проф., професор кафедри фінансів, банківського бізнесу та оподаткування Національного університету «Полтавська політехніка імені Юрія Кондратюка»;
- ПАЛАЩАКОВА ДАНИЕЛЛА** – доктор філософії (PhD), молодший науковий співробітник кафедри економічної теорії Технічного університету у Кошице (Словаччина) (за згодою);
- ПТАЩЕНКО Л.О.** – д.е.н., проф., завідувач кафедри фінансів, банківського бізнесу та оподаткування Національного університету «Полтавська політехніка імені Юрія Кондратюка»;
- РОЛЬНИК-САДОВСЬКА Є.** – доктор (Dr), асоц. професор, заступник декана з навчальної роботи факультету менеджменту Білостоцької Політехніки, м. Білосток (Польща) (за згодою);
- РЯЩЕНКО Вікторія** – д.е.н., асоц. професор, Університет ISMA (Латвія) (за згодою);
- ХУНЬЄТ Аніца** – д.ф., проф., проректор Університету Північ (Хорватія) (за згодою);
- ЧЕВГАНОВА В.Я.** – к.е.н., проф., завідувач кафедри економіки, підприємництва та маркетингу Національного університету «Полтавська політехніка імені Юрія Кондратюка»;
- ЧИЧКАЛО-КОНДРАЦЬКА І.Б.** – д.е.н., проф., завідувач кафедри міжнародних економічних відносин та туризму Національного університету «Полтавська політехніка імені Юрія Кондратюка».

Журнал «Економіка і регіон» Внесений до переліку наукових фахових видань України (наказ МОН України 1279 від 16.11.2014, зі змінами згідно наказу № 157 від 09.02.2021).

Вид видання – науковий журнал.
Концепція журналу базується на багаторічному науковому, фаховому висвітленні актуальних проблем економіки України і світу.

Основні рубрики: економіка та управління національним господарством; розвиток продуктивних сил і регіональна економіка; економічна теорія та історія економічної думки, світове господарство і міжнародні економічні відносини; економіка та управління підприємствами (за видами економічної діяльності); економіка природокористування й охорона навколишнього середовища; демографія, економіка праці, соціальна економіка та політика; гроші, фінанси і кредит; бухгалтерський облік, аналіз та аудит; статистика; математичні методи, моделі й інформаційні технології в економіці; економічна безпека держави та суб'єктів господарювання.

Видається з липня 2003 р.
Виходить чотири рази на рік.
Свідоцтво про державну реєстрацію
КВ 24613-14553 ІПР, видане 29.10.2020 р.
Міністерство юстиції України

Засновник і видавець журналу –
Національний університет «Полтавська
політехніка імені Юрія Кондратюка»

Назва, концепція, зміст і дизайн журналу «ЕІР» є інтелектуальною власністю редакції журналу «Економіка і регіон» та охороняється законом про авторські й суміжні права. При передрукуванні посилання на журнал «ЕІР» обов'язкове.

Матеріали друкуються мовою оригіналу.
Відповідальність за точність поданих даних несуть автори матеріалів, редакція не завжди поділяє думку авторів.

ISSN 2218-1199 (Print)
ISSN 2414-0538 (Online)
ПЕРЕДПЛАТНИЙ ІНДЕКС 98763

Рекомендовано до друку Вченою радою Національного університету «Полтавська політехніка імені Юрія Кондратюка» (прот. № 2а від 02.09.2021)
Верстка Л.А. Свистун
Коректор англ. Ю.Ю. Гришко
Коректор укр. Я.В. Новічкова.
Здано до набору 02.09.2021.
Підписано до друку 05.09.2021.
Формат 60x80 1/8. Обл.-видавн. арк. 16,27.
Тираж 300 прим. Замовлення № 138.
Надруковано поліграфцентром Національного університету «Полтавська політехніка імені Юрія Кондратюка».

Свідоцтво про внесення суб'єкта видавничої справи до державного реєстру видавців, виготовників і розповсюджувачів видавничої продукції

ДК № 7019 від 19.12.2019 р.
Адреса: 36011, Полтава,
Першотравневий просп., 24.
Тел.: (0532) 57-32-20;
e-mail: ejr@nupp.edu.ua;
Сайт журналу: <http://ejr.nupp.edu.ua/>

ЕКОНОМІКА ТА УПРАВЛІННЯ НАЦІОНАЛЬНИМ ГОСПОДАРСТВОМ

- 6 **О. Комеліна, В. Гришко, М. Лега.** Перспективи розвитку ринку органічного виробництва в Україні
- 15 **Г. Шарий, В. Дубіщев.** Розвиток земельних відносин у системі продуктивних сил суспільства
- 23 **Л. Болдирєва, А. Чайкіна.** Цифрова модернізація економічних процесів в Україні в умовах євроінтеграції
- 29 **О. Редкін, О. Зима, Р. Пахомов, О. Цвігуненко.** Актуальні завдання, процедури та інструменти управління інноваційно-високотехнологічним розвитком України
- 36 **С. Білько.** Інституційне забезпечення інформаційної безпеки України

РОЗВИТОК ПРОДУКТИВНИХ СИЛ І РЕГІОНАЛЬНА ЕКОНОМІКА

- 42 **І. Черниш, В. Маховка, Н. Бакало.** Характеристика та особливості спеціалізованих видів туризму Полтавського регіону
- 49 **Н. Бакало, В. Маховка, А. Глєбова.** Порівняльний аналіз позиціонування брендів у готельно-ресторанному бізнесі Полтавського регіону

