

can all help create and sustain customer loyalty;

- enabling new types of customer/supplier engagement; interacting in a more timely and reliable way with the organization's supply chain;
- providing more secure access by internal and external staff to enterprise applications.

Clearly an organization cannot protect and prevent everything. Interaction with key stakeholders is essential to determine the organization's ability to tolerate risk and appetite to tolerate the impact if the risk is realized. In effect, security as a component of risk management involves a process of determining what could go wrong, the likelihood of such an event occurring, the impact if it did, and actions to mitigate or minimize both the likelihood and the impact to an acceptable level with an acceptable range of variation.

The answers to these questions can help organizations determine how much to invest, where to invest, and how fast to invest in economic security-governance actions. They serve as one means to identify security risks to the enterprise and quantify the degree of risk exposure. In the absence of answers to these questions (and a process for periodically reviewing and updating them), an organization may find it difficult to define and deploy an effective security strategy and thus unable to effectively govern for enterprise security.

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ANALYSIS OF THE STATE FOREIGN DEBT

Key words: debt, external debt, budget, GDP, economy.

Currently, the public debt problem is one of the most important ones as it serves as one of the country's macro-economic well-being indicators. The nature of the debt problem solution will depend on budgetary capacity, the state of its foreign exchange reserves, and hence the stability of the national currency, interest rates, investment environment, and behavior of all the factors of the national financial market. The reason for the emergence and growth of public debt is a permanent state budget deficit.

Public debt is divided into internal and external. In our opinion, special attention should be paid to the external public debt. External public debt is the total amount of the country's debt on foreign loans, which make up the outstanding loans and unpaid interest thereon. The presence of foreign debt in the country is a normal international practice. However, we should bear in mind the negative effects of international loans: increased production and foreign trade imbalances borrowing countries, influence of creditors on their national economic policies, the development of inflationary processes, credit impact on the dynamics of exchange rates and interest rates, accumulation of external debt and debt crisis main indicators of external debt in the international practice are the ratios of external debt to GDP

and the ratio of external debt service. The value of the principal amount of public debt should not exceed 60% of the actual GDP annual volume. Special attention should be paid to the country which debt exceeds 60%. Table 1 represents the data concerning national debt as the percentage of GDP in different countries within 2008-2015.

Despite the fact that the USA is a highly developed country and the monetary unit of the United States is one of the major reserve currencies in the world, the country has a debt of more than the norm for a decade. However, in US history, federal authorities have never refused to fulfill their debt obligations and has never declared a moratorium on the payment of debt interest. European countries such as UK, Germany, France and Italy have debt being several times greater than the norm, but their economy is stable, as well as the level and quality of life is an example for other European countries. Greece is an example with the economy in crisis countries; the country has a fairly large debt and is unable to repay it. The most prosperous issue of external debt is Russia, China, Brazil, and Iran (see Table 1). China is the biggest holder of foreign exchange reserves (2/3 of the world's foreign exchange reserves are concentrated in China), and since 2008, China has managed to halve its foreign debt. Russia has also large enough reserves and public external debt being one of the lowest in the world. The level of external debt of Ukraine continues to grow causing definite concerns. The forecast for 2016 is also disappointing, because in the first quarter, the share of external debt was a record for 10 years.

Table 1

Public external debt of various countries

Country	Year					
	2008	2009	2011	2012	2014	2015
USA	70%	83%	100%	104%	110%	112%
United Kingdom	252%	268%	304%	334%	396%	> 415%
Germany	69%	83%	157%	151%	159%	159%
France	71%	75%	85%	96%	-	98%
Italy	102%	112%	122%	124%	133%	133%
Greece	112%	129%	177%	158%	174%	187%
Portugal	72%	85%	96%	125%	127%	129%
Ukraine	56%	56,50%	86%	77%	80%	96%
Russia	-	11,70%	12%	13%	9%	11%
China	45%	38%	26%	22%	22%	20%
Brazil	18%	18%	16%	18%	21%	24%
Iran	7%	9%	12%	19%	11%	13%

To solve the problem of external debt, it is necessary to increase the investment attractiveness of Ukraine, correct dispose of borrowings and as a result not only to

improve the economic situation in the country and solve burning social problems, but just use it as a source of financing in accordance with the principles of good financial management with great benefit to the country.

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EMPHASIZING ENVIRONMENTAL MARKETING FOR ENTERPRISES

Key words: environmental marketing, environmental policy, reproduction process

The idea about environmental management is extremely significant for all areas of production especially at the current stage of Ukraine's development. An important tool for eco-management is an environmental marketing, which aims at the idea of Green Products and Services. On this basis, the process of obtaining Green Products requires the "greening" of the whole production process.

Marketing implies the activity for identifying and meeting the needs [1]. On the one hand, marketing is aimed at the protection of the consumers' interests; on the other hand, it provides the significant profits for any company [2]. Consequently, environmental marketing ensures the balance between providing the marketing products for consumers at reasonable prices, and provides an adequate level of profitability for producers and sellers.

Environmental marketing covers a set of activities at the enterprise, aimed at the consumer's needs and environmental study of the factors of external and internal environment for the enterprise. In addition, both supply and demand of environmental goods and services should be effective on the market.

Thus, the ecological functions of marketing include a complex of measures at the company to reduce environmental risks from the enterprise, improve the environmental responsibility of the business, which, finally, will lead to the enhancing of the environmental image of enterprise. Besides, environmental marketing can create a specific element in the system of "producer-consumer", which regulates the preservation of environmental and social responsibility.

The differences in analysis should identify the main differences between general principles of marketing and environmental marketing at the enterprise (Table. 1) [2]. Environmental marketing at the early stages of cleaner production requires large investments. This is necessary to meet the requirements for "greening" the society as a whole, as well as for the company to be competitive and successful.

Table 1

The differences between the principles of general and environmental marketing at the enterprise

The elements and stages of production General marketing Environmental marketing