



**Scientific Center of Innovative
Researches**
(Tallinn, Estonia)



«KROK» University
(Kyiv, Ukraine)



**Academy of Economics and
Pedagogy**
(Prague, Czech Republic)

International conference on corporation management

December 3-5, 2020

Tallinn, Estonia

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THE PROGRAM
of International conference on corporation management (ICCM)
(December 3-5, 2020)

TIME	NAME
December 02, 2020	On-line conference
10:00 AM	Oksana Moyseenok Business attitude to social responsibility in the republic of Belarus
10:05 AM	Tatiana Kislaya Main approaches to assessing the effectiveness of business social responsibility
10:10 AM	Oleksiy Sheviakov, Ihor Shramko Dynamic sociotechnical systems of activity: social support of women in metallurgical corporations
10:15 AM	Diana Zayats Corporate culture as an important component of municipal development
10:20 AM	Victor Makarchuk Corporate environmental governance: world experience for Ukraine
10:25 AM	Sergii Petrukha, Dmitriy Bondarenko Agrarian-construction conceptualization of formation of local infrastructure of food aid to rural population
10:30 AM	Ali Abdalqhadr The impact of corporate governance on the economic development of the state
10:35 AM	Iryna Mihus Corporate fraudsters: who are they?
10:40 AM	Bogdan Ostashevskiy Competency management as a tool for optimization of engagement with stakeholders in it projects
10:45 AM	Taha Mohamed Daab The impact cost of living on international company management
10:50 AM	Oleksandr Aulin The influence of islam on public corporate governance
10:55 AM	Yana Koval Forms of realization of partnerships between business and government in the conditions of market economy development
11:00 AM	Olksandra Liashenko, Ruslan Markov Harmonization of stakeholder's interests – an imperative goal of corporate governance of economic security of the enterprise
11:05 AM	Olga Brusentseva The effect of the innovation potential on the competitiveness of the firm
11:10 AM	Rafaela Znachek Corporate management of state-owned joint stock companies of Ukraine
11:15 AM	Vasyl Shykerynets, Svetlana Filiuk Regulatory and corporate support for the implementation of state policy in the field of culture in Ukraine
11:20 AM	Irina Muntian Corporate management as an attribute of the investment attractiveness of ukrainian companies
11:25 AM	Elnur Farzaliev Corporate governance of event-industry enterprises: specific features and functions

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CORPORATE MANAGEMENT AS AN ATTRIBUTE OF THE INVESTMENT ATTRACTIVENESS OF UKRAINIAN COMPANIES

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In modern conditions, all countries challenge for global capital markets, global investments and trust of global investors. Today, the trade in financial services and resources is turning into a successfully developed business. In these conditions, an effective corporate management system is a necessary tool for enhancing investment processes.

Having selected the market economy pattern of development, Ukraine cannot stay away from the development processes of corporate management. Creating a more attractive investment climate in the Ukrainian state has become necessary; the main attributes thereof include a favorable tax treatment, an advanced legislation, conditions for a fair competition, an effective judicial system, minimal administrative barriers, high-quality infrastructure for business development, and a strong culture of corporate relations.

In modern conditions, the problem of corporate management for Ukraine is becoming especially relevant in the context of the active trend of privatization of state-owned property, an increase in the number of joint-stock companies. Perceiving the development of market relations as the basis of economic policy it is necessary to realize the special role of the latter in increasing the well-being of Ukrainian citizens and society as a whole, creating jobs opportunities, accelerating economic development, and implementing socio-economic programs [1].

In the process of Ukraine's transition to a market economy, a large number (over 35 thousand) joint-stock companies managed based on corporate management were created. This property was owned by about 17 million shareholders. The analysis of creation and operation of domestic corporations shows that at this stage, the effectiveness of operation of such a form of business being a priority for Ukraine is insufficient. Today, the level of production of the national corporate sector enterprises is approaching 75% of GDP, while the same figure reaches 90% of the total GDP level for corporate sector enterprises in the countries with advanced economy.

The modern system of corporate relations functions in such a way that small shareholders, being the most part of the total number, do not actually participate in the corporate management. Accordingly, their interests are ignored within the operation of joint stock companies and distribution of the income received. The main contradiction lies in the divergence of interests between the corporation's managers and shareholders, especially the owners of small blocks of shares. Due to the imperfection of Ukrainian legislation in the field of corporate management, where many aspects of corporate relations are not covered within the legal

framework, as well as through direct violations, the interests and rights of shareholders are infringed.

The majority of Ukrainian enterprises has started and continues their reforming, in the crisis conditions. The key problem here is the ability of an enterprise and an organization to adequately adapt corporate management to new conditions in a fairly short time. The majority of Ukrainian enterprises (except for a small part thereof) are financially insolvent, with a large amount of debts; with a low level of material and technical facilities (as a result of their financial situation, they are unable to attract investments to implement the latest technologies); with weaknesses in the management system and low training of qualified personnel, which does not meet the modern market requirements.

The following should be highlighted among the reasons for an inefficient development of corporate management in Ukraine:

- lack of a unified document in the legislative framework governing corporate management in Ukrainian;
- informational secrecy, contributing to demonstration of shadowing and flourishing of corruption;
- a considerable participation of the state in the functioning of state enterprises with a mixed ownership form;
- inefficient management of privatized enterprises, reduction in production, employment and assets as a result of transformation of medium and large state-owned enterprises into private ones;
- in most cases, the lack of real indicators of the state's influence on the operation of the facilities;
- insufficient responsibility for the quality of management by entrepreneurs and shareholders;
- management of state corporations is spread among the facilities
- lack of independent directors in the corporate management system [2; 134].

Unfortunately, there is no ideal corporate management model in Ukraine so far. An effective model for transforming the corporate system of Ukraine should provide for a number of structural transformations to improve the efficiency of corporate policy, the inclusion of a strategy for the development of corporate structures into the national development program of the country and the corporate sector thereof.

In order to improve corporate management, it is necessary to implement priority measures to protect the shareholders' rights, which, of course, will help attract financial resources from both domestic and foreign investors, as well as distribute the capital across the Ukrainian economy more rationally. The scenario of improving corporate relations should provide for international standards and approaches adapted to the realities of operation of domestic corporations and the specifics of the Ukrainian economy[3]. It is necessary to implement a systematic monitoring of the results of practical activities of domestic corporations, as well as measures of legal regulation and state control. This and other initiatives will help

protect the interests of shareholders, improve the competitive ability rating of Ukrainian corporations, and have a significant impact on improving the investment climate and economy of the Ukrainian state.

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