ЕКОНОМІКА ТА УПРАВЛІННЯ ПІДПРИЄМСТВАМИ (за видами економічної діяльності)

- 55 **К. Корюхіна, В. Рященко, А. Станкевич, І. Черниш.** Концептуальні основи корпоративного управління під час кризи на прикладі сфери гостинності Латвії
- 62 **Л. Юрчишина, М. Белобородова, Т. Калюжна.** Компетентнісний підхід як чинник ефективної кадрової політики туристичного підприємства
- 69 **М. Мамедов, А. Алієв, М. Бадалов,**

Ш. Алізада. Визначення інвестиційної привабливості корпорації

- 73 **А. Абасова, К. Мамедова, Л. Алекперова.** Шляхи подолання обмежень теорії менеджменту
- 78 **В. Бондаренко.** Цифровий маркетинг як елемент контролю інновацій
- 84 **І. Новицька.** Науково-теоретичний підхід до управління просуванням органічної продукції
- 91 **А. Чайкіна.** Самоменеджмент як основна компетенція сучасного менеджера
- 97 **Ю. Бібик, О. Бельська.** Модель формування очікуваної вартості будівельних проектів за схемою «проекування - будівництво»

ГРОШІ, ФІНАНСИ І КРЕДИТ

- 102 **Л. Птащенко.** Розвиток cashless-економіки на фінансовому ринку як важливого елемента економічної безпеки України
- 108 **А. Глушко, В. Скриль.** Комплексний підхід до діагностики кризового стану суб'єктів господарювання в умовах пандемії
- 115 **Ю. Худолій, Л. Свистун.** Сучасні тенденції FinTech та їх вплив на безпеку банківських установ

СВІТОВЕ ГОСПОДАРСТВО І МІЖНАРОДНІ ЕКОНОМІЧНІ ВІДНОСИНИ

- 124 **Л. Радченко, А. Буряк, І. Новицька, Д. Овчаренко.** Трансформація прямих іноземних інвестицій у період пандемії

МАТЕМАТИЧНІ МЕТОДИ, МОДЕЛІ Й ІНФОРМАЦІЙНІ ТЕХНОЛОГІЇ В ЕКОНОМІЦІ

- 133 **Е. Алієв, І. Габібов, В. Велієв, Т. Гасанова.** Застосування нечіткої логіки для аналізу ризиків інвестиційних проектів

ECONOMICS AND REGION *Vol. 3 (82) 2021*

❖ EKOONOMIKA I REGION



National University
«Yuri Kondratyuk Poltava Polytechnic»

September, 2021

EDITORIAL BOARD:

- ONYSHCHENKO V.O.** – Editor-in-Chief, Doctor of Sciences (Economics), Professor, Rector of National University «Yuri Kondratyuk Poltava Polytechnic»;
- CHERNYSH I.V.** – Deputy Chief Editor, Doctor of Sciences (Economics), Professor, Director of Educational-Scientific Institute of Finance, Economics and Management of National University «Yuri Kondratyuk Poltava Polytechnic»;
- SIVITSKA S.P.** – Executive Secretary, PhD (Economics), Associate Professor, Vice-Rector for Scientific and International Work of National University «Yuri Kondratyuk Poltava Polytechnic»;
- VARNALII Z.S.** – Doctor of Sciences (Economics), Professor at Finance Department of Kyiv National Taras Shevchenko University (with the consent);
- HRYSHKO V.V.** – Doctor of Sciences (Economics), Professor, Head of Personnel Management, Administration and Law Department of National University «Yuri Kondratyuk Poltava Polytechnic»;
- DUBISHCHEV V.P.** – Doctor of Sciences (Economics), Professor, Professor at Economic Theory and Economic Cybernetics Department of National University «Yuri Kondratyuk Poltava Polytechnic»;
- KOZACHENKO H.V.** – Doctor of Sciences (Economics), Professor, Professor at Department of Economic Security and Financial Investigations of National Academy of Internal Affairs (with the consent);
- KOMELINA O.V.** – Doctor of Sciences (Economics), Professor, Head of Management and Business Logistics Department of National University «Yuri Kondratyuk Poltava Polytechnic»;
- KORGANASHVILI L.D.** – Doctor of Sciences (Economics), Professor, Head of Quality Assurance and Research Activities Centre of the International Tourism School of Tbilisi State I. Javahishvili University (with the consent);
- ONYSHCHENKO S.V.** – Doctor of Sciences (Economics), Professor, Professor at Finance, Banking and Taxation Department of National University «Yuri Kondratyuk Poltava Polytechnic»;
- PALASHCHAKOVA DANIELLA** – PhD, Research Worker at Economic Theory Department of Technical University in Kosice (Slovakia) (with the consent);
- PTASHCHENKO L.O.** – Doctor of Sciences (Economics), Professor, Head of Finance, Banking and Taxation Department of National University «Yuri Kondratyuk Poltava Polytechnic»;
- ROLLNIK-SADOVSKA E.** – Dr, Associate Professor, Vice-Dean for Educational Work of Management Faculty of Bialystok Polytechnic University (Poland) (with the consent);
- RIASHCHENKO VIKTORIA** – Doctor of Sciences (Economics), Associate Professor of ISMA University (Latvia) (with the consent);
- HUNJET ANICA** – PhD, Associate Professor, Vice-Rector for Scientific and Art Work and International Cooperation, University «North» (Croatia) (with consent).
- CHEVHANOVA V.Ya** – PhD (Economics), Professor, Head of Economics, Entrepreneurship and Marketing Department of National University «Yuri Kondratyuk Poltava Polytechnic»;
- CHYCHKALO-KONDRATSKA I.B.** – Doctor of Sciences (Economics), Professor, Head of International Economic Relations and Tourism Department of National University «Yuri Kondratyuk Poltava Polytechnic».

