

УДК 656.611.2.078.1(477.74):338.47

**SOCIO-ECONOMIC PROBLEMS OF AN EFFICIENT PARTICIPATION OF SHIPPING COMPANIES IN THE BLACK SEA TRANSPORT REGION**  
**СОЦІАЛЬНО-ЕКОНОМІЧНІ ПРОБЛЕМИ ЕФЕКТИВНОЇ УЧАСТІ СУДНОПЛАВНИХ КОМПАНІЙ У ЧОРНОМОРСЬКОМУ ТРАНСПОРТНОМУ РЕГІОНІ**

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*У статті розглядаються проблеми і особливості участі судноплавних компаній у формуванні ефективних параметрів регіонального сегмента глобального ринку морської торгівлі.*

**Problem statement.** Regional subsystems of a global maritime transport industry play a significant role in the developing of a functional and economical stability. Therefore it is important to concentrate attention on an economical growth's optimisation and on a widening of an investment attraction of the Black Sea's region countries in this case. Under an overall scientific approach the range of questions, reflecting characteristics of the country's development at an inadequacy of the condition of individual subdivisions of a maritime system, is still unsolved [1]. An attainment of the carrying capacity's adequacy is a result of an efficient use of limited resources, basic and human capital first of all. Problems and characteristics of shipping companies' participation in formation of efficient parameters of the global market's regional segment in sea trade are researched by many leading scientists in Ukraine and abroad: N.T. Primachev [1,3], A.M. Kotlubay, P.R. Krugman [2], L. Dg.Gitman [4] and other.

**Formation of the task of research.** A scientifically-methodical substantiation of the efficient decisions in a system of the adequate development of the national merchant fleet is considered as the main aim of the research. The terms are integrational processes of the sea trade's world market and outboard restrictions of projects' realisation of the Ukrainian maritime transport's competitive condition.

**Material of research and scientific results.** A work of the maritime transport in every local region in conditions of economical relations' globalisation differs with a high degree of internationalisation [1]. Therefore forming of the national maritime transport system companies' development strategy involves thorough studying of world maritime industry's functioning principles. Determinant meaning of the national merchant shipping for economical safety of the country's participation in an international division of the labour predetermined an extension of state and international principles of a merchant shipping regulation. State regulation mechanisms of the national maritime transport potential are: proactive shipping politics; financial and credit politics; governmental supporting programmes for shipbuilding segment and non-financial privileges. Socio-economic characteristics of the merchant fleet's and port's development are stipulated by fundamental difference of the sea trade market. It represents special exchange of activities in behalf of continuity of the international division of the labour [2]. On the other hand – freight market is non-national economical area, where the potential of national shipping

companies and trade ports is implemented. In this aspect regional sea trade market – it is a system of commodity-money relations, which unite shipowners, operators and cargoowners regardless of their nationality. Just because of this, except national ship registries, registries of the free registration and second (international) registries are created. By the criterions of economy they allow to keep positions, including regulatory actions of International Maritime Organisation.

**Regional transport subsystems' stability.** Amongst the main conditions of the functioning stability of the transport services market's regional segment are: activity of maritime transport companies of different forms of ownership. Amongst the external socio-economic restrictions it is necessary to distinguish activity of the whole market infrastructure (banks, exchanges, etc.) and free competition. This, and socio-politic environment, as events in Ukraine confirm, transform in basic conditions, which regulate and control pricing system. Exactly this set of regulations characterises competitive advantages of individual maritime transport regions.

In the system of the evaluation of the national maritime transport subsystems' condition private indexes are important. Amongst them are: level of industrial potential's adequacy; share of fleet's and terminals' progressive types; scales of new technologies' appliance; quality indexes. It is necessary to include top productivity of ships and terminals to the group of the integral evaluation of the technical-and-economic level of maritime transport companies; consignments' delivery time; prime cost of carriage. Level of fleet progressiveness regarding to the conditions of the regional segment of the sea trade market, where the shipping company mainly works, or regarding to another (competitor) shipping company, can be calculated as [3]:

$$u_f = \frac{(1-\alpha_o) \sum b_{fi} \beta_{fi}}{n \beta_{fei}}$$

where  $\alpha_o$  — share of physically and morally obsoleted fleet;

$\beta_f$  — level of fleet's progressiveness of analysed and reference (competitive –  $\varepsilon$ ) company: registry capacity/crew; fleet's share, that satisfies up-to-date requirements; share of effective PEP; capital endowment, prime cost, speed, etc.;

$b_{fi}$  — coefficient of ponderability of factors,  $0 \leq b_{fi} \leq 1$ ,  $i = 1, 2, \dots$ ,

$n$  — quantity of groups of differentiation signs of indexes  $\beta_f$  and  $\beta_{fe}$ .

Periodical evaluation of the situation in a regional sea basin allows to define a tendention of navigable and port complex condition's changing, level of risk, connected with the loss of the operator's activity sector. The main problem here is a choice of time, possibility and necessity of respective projects' realisation, forming fleet's transportation ability and ability of handling seaside of commercial ports [4].

Depending on the nature of deficiency and on the access to the use of capital fundings for the programm of development [5] two approaches for the budget forming of an investment activity are distinguished: 1) possibility of the implementation of the competitive positioning project; 2) companies' development scales' limitation. In conditions of the achievement of a leadership by shipping company in case of chosen specialisation in regional segment operators can make an investment decision, that is based not on profit criterions from the market's perspective, but on the basis of own criterions of the evaluation of expediency of the investment activity.

