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### НАЦІОНАЛЬНІ СТРАХОВОГО РИНКУ В УМОВАХ ФОРМУВАННЯ ЄВРАЗІЙСЬКОГО ЕКОНОМІЧНОГО ПРОСТОРУ

У статті розглянуті деякі проблеми національних страхових ринків Казахстану, Білорусії, Російської Федерації в умовах інтеграційних об'єднань Митного Союзу, ЄвразЕС, діяльності Євразійської економічної комісії майбутнього ЄЄП. Представлено аналіз узгальнюючих показників страхових ринків, що характеризують рівень їх розвитку. На основі порівняльного аналізу зроблено висновки та рекомендації з метою забезпечення конкурентоспроможності страхового ринку Казахстану.

Ключові слова: страхування, Євразійський економічний простір, конкурентоспроможність, національний страховий ринок, страхові компанії.

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### НАЦИОНАЛЬНЫЕ СТРАХОВЫЕ РЫНКИ В УСЛОВИЯХ ФОРМИРОВАНИЯ ЕВРАЗИЙСКОГО ЭКОНОМИЧЕСКОГО ПРОСТРАНСТВА

В статье рассмотрены некоторые проблемы национальных страховых рынков Казахстана, Белоруссии, Российской Федерации в условиях интеграционных объединений Таможенного Союза, ЕвразЭС, деятельности Евразийской экономической комиссии будущего ЕЭП. Представлен анализ обобщающих показателей страховых рынков, характеризующих уровень их развития. На основе сравнительного анализа сделаны выводы и рекомендации в целях обеспечения конкурентоспособности страхового рынка Казахстана.

Ключевые слова: страхование, Евразийское экономическое пространство, конкурентоспособность, национальный страховой рынок, страховые компании.

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### METHODOLOGICAL ASPECTS OF QUALIFYING ACADEMIC PAPERS PREPARATION (IMPORTANCE OF SCIENTIFIC PROBLEMS, DEFINITIONS OF THEME, GOALS, OBJECTIVES, SUBJECT AND OBJECT OF STUDY)

Methodological aspects of qualifying academic papers preparation concerning definitions of its theme, goals, objectives, subject and object of study are analyzed with business risk serves as example. It is shown that the research should be based on the principles of modern but not postmodern methodology.

Keywords: academic paper, methodology, business risk.

**Introduction.** Economic science aims to modernize Ukrainian society with all its spheres. The Ukrainian Government put forward the goals of society modernization to rank Ukraine in the list of 20 most developed economies in the world and to achieve society cohesion on this ambitious path [1]. The fundamental processes of the capitalism-direction transformation of current socio-political system has not completed yet in Ukraine. Not only citizens but also scientists are on the search for appropriate methodological tools to get knowledge of the new society. A drastic change of methodological principles in research occurred in social science, including economics, that appeared in the rejection of the Marxist dialectical approach to study economic process. The new approaches appeared instead – with distinct characteristics of postmodernist methodology of reality understanding and illogical identifications. Russian philosopher N.Shapiro sheds light on the problem of the methodological principles of modernism and postmodernism: "If the methodology of modernism is a certain type of knowledge, a methodological standards, than postmodern methodology is a negation of the normative type of methodology and is based on pluralism and anarchist methodology principles"[2]. Implementation the

principle of "anarchist methodology and pluralism" in economic research is extremely detrimental to any branch of economics – from theory to applied disciplines. Quite disappointing picture of modern science emerges if to add to the conscious adherents to the scientific anarchism those scientists who hide their own helplessness behind the shield of postmodern methodology. It includes inability to solve the basic problem of the initial phase of preparation of any academic research paper, as doctoral thesis or scientific report.

Analyzing the connected processes of modernization of the Ukrainian economic and science, A. Chuhno (academician of the National Academy of Sciences of Ukraine) concluded that the cause of misunderstanding and distorted identifications is low scientific and theoretical level of scholars, particularly in the isolating methods of economic theory from its subject [3, p 154].

Among publications in epistemological aspects of economics there are several areas of research issues that deal with scientific problems definition, the goal of scientific research, its objectives, subject and object. First of all, there are publications that deal with the urgent problems of economic science and practice. Therefore the focus is on the problems of methodology in publications of leading econo-

mists. The authors who study this problem are M. Blaug [4], P. Krugman [5], A. Chuhno [6], A. Koen, James Harcourt [7], J. Hausman [8]. Another group of authors examines the issue of writing and preparing of qualified academic papers. The problems of scientific research topic choosing and its relevance, criteria for assessing the degree of novelty scientific output, criteria for determining the degree of scientific originality, the main differences between doctoral and master's dissertation are studied by A. Usher [9], L. Ponomarenko [10], Y. Surmina [11], A. Zosimov and V. Golik [12]

Nevertheless there are still some important unresolved methodological aspects of the scientific research implementation. Among them are urgent scientific problem's justification, objectives and goal setting, subject and object of qualification research determination.