Journal "Economics and Region" is included into The register of specialized scientific publications of Ukraine (MES of Ukraine Departmental Order No. 1279 of 16.11.2014, No. 157 of 09.02.2021).

Publication – scientific journal.
Conceptual paradigm of the journal is based on the long-term scientific and professional treatment of topical problems of the world and Ukrainian economics.

Main milestones: economics and national economy management; productive forces development and regional economy; economics theory and economic thought history; world economy and international economic relations; economics and business administration; economics of nature management and environmental protection; demography, labor economics; social economics and politics; money, finance and credit; accounting, analysis and audit; mathematic methods, models and information technologies in economics; economic security of the state and economic entities.

Issued since July, 2003.

Four issues published yearly.

State Registration Certificate

KB 24613-14553 ПП, issued 29.10.2020
by the Ministry of Justice of Ukraine.

The journal's founder and the owner: National University «Yuri Kondratyuk Poltava Polytechnic».

The name, conceptual paradigm, content and design of the journal "Economics and Region" is the intellectual property of the journal's Editorial Board and is copyright.

Pass-through copyright.

Printed in the source language. Liability for the data precision rests with the authors.

The Editorial Board does not always share the author's opinion.

ISSN 2218-1199 (Print)

ISSN 2414-0538 (Online)

SUBSCRIPTION INDEX 98763

Recommended for publication by the Academic Board of National University "Yuri Kondratyuk Poltava Polytechnic" (№2a of 02.09.2021)

Computer-assisted makeup by L.A. Svystun

Proof-reader: Yu.Yu. Hryshko

Proof-reader: Ya.V. Novichkova.

Sent to the printer's on 02.09.2021.

Signed to print on 05.09.2021.

Page size: 60x80 1/8. Published sheets 16,27.

Circulation: 300 copies. Print Order No. 138.

Printed by the Printing and Publishing Centre of National University "Yuri Kondratyuk Poltava Polytechnic". Certificate of the publishing venture entity registration in the State Register of editors, manufacturers and distributors of printed output DK No. 7019 of 19.12.2019.

Address: Pershotravnevyi Avenue, 24,

Poltava, 36011.

Phone: (0532) 57-32-20;

e-mail: eir@nupp.edu.ua;

the journal's site: <http://eir.nupp.edu.ua/>

ECONOMICS AND NATIONAL ECONOMY MANAGEMENT	
6	O. Komelina, V. Hryshko, M. Leha. Prospects for the Development of the Organic Production Market in Ukraine
15	G. Sharyi, V. Dubishchev. Development of Land Relations in the System of Productive Forces of Society
23	L. Boldyrieva, A. Chaikina. Digital Modernization of Ukraine Economic Processes in the Context of European Integration
29	O. Redkin, O. Zyma, R. Pahomov, O. Tsvihunenko. Current Tasks, Procedures and Tools of Innovation-high-tech Development of Ukraine
36	S. Bilko. Institutional Support of Information Security of Ukraine
PRODUCTIVE FORCES DEVELOPMENT AND REGIONAL ECONOMY	
42	I. Chernysh, V. Makhovka, N. Bakalo. Characteristics and Features of Specialized Types of Tourism in Poltava Region
49	N. Bakalo, V. Makhovka, A. Hliebova. Comparative Analysis of Brand Positioning in Hotel and Restaurant Business in Poltava Region
ECONOMICS AND BUSINESS ADMINISTRATION (ACCORDING TO THE ECONOMIC ACTIVITY TYPES)	
55	C. Koryuhina, V. Riashchenko, A. Stankevičs, I. Chernysh. Conceptual Framework for Corporate Governance in Crisis Period on Example of Hospitality Industry in Latvia
62	L. Yurchyshyna, M. Bieloborodova, T. Kaliuzhna. Competency-based Approach as a Factor of a Tourist Enterprise Effective Personnel Policy
69	M. Mammadov, A. Aliyev, M. Badalov, Sh. Alizada. Determining the Investment Attractiveness of the Corporation
73	A. Abasova, K. Mamedova, L. Alekperova. Methods to Overcome the Limits of Management Theory
78	V. Bondarenko. Digital-marketing as an Innovation Control Element
84	I. Novytska. Scientific and Theoretical Approach to the Management of Organic Products Promotion
91	A. Chaikina. Self-management as the Main Competence of the Modern Manager
97	Y. Bibyk, O. Belska. Methodological Foundations for Pricing of Construction Projects
MONEY, FINANCE AND CREDIT	
102	L. Ptashchenko. Development of Cashless Economy in the Financial Market as an Important Element of Economic Security of Ukraine
108	A. Hlushko, V. Skryl. A Comprehensive Approach to the Diagnosis of Crisis Status of Business Entities in a Pandemic Condition
115	Y. Khudolii, L. Svystun. Modern FinTech Trends and Their Impact on the Safety of Banking Institutions
WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS	
124	L. Radchenko, A. Buryak, I. Novytska, D. Ovcharenko. Global Investment Flows Transformation During the COVID-19 Pandemic
MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMICS	
133	E. Aliyev, I. Habibov, V. Veliyev, T. Hasanova. The Use of Fuzzy Logic for Risk Assessment in the Construction Projects

DEVELOPMENT OF LAND RELATIONS IN THE SYSTEM OF PRODUCTIVE FORCES OF SOCIETY

Grygorii Sharyi*, Doctor of Sciences (Economics), Professor
Viktor Dubishchev**, Doctor of Sciences (Economics), Professor
National University «Yuri Kondratyuk Poltava Polytechnic»

*ORCID 0000-0001-5098-2661

**ORCID 0000-0001-9460-7054

© Sharyi G., 2021.

