The experience of the economically developed countries of the world shows that the essence of the market model is the openness of the market: with a large number of sellers and buyers, the availability of price information, the ability to check the quality of goods and the availability of freedom of access for new sellers. The state guarantees public order and compliance with sanitary standards, imposes various types of economic transactions, but should not influence the decision-making on sales and pricing. Interactions between competing buyers and sellers are not limited and should be completely “transparent.”

It is competition between many sellers that guarantees buyers the right to a wide choice. When customers have the opportunity to choose, they deal only with those sellers who provide the highest quality goods at the lowest prices. Market competition increases the efficiency of the economy, since economic operations occur at the lowest cost, that is, at the lowest price. Competition between buyers who try to find the best seller for themselves provides the latter with a variety of opportunities to market their products. Continuous interaction with buyers allows sellers to navigate market requirements and prices. Thus, the market creates conditions that allow its subjects to optimally satisfy their needs. At the same time, free trade should be regulated by current legislation.

In order to create a real competitive market environment, the state must create favorable conditions: to fight monopolies; Not subsidize uncompetitive monopoly enterprises; to implement sound tax policies, not to suppress personal initiative and the private sector of the economy, since the market will not be able to acquire the desired dynamism. Choice is at the heart of the economic development of any open market society. It is the market that provides freedom of choice, using which economic entities and individuals, taking into account the prices that have developed, determine the directions of economic development. In a competitive environment, an entrepreneurial initiative is developing. The barter system strengthens monopolistic marketing systems and suppresses competition that could contribute to a fair and efficient economy.

One of the most important issues in increasing competition is the functioning of the public procurement mechanism.

The concept of "state orders" - a prototype of the modern concept of "state purchases" - was first applied by the USSR State Planning Commission when developing a draft national economic plan for 1988. The main reason for the introduction of this economic category was that since the mid-80s, the USSR State Planning Commission on the scale of the entire national economic complex could not completely balance the planned tasks for the production of products with the available material resources. It had to take steps towards decentralizing the existing system.
The inability to provide for national economic plans led to the emergence of a state order, which covered 70-80% of the total volume of the national economy and was fully provided with material resources. Products manufactured in excess of the state order were allowed to be sold to the manufacturer independently. [1, 2]

Changes in the economy, the abolition of centralized production planning and the distribution of material and technical resources led to the transformation of the functions of public procurement, and turned into a way of providing priority needs for material resources, products, works and services of entities contained from the state budget.

In the period 1991-1992, there was a collapse of the Gosnab system. Since 1992, the legislation of the USSR and the republics applied in Russia have revived the practice of regulating the supply of goods for state needs through special legislation. In 1997, the first reform of the public procurement system was carried out, which was initiated by Decree of the President of the Russian Federation of April 8, 1997 No. 305 "On priority measures to prevent corruption and reduce budget expenditures when organizing the purchase of products for state needs."

Pursuant to this Decree and Order of the Government of the Russian Federation of July 24, 1997 No. 1047-r, the Methodological Recommendations for bidding were approved. The Law of May 6, 1999 No. 97-ФЗ "On Tenders for Placing Orders for the Supply of Goods, Performance of Work, Provision of Services for State Needs" was designed to regulate the relations arising between the tender organizer and suppliers in the process of the tender for placing orders for State needs.

In July 2005, the bill was adopted by the State Duma as Federal Law No. 94-ФЗ "On placing orders for the supply of goods, the performance of work, the provision of services for state and municipal needs." Various methods of this procedure were envisaged and regulated, such as bidding in the form of a tender, auction, including in electronic form; without bidding (request for quotations, from a single supplier, on commodity exchanges). The law defined a unified procedure for placing orders for state and municipal needs. An important role in the development of the legal protection of the rights of participants in the public procurement system was played by the Federal Law of 26.07.2006 No. 135-ФЗ "On the Protection of Competition."

Over time, a unique system of placing state orders was formed in the Russian Federation, consisting of a single all-Russian portal (www.zakupki.gov.ru), which began its work in January 2011, and electronic sites selected by the Ministry of Economic Development of Russia and the Federal Antimonopoly Service of Russia based on the results of the competition. [1, 2]

The general theoretical justification for procurement is the need to fulfill the functions of the state as the manager of budget funds, which are executive authorities, local self-government, individual enterprises, institutions and organizations. At the same time, the concept of maximizing the effectiveness of public procurement is an important problem. The leading place in solving this issue belongs to the financial and economic mechanism of public procurement, adapted to world standards taking into account domestic specifics. The development and improvement of the financial and economic mechanism of public procurement through competitive procurement is becoming a priority of macroeconomic policy.

