

in the international division of labor, and strengthen the competitiveness of the national economy.

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### **ETHICAL PROBLEMS OF MODERN ECONOMICS AND WAYS TO ELIMINATE THEIR SOLUTIONS**

Ethical business is honesty, decency, respect for partners, observance of the given word, ability to function effectively in the market in accordance with the current legislation, established rules and traditions.

On the way to understanding, and even more so, the observance of ethical principles by Ukrainian businessmen, there are various barriers:

Internal: skepticism about ethics in business; transfer responsibility to others; uncertainty in its moral sequence; moral distraction; fear of becoming uncompetitive; excessive self-esteem.

External: laws, public opinion; bribery of officials; unscrupulous business partners; application of force methods in relations with partners; optional in business communications.

The success of the country depends on 80% of the management. Indeed, management plays a huge role in the development of countries, solving the problems facing the economy, the success of economic actors. However, management itself is based on a system of principles and values that are a fundamental part of the management process.

The links between economics, governance and ethics can be traced in many respects. For example, the higher the level of trust of the companies on the part of its partners, the less the cost goes to control the agreements between them, reduce transaction costs, reduces the time of negotiation. Such concepts as trust, reputation, responsibility become important in this key.

Experience has shown that ethical behavior, not supported by incentives (benefits or benefits), is never stable. It is the terms of the activity that determines the behavior of people by asking the incentives for their actions and actions.

There is a basic feature of the concept of Homan, which is to develop and put forward the principle of competition, which is crucial for all of its ethical theory. First of all, morality, in his opinion, should not hinder the development of the economy. The validity of this provision is beyond doubt. Society must remember that excessive moralisation not only revenues the defeat in a competitive struggle, but can also become a serious obstacle to the development of entrepreneurial activity, reducing the barriers to the natural aspiration of people to benefits. This will not only help make the economy more «moral», but also ensure its effectiveness.

At the mega-city there are problems of relations between companies from different countries. A major challenge for transnational corporations is their adaptation in different countries.

At the macroeconomic level, there is a problem of relations between companies that are guided by different principles in their economic activity: some companies seek to get quick profit at all costs, and some focus on long-term development and value their reputation. At this level, there are problems of interaction: state and corporations, corporations and society as a whole, allowable competition between companies, etc.

In modern conditions, as already noted earlier, common values can't be integrated by society, the distinctive feature of which is an increasingly large process of individualization. Therefore, a new system of social control is needed, without which morality can't be strong.

Ethical norms of conduct of a firm or corporation must be respected in relations with the state, society, buyers, suppliers, competitors, their own employees. All this constitutes the concept of corporate ethics.

In the business ethics, the social features of the ideally «ethical» corporation and they are determined by a number of criteria.

First of all, the corporation is evaluated as a civilian. Based on this criterion, the corporation must: take care of compliance with laws, even if it is possible to circumvent the law and obtain more profit; promote law-making; act abroad with respect to the laws of the country, not contradicting the interests of their own state; to focus on the production of safe goods sold at affordable prices.

The second place is the assessment of the corporation as an employer. Here, the main requirements for the behavior of the corporation are: caring for the safety of

products; caring for a good emotional state of workers; preventing discrimination in the interests of others.

In defining their social mission and the basic goals, modern corporations and companies seek to put in the foreground not profit, and not even professionalism, but above all service to society. The Japanese say – «if you want to do business, think first of the interests of your state and its citizens».

The degree of partner compliance with ethical standards plays a significant role in business. Integrated mechanisms for solving ethical problems are: continuation of dialogue between world economies, distribution of corporate governance, introduction of ethical codes in practice. Companies should strive to develop their own ethical programs.

To conclude, it can be said that without honesty and decency in the system of relations between firms, banks and individuals, effective and long-lasting entrepreneurial activity is impossible. Without complying with the business protocol and ethical standards of business, which in many cases is based on informal agreements, informal contacts, trust of partners to each other, is ineffective. Therefore, in its activities, the entrepreneur must necessarily be guided by established norms of conduct.

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### **ПИТАННЯ ВДОСКОНАЛЕННЯ ОРГАНІЗАЦІЇ НАУКОВИХ ПАРКІВ ЯК СУБ'ЄКТІВ ІННОВАЦІЙНОЇ ДІЯЛЬНОСТІ В УКРАЇНІ**

Одними з основних суб'єктів інноваційної діяльності в Україні є як технологічні, так і наукові парки, засновниками яких виступають ЗВО. Правда, найчастіше наукові парки кваліфікуються як суб'єкти інноваційної інфраструктури, що пов'язано зі спрямуванням їх діяльності на створення умов для реалізації проектів з впровадження нових розробок іншим суб'єктам