© Dubishchev V., 2021.

Стаття отримана редакцією 19.08.2021 р.

The article was received by editorial board on 19.08.2021

Introduction. Land relations are basic for the system of economic relations, are the main component and the most important factor in the agricultural sector of the modern market economy. Modern transformational changes in the economy necessitate the raising of economic stability and competitiveness of Ukraine and require the provision of adequate land relations. This is expedient on the basis of understanding the evolution of land relations in the world and in Ukraine, in particular. The study of the historical experience of the evolution of land relations is the basis for the development of regulatory factors for further effective development, the introduction of better methodological approaches to economic valuation of land, including regulatory monetary valuation and methods of indexation.

Analysis of recent research sources and publications. Fundamental, theoretical and methodological, and applied aspects of the study of the problems of institutional development of economic and land relations in the agricultural sector of the economy are laid in the works of: V. Hanilton, D. North, Y. Lopatinsky, G. Kleiner, R. Nureyev, V. Yakubenko, T. Veblen, J. Commons, W. Mitchell, N. Panin, A. Oleynik, T. Eggertson, J. Johnson, R. Radaev, D. Inzhakov, G. Volkov, A. Golichinkov, F. Chepin, P. Ballard, G. Barnes, K. Panunzio, J. Fableman, G. Kleiner, F. Jacob, W. Neil. Considerable attention is paid to this topic by domestic scientists, in particular: in the works of D.Bambidry, Yu.Bilyk, M.Bogiri, M.Budziak, O.Gutorov, D. Gnadvovich, G.Golovakh, J.Dorosh, L.Dmitrievich, V.Another, O. Kanash, I.Koshkaldi, V.Zaitsy, O.Ivashchenko, O. Lozovogo, MG Лихогруд, A. Miroschnichenko, L.Novakovsky, L.Nudelman, O.Panchuk, V.Melsel-Veselyak, P.Sabluk, M.Degree, A.Tretyak, M.Khodakivsk, V.Yurchishin, A.Yurchenko and others.

Setting objectives. The aim of the study is to determine the institutional factors of the evolutionary development of land relations in the world and in modern Ukraine, in particular. The article presents the following periods: ancient times: the period of Kievan Rus; Polish-Lithuanian period; Cossack state and Hetmanate; periods of entry into empires; 1917 - 1920 - land revolutionary transformations (UPR); the period of the USSR; state of Ukraine.

Basic material and results. Ukraine is completing modern land reform, reforming agrarian law and rural relations. It is especially important to analyze all previous experiences of land transformations, transformations and reforms, so as not to lose the best ideas of the past and not to repeat the mistakes of previous generations.

The development of land relations in Ukraine can be divided into eight historical periods:

- the first - ancient times;
- the second - the period of Kievan Rus;
- the third - the Polish-Lithuanian period;
- the fourth - the Cossack state and the Hetmanate;
- the fifth - entry into the Russian and Austrian empires;
- the sixth - 1917 - 1920 - land revolutionary transformations (UPR);
- the seventh - the period of the USSR;
- the eighth - the state of Ukraine [1].

Synonymous with absolute power, and control over it is the most important condition of power.

" Land" - in the broadest sense of society, includes the planet, the environment, the spatial basis of civilization, the natural conditions of the biosphere.

" Land " - in a narrower sense, as a category of productive forces, means land, land , the surface of the planet, interacting with the natural complex, and acting as the main element of the economic, political and social system of society.

The earth exists as the main natural object, regardless of human will. The earth covers and performs a number of functions:

- ecological - as the main natural resource;
- social - as the basis, place and condition of human life,
- political - as a territory
- economic - as an object, subject (material condition), and active means of production.

Land, as a means of production, has special characteristics, acting not only as a material condition, but also the object of labor and the main means of production, which has unique qualitative characteristics.

Earth is a very important resource without which life on our planet is impossible.

The concept of "earth" includes a holistic economic system in which it is land, namely: the whole complex of environment, natural conditions of production, which determine the growth and development of plants, conditions of agricultural and other land use.

Land is the main means of labor for the production of agricultural products.

Land as a means of production is significantly different from all other means of production in that the area available to man is limited by the size of the land of the globe. Soil, as the basis of soil fertility, cannot be freely reproduced by human activity, like all other means of production (machines, buildings, materials). The earth is a product of nature, which man uses and adapts to his own needs, knowing its laws, which operate objectively. The most important feature of land as a means of production is that with rational management it does not work, and its fertility can increase indefinitely.

Land relations are public relations that are objective in nature and acquire economic meaning.

Land relations are public relations concerning the possession, use and disposal of land, acquired land plots, rights to them, or individual properties. [1].

The concept of land ownership is an economic category that characterizes the relationship between people and their groups in the process of land use (land use) for the appropriation of material goods, ie land ownership is a social relationship. Land ownership as an economic category is realized when it begins to generate income, namely in the process of appropriation and alienation of land as the main factor of production and its results - income.

