

- cheaper prices;
- great potential for development of the clients-system, without risking that the system will find a different place to work, as so often happens with sellers that have gained experience.

Among the disadvantages of Internet trading, we may include the following:

- difficulties of sellers to attract attention of customers, as the client in the majority is not ready to move exclusively to online trading;
- in the system of Internet trading is missed the effect, that is possible only in personal contact “buyer and seller” and that reaches through the grace of sellers, their intuitive abilities and the ability to sell even not very desirable product for the buyer;
- the inability to provide immediate purchase. Depending on the physical store location delivery can take from several days to weeks;
- absence of opportunities for buyers to assess the quality of the goods, especially this is important when buying consumer products; absence of contact with the actual product [3].

Therefore, Internet trading has more positive aspects than negative compared with the traditional trade. The development of Internet trading in Ukraine is extremely important, because it is an effective tool that will allow to enter the world market for many Ukrainian companies, primarily, for companies that provide commercial services, also for firms and software developers.

References:

1. Forrester Research: Research: How Consumers Connect Around The World [Electronic resource]. - Mode of access: [http://www.forrester.com/search?tmtxt=amo-yn% 20of% 20internet% 20users # / How + Consumers + Connect + Around + The + World / quickscan / - / E-RES53681](http://www.forrester.com/search?tmtxt=amo-yn%20of%20internet%20users# / How + Consumers + Connect + Around + The + World / quickscan / - / E-RES53681);
2. INTERNET COMMERCE: THE NATURE AND CHARACTERISTICS [Electronic resource]. - Access: <http://www.pdaa.edu.ua/sites/default/files/visnyk/2013/03/160.pdf>;
3. INTERNET COMMERCE: PROBLEMS AND PROSPECTS OF DEVELOPMENT IN UKRAINE [Electronic resource]. - Mode of access: [http://konferentsyya.com.ua/files/image/konf% 2012 / doklad_12_6_30.pdf](http://konferentsyya.com.ua/files/image/konf%2012 / doklad_12_6_30.pdf).

Tutchenko S., Miskova A., Tutchenko M.
National Mining University

ANALISIS OF THE PROBLEMS OF ENERGY SECURITY

The global energy problem is the problem of providing mankind with fuel and energy now and in future. Shortage of energy resources became a global concern in 1970th when the power crisis started. The increase in oil prices (by 14.5 times in 1972-1981) created serious difficulties for the world economy. The global problem of fuel and energy supply is still extremely important nowadays. The increase in consumption of fossil fuel is thought to be the major cause of global energy problem. Acceleration of fossil fuel extraction and production has led to serious deterioration of environment.

Energy crisis can threaten not only a country or a continent but the human civilization as a whole. That is why the problems of global energy security are becoming more and more urgent and widely discussed at the international summits of the highest level.

According to the experts of the International Energy Agency (IEA), energy security is a comprehensive concept, aimed at protecting consumers against disruptions in oil supply caused by extraordinary circumstances, terrorism or inadequate investing into infrastructure and energy markets. The biggest attention lately was given to such key issues as international cooperation, optimum organization of markets and the harmonization of conditions of access to the world's energy resources for all consumers.

A country's economic independence is determined, first of all, by its energy self-sufficiency and supply of resources. Energy independence largely depends on adequate long-term energy policy that involves strategic and tactic measures aimed at achieving energy independence. This policy is to be based on the detailed analysis of the fuel and energy resources and fuel and energy complex of the country that involves the use of the newest scientific and technical solutions and organizational measures aimed at improving the efficiency of processing primary fuels and consuming the end energy resource.

Global demand for the electric power increases quickly (around 3% annually). If this rate remains unchanged, in 20 years the world energy balance can double and the end of the century it can quadruple. World population growth, improvement of life quality, industrial development and industrialization of the developing countries result in the increase of energy demand. This inevitably leads to considerable depletion of natural resources. To reduce the negative consequences attention must be paid to energy efficiency as a way to manufacture goods with much less energy consumption than in the previous century. In the 20th century about 20 percent of primary energy were used effectively while modern technologies allow to increase the energy efficiency of energy installations by 1,5-2 times. According to the experts' opinion, the implementation of energy saving programs will allow reducing energy consumption by 30-40 percent that will facilitate sustainable development of world power industry.

Energy crisis of the 70's, which accelerated development and implementation of energy-saving technologies, has provided impetus to structural restructuring of the economy. The developed countries are consistent in taking these actions which allowed mitigating the consequences of the energy crisis.

Nowadays a ton of energy resource saved as a result of energy efficiency measures costs 3-4 times cheaper than a ton of newly extracted one. This issue became a serious incentive for many countries to improve their energy efficiency. In the last quarter of the 20th century the energy intensity of the economy of the USA decreased twice, that of Germany - by 2,5 times. In 1970-80s under the influence of energy crisis many developed countries carried out a large-scale restructuring of their economy. Power-intensive industries were displaced and transferred to the developing countries. Restructuring aimed at energy efficiency yields up to 20% of energy resource saving per a unit of GDP. Improvement of technological processes

and equipment is an important resource of increasing energy efficiency. In spite of the fact that it requires a lot of investment, the cost of technological development is 2 or 3 times less than the cost of equivalent increase in fuel and energy production.

At the same time many countries with emerging markets (China, India, Russia and Ukraine) continue to develop power-intensive factories (ferrous and non-ferrous metallurgy, chemical industry and others) and to use obsolete technologies. Moreover, in these countries it is possible to expect a growth in power consumption in connection with the rise in living standards and changes in the way of life on one hand and the lack of ways to reduce the energy intensity of their economies on the other. Therefore, nowadays there is an increase in consumption of energy resources in the countries with emerging markets while in the developed countries the consumption remains at a relatively stable level.

Vakhnenko A.
Zhuravleva E., research supervisor,
People's Friendship University of Russia

FEASIBILITY OF USING MARKETING TOOLS IN THE CONTEXT OF INVESTMENT STRATEGY FORMATION AND IMPORTANCE OF THEIR INTEGRAL USE

Business management, regardless of its profile, bases in many respects upon the notion of “strategy”. Strategic management takes planning and analysis as its basis, and investment strategy formation is surely one of the most important dimensions of strategic planning. Investment strategy appears to be an efficient tool of long-range management of company's investment activities.

Business investment strategy formation may use various methods as a basis. Nevertheless, for product companies keeping to a differentiated portfolio strategy, using portfolio analysis tools turns out to be more typical. However, it is notable that using a single tool cannot meet the company's demand for an adequate investment strategy, therefore, formation of a balanced strategy provides for using a number of tools at the same time.

Another important aspect that points out the necessity of tools integral use is the fact that different methods use different data as their basis and rely on different indicators. There is no possibility, and more often no need, to take all the data into account, but to focus on a single group of indicators is neither a correct solution in terms of strategy.

And as far as differentiated portfolio companies are concerned, to achieve the best result it is important to use different methods with accessible and reliable basic data on the one hand, but with illustrative findings – on the other. In terms of portfolio analysis tools the best and the easiest methods are Boston Consulting Group matrix (BCG-matrix), General Electric/McKinsey matrix and Shell model. The reasons to integrate these three models are, first of all, the ease of use, small but illustrative range of data, and quite descriptive findings. Moreover, Shell model being