The purpose of the article is to present: the logic of scientific problem's relevance, the identification of research topic, objectives and goal setting, subject and object of qualification research paper determination.

**Preparation of qualifying academic papers: main steps.** The main informational basics for the research topic selection are scientific passports in economics and universities strategic research plans which are produced in accordance to the main scientific research priorities identified by government agencies and reflected in the relevant documents. The main among them is the Law of Ukraine "On priority directions of science and technology development", which identified six priority directions till 2020. The first is related to economic research: "Fundamental Research on the Most Important Issues of Scientific,

Technical, Socio-Economic, Socio-Political and Human Potential Development for Ukraine's Global Competitiveness Ensurance and Sustainable Development of Society and State" [13]. Priority scientific research directions are specified in the Resolution of the Cabinet of Ministers of Ukraine as a priority thematic research areas and scientific and technological development for the period till 2015 [14].

The main steps to identify the research publication's topic are:

Step 1: to choose a viable research direction

Step 2: to identify a *research problem*

Step 3: to formulate the topic of scientific publication

Scientific direction is a substantial part of the scientific specialty which has its specific object and subject and is the basis for the scientific problem's selection. For example, in the scientific specialty "08. 00. 04 – Economics and Management" there are some research directions: Enterprise Management; Ownership and its Impact on the Company's Performance with its Forms and Ways to Implement in Business; Marketing and Logistics Activities of Business; Functional and Technology Management; Personnel Management etc.

After choosing a research direction in the scientific specialty researcher has to identify a scientific problem, which actually reflects the current economic problems. A scientific direction is, in fact, more general than a scientific problem, which reflects the relationship between certain phenomena and processes in a particular economic environment and reflects the object and the subject of research. Table 1 shows examples of the scientific problem's definition.

**Table 1. Identification of research problem**

Scientific specialty	Scientific direction	Scientific problem
Economics and Management	Strategic, Tactical Planning and Operations Scheduling, Business Planning	<i>Strategic Planning System</i>
Economics and Management	Entrepreneurship as a social and economic phenomenon. Functional and Technology Management.	Managing Business Risk

The final identification of the scientific paper topic is intended to comply such requirement as clear and brief topic identification.

Justification of the scientific paper relevance involves:

- selection of arguments and facts that prove its practical significance for the national or global economy;
- selection of arguments and facts supporting the practical value of scientific problem solving for involvement of Ukraine in global economic processes;
- justification for the importance of science development.

The main requirements for the selection of arguments and facts are their clear and concise definition. The ultimate goal of any scientific activity is a practical usage of the achieved output, so the main purpose of scientific papers in economics is proving its importance for the economy of Ukraine.

The logic of this argument is deployed as follows: 1) the identification of actually existing problems or opportunities of the national or global economy and forms of manifestation → 2) possible ways of solving problems or opportunities and highlight the value of the selected direction in solving this problem → 3) quantitative assessment of the output of research paper to develop a national or global economy.

To illustrate the problem there is a topic of the research of Doctor of Economics "Managing Business Risks in Ukraine." *It is an urgent problem of the Ukrainian economy.* The deployment of economic globalization is accompanied by an intensification of international competition; rapid spread of global financial and economic crisis; aggravation of global problems; increasing instability of the business

environment, which leads to increased risk of business activity in the country. Besides there are *depression* dynamics in innovation activity, strong depreciation of capital goods, contradictory legal framework in Ukraine.

*Possible directions of solution.* Flexibility, stability and democracy in any economic system is provided by small and medium businesses development. The European Charter for Small Enterprises focuses on the statement that "small enterprises must be considered as a main driver for innovation, employment as well as social and local integration in Europe" [15]. In most developed countries *small and medium-sized enterprises* (SMEs, *small and medium-sized businesses*, SMBs) make up approximately 70-90% of the total number of enterprises today. For example, there are about 53% of SMBs in USA, 71.7% in Japan and there are about 50% of population working in such businesses in EU [16].

Extremely high risk is the main cause of weak development of small and medium enterprises in Ukraine. Owners and employees of SMBs have to study modern approaches of risk management to use all of the potential of SMBs. The study of business risk management at Ukrainian enterprises proves that only a small number of companies use some elements of risk management in its activities.

*Quantitative assessment of the scientific output for the national economy.* Implementing the risk management approach ensuring flexibility and sustainability of the national economy and attracting additional resources for the modernization of the economy.