The content of economic relations of land ownership consists of possession, use and disposal of land rent (material goods), and individual rights to land resources. maintenance of land in the field of management (residence) of these persons.

Use - withdrawal from the land of useful properties that provide an opportunity to meet the relevant needs of the land user or land users.

Stages of development of land relations are mainly associated with changes in economic relations, land ownership and development for their use in various sectors of economic activity; they are located settlements, roads, drainage and irrigation canals, perennials

In primitive society with common land ownership, the use of land by tribes and tribal groups led to the division of territory between them and between different types of economic activity (hunting, grazing, partly agriculture). During the disintegration of the genus, land use was concentrated in the hands of individual families, between which arable and homestead land was divided into family plots.

In the era of feudalism feudal land tenure due to the conquered and uninhabited territories, the allocation of land plots to the peasants for their exploitation. Under the domination of primitive tools and manual labor in the feudal community, the land was divided into strips and pieces, on which the peasant economy was conducted with forced general crop rotation. In England, the so-called "fencing" was carried out for many centuries, from the beginning of the XI century. and until the beginning of the nineteenth century, when English landowners drove peasants from the land and demolished villages. The lands liberated from the peasants were divided into large tracts, on which capitalist agricultural enterprises were created. Land management operations of this type were conducted in other European countries. The landlords confiscated plots from the peasants, leaving them only huts and a small potato field, for which they had to work on the estate. The peasants' field land plots joined the lord's economy. [1.4.6.10].

In all social formations, land management is carried out in the interests of the ruling classes. Historically, land management has changed depending on the replacement of some exploiting classes with others.

The essence of land management for each given historical mode of production is known to be determined by economic relations. The state gives land management certain legal forms, organizes and directs it in the interests of the ruling classes.

In the XX century. After the First World War, in many European countries, using the state machine, governments carried out agrarian reforms in order to strengthen their class support in the countryside.

Especially high level of design organization of territories reached in the days of the Roman Empire, when designed and built man-made landscapes.

In Latin, "kadastr" means registration of the territory in which measurements are made and from historical sources in the Roman Empire it took place in the first century.

In Greece around 550 BC, peasants already had the right to withdraw from communal land use, and this led to a new agricultural system.

Latifundia, as large estates in the system of agriculture, originated in Rome in the II century BC. Most of the land was cultivated by slaves, in the era of the early empire the land was mostly leased to "columns". But most latifundia had a specialization - animal husbandry and were located in the provinces of Africa and only in antiquity latifundia spread in the western part of the Roman Empire [4,11,19]. .

Land tenure of Kievan Rus can be divided into the following forms of ownership: princely domain ("life" - hereditary property of the prince's family and "prince" - the land of the prince's table), boyar patrimony, monastic patrimony, personal patrimony of church hierarchs, community (community), individual family plots, uninhabited vacant (state lands (prince's table). Relations were formalized by a contract - "near".

Land in Kievan Rus was taxed by the state (represented by the prince) - this is confirmed by written sources. Subsequent transformation of the feudal community in part of the peasants-owners of land (patrimony), led to the transition of some free community members and prisoners of war in the new social status - servants, slaves, outcasts, stench, purchases and serfs, depending on the degree of ownership freedom and economic dependence, including in relation to land ownership.

In the period of the fourteenth - seventeenth centuries. - Polish-Lithuanian era, in cities and large settlements is developing Magdeburg law. At the same time, city self-government bodies operate in the cities, and "soltys" operate in the villages, which dispose of lands within the limits of their powers. Measures of areas are introduced: 1 lan = 40 seas = 6 gardens; 1 wolf = 33 mortuaries - 19.5 acres \approx 20 ha. Both in name and area, they link the then level of development of the productive forces with the optimal areas for the existing productivity of the peasant family and have a socio-economic orientation.

Lithuanian statutes can be generalized as a set of laws of the feudal Lithuanian state, which extended to the Ukrainian lands that were part of it. Constantly improving the norms of the statutes changed, but they can be conditionally grouped into three statutes: "Old" - 1529, "Volyn" - 1566, and "New" - 1588. Lithuanian statutes were in force until 1840 on lands belonging to the territory of Austria-Hungary.

This reform is also called the Sigmund-Augustus reform. But the division of lands into drags, we find in historical sources in the days of Vytautas (late fourteenth century). Under the reform, the peasant was actually attached to a plot of land (became a serf), while the very possibility of owning the peasant's land was abolished. The general essence of the reform was also not only the redistribution of land to drag, but also the elimination of courtyards that existed from the tribal community and where they took their roots.

In the XVII - XIX centuries in the Ukrainian territories by means of legal norms the role of planning in regulation of land relations is defined and fixed, especially concerning planning of development of cities and rural settlements on the colonized lands of the south where quarter and street building prevailed. appropriate norms of the structure of lands of settlements were developed and introduced. Restrictions, mostly of a military nature, were introduced. ", And then specific individual sites. From the second half of the XVIII century in Ukraine the economic circulation of lands by transfer in rent and even in sublease became widespread. At the same time, when rent for landless peasants was a means of survival, large landowners by renting large tracts of land subleased the land and had an additional benefit from it. [11,18].

After the split of Poland, at the end of the XVIII century, part of the lands of Ukraine came under the rule of Austria. Land cadastre was introduced on these lands between 1785 and 1789, and new principles of taxation were established.