The main form of regulation of economic processes in market conditions is the financial mechanism. The financial mechanism is essentially the methodological, organizational and legal provisions and measures that determine the functioning of
finance in the state economy, their practical use to achieve the goals and objectives defined by the relevant programs.

So, the financial mechanism allows you to influence financial relations and should contain financial methods, instruments and levers, elements of collateral. The Economic Mechanism monitors the procedures for selecting the methods of purchasing and pricing the necessary goods, services, etc.

In order to effectively manage public procurement in a competitive and market environment, financial and economic mechanisms should be integrated into a single financial and economic mechanism.

The financial and economic mechanism of public procurement is a system of establishing and ensuring economic relations between the subject and the object of public procurement, implemented through financial and economic methods, instruments and levers, which are aimed at the effective use of public financial resources on the principles of competition and ensuring the interests of all public procurement entities. [3]

Public procurement is an instrument for regulating the market economy. Government regulation should free the public procurement market from monopoly, corruption, departmental arbitrariness and ensure the efficiency and cost-effectiveness of spending public funds on a competitive basis. In addition, state regulation affects the formation and implementation of state and local budgets, since the purchase of goods, works, and services is carried out at the expense of budgets of different levels.

An important component of the financial and economic mechanism is state financial control, which allows achieving these tasks and narrowing down the range of potential problematic issues related to the activities of its entities.

We believe that the tools of the financial and economic mechanism are forward-looking, current and operational planning of public procurement, external and internal state financial control, audit, budget financing, stimulation of budget savings, state contract.

Given the specifics of the financial and economic mechanism of public procurement, the system of financial and economic levers should include the following levers: norms and standards, limits, financial incentives and sanctions, financial indicators, competitive procedures for public procurement. The peculiarity of financial levers is that they are applied taking into account the economic interests of all subjects of the financial and economic mechanism of public procurement. [4]

The standards characterize the level of provision of funds for public procurement procedures, various types of public expenditure. Limits are a limitation on the use of public funds for procurement. Incentives for budget savings can be implemented through any rewards and penalties. In this case, incentive measures can be applied to both customers and suppliers. For customers, it is advisable to use rewards in the form of bonuses (cash and in kind), and penalties in the form of fines, administrative fines. For participants of suppliers - a reward in the form of privileges, and economic sanctions in the form of penalties, penalties, a penalty fee, indemnification.

Penalties - compulsory measures to recover payments for violation of contractual obligations provided for by civil law. Fines - a form of liability of customer participants, individual officials, supplier participants for violation of established norms and rules or obligations. Economic fines are applied to legal entities, for individuals - administrative. The right to damages applies not only to actual damage, but also to the extent of guilt and loss of profits.
Thus, the implementation of market frameworks requires the application of mechanisms that will ensure the effective use of public funds. The functioning of the financial and economic mechanism of public procurement, the fulfillment of its goals and compliance with the principles will overcome crisis phenomena in the field of public procurement. The construction of the financial and economic mechanism of public procurement should be carried out in accordance with budget policies, goals, principles and functions of public procurement. Given that the financial mechanism provides an idea of how the financial and economic impact on the competitiveness of the public procurement market can be realized and should show how to do this, it is advisable to distinguish financial and economic methods, instruments and levers, and collateral as part of such a mechanism.

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ВИДІЛЕННЯ ТА ГРУПУВАННЯ ШЛЯХІВ ПОКРАЩЕННЯ ВИКОРИСТАННЯ ОБІГОВИХ КОШТІВ ПІДПРИЄМСТВ

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УКРАЇНА

Підвищення ефективності господарської діяльності підприємств потребує реалізації комплексу організаційних, економічних та техніко-технологічних заходів [1], спрямованих на підвищення рівня економічного потенціалу підприємств [2, 3]. Серед цих заходів важливою роль відіграє вдосконалення використання обігових коштів суб’єктів господарювання [4]. Таке вдосконалення спрацьовує суттєвий вплив на основні параметри діяльності підприємств, зокрема на їх фінансову стійкість [5].

Управління обіговими коштами компанії повинно передбачати, передусім, скорочення тривалості циклу їх кругообігу та, відповідно, прискорення їх оборотності. Це, досягається, зокрема, завдяки зменшенню обсягів виробничих запасів та запасів готової продукції. Проте, таке зменшення має об’єктивні межі,