The next substantive section of the "relevance" should reflect the output of scientific research paper for more effective participation of the country in global economic proc-

esses. The risk reducing would allow SMBs to enter foreign markets, rapidly introducing innovative products that would have a positive impact on strengthening the international competitiveness of Ukraine.

Validity of scientific research should be presented in the last part of the section. This section should briefly summarize the current scientific achievements on a particular issue in the foreign and national science. The leading researches in this area and unresolved issues should be also considered in this part.

The relevance of scientific problem does not depend on only national or global economic problems but on the existing opportunities. In this case, the argument should be built on possible variations to maximize the realization of opportunities.

The purpose of scientific paper is to obtain scientific and practical output to solve scientific or applied problems (for doctoral thesis) or practical problems (for candidat thesis). The scientific problem in economics reflects difficult economic processes and phenomena to investigate unknown scientific and practical output by applying new methodological research principles. Methodology is a system of methods and principles regarding research object in order to generate new knowledge (categories, laws etc.) and their usage in practice to solve the economic problems. Scientific problem in economics also reflects economic processes and phenomena, requires research to generate new knowledge through the usage of existing methodological research principles. The "Order of the Award and the Academic Rank of Senior Scientist" provides clear criteria for the differences between doctoral and candidat theses. Doctoral theses "should include scientific terms and evidence-based output

in a particular area of science that solve important scientific and applied scientific problem. The applicant is the subject of copyright". Candidat thesis should include new scientific reasonable output "that solve specific scientific problem which is essential for a particular field of knowledge" [17] and is carried out by researcher.

**The purpose of research** paper should include three substantive components:

- theoretical achievement of the problem;
- practical recommendations;
- real economic problem to be solved by researcher.

Examples of correct purpose statement are presented in Table 2. The information contained in the last column of Table is justified in the first part of the content relevance, reflecting the current economic problem.

Nevertheless there are lots of examples of incorrect purpose identification in scientific researches, when some components are not considered:

- 1) Justification of methodological and methodical principles and practical recommendations development for categories of *expenses and costs* usage in regulating economic relationship between agricultural enterprises (the 3rd component is not considered);
- 2) Identification of methodological principles and practical recommendations aimed to improve marketing management in the mechanical engineering companies (the 1st and the 3rd components are not considered);
- 3) Development of scientific and methodological foundations of marketing geography and ways of its practical usage identification (the 3rd component is not considered).

Table 2. Components of the scientific research purpose

Scientific research topic	Marketing research methodology and practice in Ukraine (doctoral thesis)	Business risk management in Ukraine (doctoral thesis)
The purpose of research	Methodological principles and mechanisms identification for marketing research implementation in Ukraine in order to minimize business risks	Development of theoretical foundations and practical mechanism for risk managing in small and medium-sized enterprises in Ukraine to ensure the sustainability and competitiveness of the Ukrainian economy in an increasing risk market environment
Theoretical output	Methodological principles of marketing research	Theoretical principles of business risk management in Ukraine
Practical output	Mechanism of marketing research implementation	Practical mechanism of business risk management in Ukraine
Solving problem	Business risks minimization	Sustainability assurance and Ukraine's competitiveness in an increasing risk market environment

**Specific objectives** are formulated to achieve the purpose of research.

Objectives should reflect the logic and structure of the research and apply theoretical developments and practical recommendations. There is no direct dependence between the number of research plan points and the number of objectives. One point may include several problems to solve but is however several points of plan include one problem to solve.

The first part of thesis is devoted to theoretical foundations of certain economic processes analysis.

For example, for "Business risk management in Ukraine" the first part of thesis named – "Theoretical Principles of Business Risk Analysis Management". This part consists of four items, the first is devoted to place and role of the risk management in general management system; the second one is devoted to nature and content of the business risk definition; the third one is devoted to evolution of theoretical approaches analysis of business risk management; the last part is devoted to review of modern concepts of business risk management. The role of risk management, *business risk* definition, evolution of theoretical approaches of business risk management and features of modern business risk management concept are studied in this part. This example describes a situation with more research plan points.

The most typical mistake in objectives identification is the same naming as for methods such as *to analyze proc-*

*esses..., to explore definitions...,... to study the functional elements, to consider opportunities... ,to assess the impact...etc. The words analyze, explore, study etc. describe methods of investigation, while objectives aim the final result to be achieved as an output of research..*

Objectives have to be identified by expressions that mean the final result: *detect, identify, summarize, elaborate, highlight, prove enhance, improve etc.*

**The objects** in economic study are phenomena occurring in economics. Epistemological position describes phenomenon as the external features of objects, processes, their properties that are observed in the temporal and spatial dimension. Thesis can involve such economic phenomena, as processes and activities of economic agents.