In England, serfdom virtually disappeared in the thirteenth century, despite the fact that the land belonged to landowners. From the XV century in the country was carried out the so-called "fencing", which

separated the lands of peasants and landowners. The shares of landowners were reduced to one place, formed, embanked and besieged. Individual peasants were also fenced off, having received the decision of the communities to leave.

In France in the XV century, serfdom remained only in the south. In the XVI century, landlords (seniors) consolidating the land carried out fencing, while leaving only a third of the land. Along with the land plots of landlords received allotments of strong peasant farms that leased land to landlords. After the revolution of 1789, France followed the path of developing a classical farm.

In Germany, communal lands and the consolidation of individual peasants began in 1782, completing work in 1821, finally approving the division of lands with the elimination of cross-strips, and minimizing easements.

In Denmark, Sweden and Norway, consolidation, redistribution and land fencing began in the 16th century, and were enshrined in law and completed in the 18th century. [1,19].

A somewhat different development of land relations took place in the Ukrainian lands of other states.

On the order of boundary actions in the delimitation of lands and the allocation of land purchased by peasants. "Temporarily obliged". The average per capita allotment here was the lowest among the provinces of the Russian Empire from 1.3 acres to 2.75 acres per capita. According to the law, it was simply forbidden for peasants not to leave their plots en masse for the first 12 years.

According to the results of the 1961 reform, peasants received 45.7% of land on Ukrainian lands, large landowners 46.6%, and the church 7.7%.

What did the 1861 reform bring to the peasantry in Ukraine? First: the utopian expectations of the peasantry remained unfulfilled in nature, in form the peasants received freedom and land in very low amounts and for very high payments;

Third: the landlessness and ruin of the nobility became widespread and acquired a systemic phenomenon, for most nobles the transition to a capitalist system of management was impossible;

Fourth: the state gained direct access to the countryside and peasants without the mediation of the landlords, directly exploiting the land and the peasants; society, which became the main cr eye on the path of building civil society in the lands of the Russian Empire. The misunderstanding of these processes by the ruling elite later led to revolutionary events in the empire.

The crisis of the peasant communal economy, low productivity of peasant lands, rising land prices, lack of income in the countryside formed a revolutionary situation and necessitated another agrarian and land reform.

Such a reform was initiated in October 1906 by decree tsar "On the abolition of certain restrictions on the rights of villagers and former taxable persons." With one main goal: to adapt the village to the conditions of capitalist development of agriculture, to break the rural community and to establish the priority of agriculture at the expense of society.

The capitalist coup in the countryside was supported by the right of peasants to leave the community, with the consolidation of the allocated land in private ownership. The transition of peasants to cuttings began long before this reform and had a positive impact on the development of the region. This was especially true of Volhynia, Zhytomyr County, the Left Bank and southern Ukraine, since the days of the Cossacks. Therefore, the efficiency of individual (farmer) land use was supported not only by the government, but also by the peasants themselves, who were sufficiently informed and informed. after the arrival of wealthy peasants (kulaks).

On May 24, 1911, the law "On Land Management" enshrined land management norms. As a result of measures taken during the years of reform for 1912, 1 million 436 thousand individual farms were allocated in kind, including about 200 thousand in Ukraine. As of 1916, about 440,000 farms were still organized in Ukraine, which accounted for 7 to 14 percent of farms and could not radically affect the agricultural sector as a whole.

After the October Revolution in Petrograd, the Ukrainian peasantry massively supported the Decree on land in 1917, so the Ukrainian Central Council, despite internal opposition on January 31, 1918. approved the "Provisional Land Law" and announced the abolition of private ownership of all land, and land committees were to transfer land to workers before the start of field work in the spring of 1918.

On April 29, 1918, by a letter of P. Skoropadsky, the Ukrainian State revoked all orders of the previous governments and decided to return the ownership of the land with the receipt of appropriate funds and compensation to the owners of the land. With the advent of the Denikin regime, large landownership was restored, along with the protection of small land ownership, within the established norms, in the range of 400-500 acres, with the redistribution of other lands of 10 acres on the farms of landless peasants.

The transformation of land processes in Ukraine between 1917 and 1920 resulted in a sharp increase in middle-class peasant farms from 30 percent to 56 percent, the number of poor farms decreased from 58 to 40 percent, and the number of rich farms from 12 to 4 percent. [1,14]. The main productive force in the countryside was the middle peasant.

The landlord class completely disappeared from the socio-economic field of the part of Ukraine that was within the USSR.

of the Bolshevik part of Ukraine, committees of poor peasants, whose role was limited to the implementation of food distribution or forcible seizure of food from the peasants. The law of December 20, 1920 supplemented the food layout with the layout of sowing and cultivation of land, returning the peasants to a state of serfdom, creating the so-called sowing committees.

In the late 1920s, the Bolshevik government set out to curtail the new economic policy (NEP), using administrative-command methods, and forcibly carried out the complete collectivization of land from 1928 to 1933 and the reform of the agrarian sector as a whole by revolutionary force.

Collectivization - as a union of peasant farms in the collective was defined by the USSR law "General principles of land use and land management" from 15.12.1928 and the law "On measures for socialist restructuring of agriculture in areas of complete collectivization and the fight against the kulaks" from 01.02.1930 and a number of other regulations. At the end of 1933, collectivization covered 65%, and at the end of 1935 - 91% of farms.