### **Decisions' peculiarities in the regional segment of maritime industry.**

National mercant fleet's development in countries with insufficient carrying capacity relatively to criterions of the foreign trade's freight independency (Ukraine, Bulgaria, Georgia) is based both on calculation of internal possibilities and reaction on external restrictions. Amongst the latter are both condition and pace of tonnage's update of the world's leading shipowners, and external capital rationing.

However, by any development restrictions in the Black Sea region it is necessary to take into consideration, except traditional maritime transport technologies, increasing role of transit flows of cargoes and a cruise component of the basin. It is necessary, however, to take into consideration that Russia and Turkey have possibility of realisation their transport problems and on the basis of the use of other sea basins' potential. Nevertheless, transport potential of the region, particularly its cruise component, are mastered insufficiently. Countries of the region are producing 4,44% of the world's GDP. They are located in the area of transport and economic connections Nord – South and East – West, but goods' turnover of ports forms only 2,5% of the transport work's volume of the global maritime transport industry. The role of the Black Sea region in the world politics and the global economy, given its strategic location and economic potential, has consistently increased, and the economic interests of the states in the region are led to an understanding of the prospects of joint business initiatives, the need for broader economic integration, the implementation of large-scale infrastructure, transport, environmental and other projects - more insistently. The Black Sea region has become an arena of oppugnant interests and aspirations of various countries, international organizations, companies and industrial holdings. The transformation of the Black Sea to the factor of union countries or on the contrary, will be depend on the basis of how the Black Sea countries and extra-regional states will be able to find mutually acceptable mechanisms for cooperation.

The closing of the port of Yalta and Sevastopol have led to the fact that the Black Sea area has become less attractive for cruise operators. The figures speak for themselves. If in 2013 Odessa was visited by 106 cruise ships, then in 2014 - 32, in 2015 - only 13, and this year - 2. It is, unfortunately, a long-term trend, for which it takes time to change. The Factor of Ukraine transit capacity remains one of the highest in the world. Geo-strategic position enables it to be profitable transit bridge for freight and passenger traffic. One of the reasons, considered by the world society, is the risk of socio-economic imbalance and unreliability of realisation of investment projects. Under the circumstances as the basis for strategic development of the maritime transport region it is necessary to consider governmental proactive activities. From the other hand, forming of the open market relations with the world cruise operators, which is confirmed by the development projects of the cruise port of Batumi. Routing of the cruise shipping becomes fundamental. It reflects a real demand and takes into account limitations of the totality of non-economic factors.

**Conclusions.** The ground of the development in the system of regional trade relations orients on the choice of ways, which provide high macroeconomical and entrepreneurial results. Such approach agrees with economical position stability problems. The result should be based on the normal requirements of regional subsystems. The whole complex should orient on the maximum efficient use of resourses possessed. This predetermines a nature of functional organisation of the fleet's and ports activity. Increasing of shipping companies' and ports' work efficiency and quality should correspond with statuses of the evaluation practice of the

economical efficiency of the resources' use. The problem of the investment decisions' efficiency managing requires improvement of substantiation methods of projects on the global and local interests' basis.

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#### **Аномалія**

У статті розкриваються проблеми і особливості участі судноплавних компаній у формуванні ефективних параметрів регіонального сегмента глобального ринку морської торгівлі. Тому уточнюється ряд економічних положень і розглядаються найважливіші елементи і напрями раціонального використання економічного потенціалу причорноморських країн. Уточнюються тенденції і принципи розвитку регіонального сегменту фрахтового ринку в умовах інтеграції національних транспортних систем. Розглядається науково-методичне обґрунтування ефективних рішень у системі адекватного розвитку національного торговельного флоту за умовами інтеграційних процесів світового ринку морської торгівлі. Увага звертається на нерівномірність розвитку морського транспортного потенціалу, що зумовлює особливості участі окремих країн у торговельному суднопластві Розглядаються основні умови стійкості функціонування регіонального сегменту ринку транспортних послуг, серед яких рівень адекватності виробничого потенціалу; частка прогресивних типів флоту і терміналів; масштаби застосування нових технологій; показники якості, час доставки товарних партій; собівартість перевезення. Періодична оцінка ситуації в регіональних морських басейнах дозволяє визначити тенденцію зміни стану судноплавного і портового комплексу, ступінь ризику втрати сектора операторської діяльності. Головним стає вибір часу, можливості і необхідності реалізації відповідних проектів формування провізної здатності флоту і пропускної здатності торгових портів приморських держав.

Обґрунтування розвитку в системі регіональних ринкових відносин орієнтоване на вибір шляхів, що забезпечують високі макроекономічні і підприємницькі результати. Такий підхід узгоджується з завданнями стійкості економічного становища. Результат повинні ґрунтуватися на нормальних потребах регіональних підсистем. Весь комплекс повинен орієнтуватися на максимально ефективно використання наявних ресурсів. Це зумовлює характер організації функціональної діяльності флоту і портів.

Підвищення ефективності і якості роботи судноплавних компаній і портів має узгоджуватися з положеннями практики оцінки економічної ефективності використання ресурсів. Проблема управління ефективністю інвестиційних рішень потребує вдосконалення методів обґрунтування проектів на основі глобальних і локальних інтересів.