The object reflects an economic reality with its specific features. The object research occurs in a certain period of time and in a specific economic area.

**The subject** is a part of the object of research, the one of its unexplored part, that it is much more specific. The subject reflects a scientific problem, so its definition includes all requirements imposed in scientific problem's identification. The informational base for subject's identification is current foreign and domestic publications analysis, where scientific and practical output is not solved yet. Examples of the object and the subject identification are demonstrated in Table 3.

Table 3. Identification of the topic, the object and the subject of research

№	Scientific research topic	The object of research	The subject of research
1.	Diversification processes in confectionery companies in Ukraine	Production and economic activity of confectionery companies in Ukraine	Theoretical, methodological and organizational principles of diversification processes in confectionery companies in Ukraine
2.	Small and medium-sized enterprises in China as a part of international business	International <i>economic activities</i> of Chinese small and medium-sized enterprises (SMEs) in global market	Theoretical, methodological and practical recommendations on the priorities of SMEs in global market activity and foreign trade risks
3.	Business risk management in Ukraine	Ukrainian small and medium-sized enterprises (SMEs) activity	Business risk management

The most typical mistake in the object and subject identification is reducing the objects scope to the subject. For example, "The object of the research is marketing risk in engineering companies activity" and "The subject of the research is theoretical and methodological principles of economic evaluation and risk management of marketing activities of the domestic machinery enterprises." In this case the object is broader than the subject and the object is an activity of engineering companies in Ukraine. And the subject describes risk management assessment.

Here is another example. "The object of study is marketing management of machinery enterprises" while "The subject of the research is theoretical principles and marketing system of machinery enterprises". In this case the subject and the object are different variations of the subject. And the object is the market activity of machinery enterprises in Ukraine.

**Conclusion.** A prerequisite for successful preparation and subsequent defense of the research's output at the Academic Councils is methodologically correct and coherent justification for the research topic, identifying goals, objectives, the subject and the object of scientific qualification. Experience shows that if the supervisor (in the case of candidat thesis) and doctoral are able to articulate the purpose, the subject and the object of the thesis, then researcher is able to successfully archive his goal.

For that to be done, firstly the research should be based on the principles of modern methodology involving compliance of certain logic topic's goal, objectives, the subject and the object of the research. Secondly, the logic of research's justification should be met. Thirdly, the main components should be analyzed while the scientific research's identification: theoretical and practical output and the solving problem. The last one is to separate the object and the subject of scientific research.

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### МЕТОДОЛОГІЧНІ АСПЕКТИ ПІДГОТОВКИ КВАЛІФІКАЦІЙНИХ НАУКОВИХ РОБІТ

#### (АКТУАЛЬНІСТЬ НАУКОВОЇ ПРОБЛЕМИ, ТЕМА, МЕТА, ЗАВДАННЯ, ПРЕДМЕТ ТА ОБ'ЄКТ ДОСЛІДЖЕННЯ)

В статті розглядаються методологічні аспекти підготовки кваліфікаційних наукових робіт, пов'язані із обґрунтуванням актуальності наукової проблеми, формулюванням теми роботи, визначенням її мети, завдань, предмета та об'єкта. Показана необхідність використання принципів методології модерну, які передбачають дотримання певної логіки обґрунтування теми, визначення мети, завдань, предмета та об'єкта наукового дослідження. Для демонстрації висунутих положень в якості прикладу використано дослідження підприємницьких ризиків.

Ключові слова: кваліфікаційна наукова робота, методологія, підприємницькі ризики.

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### МЕТОДОЛОГИЧЕСКИЕ АСПЕКТЫ ПОДГОТОВКИ КВАЛИФИКАЦИОННЫХ НАУЧНЫХ РАБОТ

#### (АКТУАЛЬНОСТЬ НАУЧНОЙ ПРОБЛЕМЫ, ТЕМА, ЦЕЛЬ, ЗАДАНИЕ, ПРЕДМЕТ И ОБЪЕКТ ИССЛЕДОВАНИЯ)

В статье рассматриваются методологические аспекты подготовки квалификационных научных работ, связанные с обоснованием актуальности научной проблемы, темы, цели, задание, предмет и объект исследования. Показана необходимость использования принципов методологии модерна, предусматривающих соблюдение определенной логики обоснования темы, определения цели, задания, предмета и объекта научного исследования. Для демонстрации выдвинутых положений в качестве примера использовано исследование предпринимательских рисков.

Ключевые слова: квалификационная научная работа, методология, предпринимательские риски.