After the liberation of Ukraine from invaders, the collective farm system was restored, dekulakization and land reform continued in Western Ukraine. It was carried out in two stages: the first was the confiscation of large landowners' lands and the lands of the occupiers' accomplices and the transfer of ownership to small peasant families.

peasants of economically strong farms. Despite mass repressions, only in 1950 in the villages of Western Ukraine the level of collectivization rose to 96% of farms. The means of eliminating the kulaks were the same as in the 1930s, when dekulakization was accompanied not only by the confiscation of property and land, but also by the eviction of families. Thousands of families were not only displaced, but simply physically destroyed. Against the background of famine in 1945-1949 in most regions of Ukraine, especially in the south, in 1945 the USSR supplied 300,000 tons of grain to Romania, and in 1947 600,000 tons to Czechoslovakia. In general, agricultural products in these years accounted for a third of Soviet exports.

The financial situation was slightly better for those peasant families who worked in the state MTS, where payment was guaranteed at the level of 3 kg of grain and 2.5 rubles.

In 1950, 48.9% of farms provided less than 1 kg of grain per working day, and 52.0% of farms gave less than 1 ruble per working day. With an average possible number of 286 working days, it is possible to estimate the general living conditions of the peasants of that time and the degree of their exploitation. [1,10,12].

At the end of the 1980s, the agricultural sector of Ukraine's economy accumulated too many problems and contradictions, which required subsequent reform measures by the state and changes in land relations in the country as a whole. The Soviet Food Program, developed in the 1980s, failed, and negative trends in the provision of food to the population grew.

The core of agrarian relations is the form of land ownership, land relations themselves and the nature and methods of use of agricultural land. Historically, the implementation of land reform in Ukraine is aimed at transforming state and collective property into private and forming on its basis a more effective socio-economic system of relations with a high motivational mechanism to work with a stable system of responsibility for its results. In the late 1980s, land degradation in Ukraine reached a critical level, and the yield of major crops lagged behind the European level by almost 2 times.

In the early 1980s, a national food program was developed (1982) and Another reform of the industry management system was carried out in the direction of cooperative principles and democratization of the system, with the creation of agro-industrial associations, with partial industrialization of agriculture. As a result of these actions, the productivity of the agricultural sector has increased 2.1 times in two decades, and reached its maximum level in 1990.

In the early 1990s, in the context of statehood formation, scientists and the public in Ukraine formed the main the idea of the need for agrarian and land reform, which is based on the essence of restoring human ties with nature, not only by expanding the freedom of land management, but also the transfer of ownership of the main national resource - land.

On December 18, 1990, the Verkhovna Rada of the Ukrainian SSR adopted the Land Code of Ukraine, Resolution № 563-XII "On Land Reform", according to which all the lands of the republic were declared the object of reform.

The task of this reform was recognized as the redistribution of land with the simultaneous provision of their lifelong inherited ownership to citizens, permanent ownership of enterprises, institutions and organizations, as well as use to create conditions for equal development of various forms of land management, formation of diversified economy

The Law on Cooperation legalized collective, family contracts and defined land lease as a legal form of contractual relations.

At the first stage (1991 - 1993 pp.) there was a privatization of land and its free transfer to the ownership of collective farms, as well as land - to citizens of Ukraine in private ownership for personal subsidiary farm. During this period there is a revival of peasant farms and a policy of liberalization of markets, including food.

On December 18, 1990, the Verkhovna Rada of the Ukrainian SSR adopted the Land Code of Ukraine, Resolution № 563-XII "On Land Reform", according to which all the lands of the republic were declared the object of reform.

The task of this reform was recognized as the redistribution of land with the simultaneous provision of their lifelong inherited ownership to citizens, permanent ownership of enterprises, institutions and organizations, as well as use to create conditions for equal development of various forms of land management, formation of diversified economy

The Law on Cooperation legalized collective, family contracts and defined land lease as a legal form of contractual relations.

At the first stage (1991 - 1993 pp.) there was a privatization of land and its free transfer to the ownership of collective farms, as well as land - to citizens of Ukraine in private ownership for personal subsidiary farm. During this period there is a revival of peasant farms and a policy of liberalization of markets, including food.

On December 18, 1990, the Verkhovna Rada of the Ukrainian SSR adopted the Land Code of Ukraine, Resolution № 563-XII "On Land Reform", according to which all the lands of the republic were declared the object of reform. [1,6,14].

The task of this reform was recognized as the redistribution of land with the simultaneous provision of their lifelong inherited ownership to citizens, permanent ownership of enterprises, institutions and organizations, as well as use to create conditions for equal development of various forms of land management, formation of diversified economy

The Law on Cooperation legalized collective, family contracts and defined land lease as a legal form of contractual relations.

At the first stage (1991 - 1993 pp.) there was a privatization of land and its free transfer to the ownership of collective farms, as well as land - to citizens of Ukraine in private ownership for personal subsidiary farm. During this period there is a revival of peasant farms and a policy of liberalization of markets, including food.

Conclusions. The institutional factors of the evolutionary development of land relations in the world and in modern Ukraine, in particular, are identified.

The historical aspect of the formation and development of land relations shows that their essence is reduced to changes in land ownership and has private

It is determined that the strategic goal of the state should not be the redistribution of land, but the creation of effective competitive economic structures of the market type and the spread, above all, leases and mortgage transactions.

Further development of land reform has been established, which consists in stimulating cooperation, improving lease relations and expanding mortgage operations, which will further introduce a full-fledged land market in Ukraine.

REFERENCES:

1. Sharyi G. (2016). *Institutional support for the development of land relations in the agricultural sector of Ukraine* [Text]: monograph. City of Education and Science of Ukraine, Poltava. nat. tech. Univ. Yu. Kondratyuk. Poltava. 604 pp.
2. Rubanik V. (2006). Legal regulation of land relations in Kievan Rus and feudally fragmented Russia. *Land Law of Ukraine*. №5.

3. Miroshnichenko A. M. (2009). *Land law of Ukraine: Textbook*. Kyiv. Alert; CST; CUL.
4. Polonska-Vasylenko N. (1992). *History of Ukraine*; in 2 volumes - vol.1. Kyiv.
5. Budzilovych I., Yurchenko A. (1994). Lease of land in Ukraine. *Law of Ukraine*. №10.
6. A textbook on the history of the state and law of Ukraine, vol. 1. Kyiv. 1997.
7. *Current issues of land reform in Ukraine*. Ed. Yu.D. Bilyk. Kyiv. 2004.
8. Tretyak A. (2002). *History of land relations and land management in Ukraine: Textbook*. Kyiv.
9. Saxon mirror. Monuments, comments, research / Under ed. Koretsky. Kyiv. 1985.
10. *Encyclopedia of the History of Ukraine*. Vol. 1. Kyiv. Scientific thought. 2000.
11. Yurchenko A., Budzilovich I., Perekhodyuk M. (2001). *History of development of land ownership in Ukraine* (second half of XVII - first half of XIX century). *Land management*. №2. Pp. 59.
12. *Formation of the land market in the country* / Edited by A. Danelenko, Y. Bilyk. Kyiv. 2002.
13. Hrushevsky M. S. (1990). *Essay on the history of the Ukrainian people*. Kyiv.
14. Tretyak A., Dorosh O. (2006). *Land management*. Kyiv. LLC "CZRU". 462p.
15. Bilyk Y. (2001). *Land reform in Ukraine: Reference edition*. Kyiv. 29 p.
16. Dorosh O. (2008). *Land management*. Kyiv, LLC "August Trade". 462 p.
17. Yurchenko A., Kuzmin A. (2009). *Modern land policy of Ukraine*. Kyiv. Intertechnology. 260 p.
18. Dobryak D., Babmindra D. (2006). Ecological and economic principles of land use reform in market conditions. Kyiv. Urozhay. 336 p.
19. Makarchuk V. (2004). *General history of the state and law of foreign countries*. Tutorial. View. 4, ext. Kyiv. 441p.

УДК 332.3.7(477)

JEL Q15, Q24, Q28

Шарій Григорій Іванович, доктор економічних наук, професор. **Дубішев Віктор Петрович**, доктор економічних наук, професор. Національний університет «Полтавська політехніка імені Юрія Кондратюка». **Розвиток земельних відносин у системі продуктивних сил суспільства**. Проведено аналіз земельних трансформацій, перетворень і реформ у світі та в Україні. Розглянуто вісім історичних періодів земельних відносин в Україні: перший – давні часи; другий – період Київської Русі; третій – Польсько-Литовський період; четвертий – Козацька держава й Гетьманщина; п'ятий – входження до Російської та Австрійської імперій; шостий – 1917 – 1920 роки – земельні революційні трансформації (УНР); сьомий – період СРСР; восьмий – держава Україна. Ураховано той факт, що зміст економічних відносин власності на землю складають володіння, користування і розпорядження земельною рентою та окремими правами на земельні ресурси. Етапи розвитку земельних відносин в основному пов'язані зі зміною економічних відносин, відносин власності на землю для використання їх у різних галузях господарської діяльності. У всіх суспільних формаціях землеустрій провадиться в інтересах панівних класів. Історично змінювався землеустрій залежно від заміни одних експлуататорських класів іншими. Суть землеустрою для кожного історичного способу виробництва визначається економічними відносинами. В історичному плані здійснення земельної реформи в Україні спрямовано на трансформацію державної і колективної власності в приватну та формування на її базі більш ефективної соціально-економічної системи відносин з високим мотиваційним механізмом до роботи зі стійкою системою відповідальності за її результати.

Ключові слова: землеустрій, земельні відносини, етапи розвитку, власність на землю, земельні реформи.

UDC 332.3.7(477)

JEL Q15, Q24, Q28

Sharyi Grygorii, Doctor of Sciences (Economics). **Dubishchev Viktor**, Doctor of Sciences (Economics), Professor. National University «Yuri Kondratyuk Poltava Polytechnic». **Development of land relations in the system of productive forces of society**. An analysis of land transformations,

transformations and reforms in the world and in Ukraine, in particular, has been introduced. Eight historical periods of land relations in Ukraine are considered: the first - ancient times; the second - the period of Kievan Rus; third - the Polish-Lithuanian period; fourth - the Cossack state and the Hetmanate; fifth - joining the Russian and Austrian empires; sixth - 1917 - 1920 - land revolutionary transformations (UPR); seventh - the period of the USSR; the eighth is the state of Ukraine. The fact is taken into account that the content of economic relations of land ownership consists of possession, use and disposal of land rent, and certain rights to land resources. The stages of development of land relations are mainly related to changes in economic relations, land ownership relations and development for their use in various sectors of economic activity.

In all social formations, land management is carried out in the interests of the ruling classes. Historically, land management has changed depending on the replacement of some exploiting classes with others. The essence of land management for each given historical method of production is determined by economic relations. Historically, land reform in Ukraine is aimed at transforming state and collective property into private and forming on its basis a more effective socio-economic system of relations with a high motivational mechanism to work with a stable system of responsibility for its results.

Key words: land management, land relations, stages of development, land ownership, land reforms.