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Diegtiar Oleg

*Doctor of Science in Public Administration, Associate Professor,
Professor of the Department of Management and Business Administration
Vasyl Stefanyk Precarpathian National University*

Дегтяр Олег Андрійович

*доктор наук з державного управління, доцент,
професор кафедри управління та бізнес-адміністрування
Інститут післядипломної освіти та довузівської підготовки
Прикарпатського національного університету імені Василя Стефаника*

Дегтяр Олег Андреевич

*доктор наук по государственному управлению, доцент,
профессор кафедры управления и бизнес-администрирования
Институт последипломного образования и довузовской подготовки
Прикарпатского национального университета имени Василия Стефаника*

ORCID: 0000-0001-6413-3580

Uhodnikova Olena

*PhD, Associate Professor,
Associate Professor of the Department of Tourism and Hospitality
O.M. Beketov National University of Urban Economy in Kharkiv*

Угоднікова Олена Ігорівна

*кандидат економічних наук, доцент,
доцент кафедри туризму та готельного господарства
Харківський національний університет
міського господарства імені О.М. Бекетова*

Угодникова Елена Игоревна

кандидат экономических наук, доцент,
доцент кафедры туризма и гостиничного хозяйства
Харьковский национальный университет
городского хозяйства имени А.Н. Бекетова

**МЕХАНІЗМИ ПУБЛІЧНОГО МАРКЕТИНГУ ТА ЇХ ВПЛИВ НА
ПРОЦЕСИ ЦІНОУТВОРЕННЯ ПРИРОДНИХ МОНОПОЛІЙ
МЕХАНИЗМЫ ПУБЛИЧНОГО МАРКЕТИНГА И ИХ ВЛИЯНИЕ НА
ПРОЦЕССЫ ЦЕНООБРАЗОВАНИЯ ПРИРОДНЫХ МОНОПОЛИЙ
MECHANISMS OF PUBLIC MARKETING AND THEIR INFLUENCE
ON THE PRICING PROCESSES OF NATURAL MONOPOLIES**

Summary. At the present stage, the enterprises of housing and communal services are in a state of crisis. Enterprises of housing and communal services operate as natural monopolies. About a third of the water supply and sewerage networks are in emergency condition. Needs replacement of 40% of pumping equipment. More than half of the cities with a population of more than 100 thousand people are supplied with drinking water not around the clock, but on schedule. In some regions, non-compliance of drinking water samples with the requirements of the state standard for chemical and bacteriological indicators was recorded. The unsatisfactory technical condition of water supply networks leads to secondary contamination of drinking water and the threat of infectious diseases. The total cost of energy resources for the provision of public services is 2-3 times higher than in the EU countries. The main reason for the industry's problems is the imperfect system of setting tariffs for services. It is necessary to consider the possibility of increasing the efficiency of the provision of housing and communal services and reducing their cost. In the conditions of operation of natural monopolies, in particular, railways, public utilities, highways, etc., the principles of pricing change. The influence of public marketing systems on the

formation of the price of natural monopolies is the only effective mechanism for ensuring effective pricing in Ukraine today, which has both an important socio-economic significance and an impact on ensuring the national security of the country. The article analyzed the marketing mechanisms used in the pricing system for natural monopolies. It is noted that the regulation of natural monopolies is one of the priorities of public administration. Accordingly, given the relevance of the issue of using public marketing mechanisms in the pricing system of natural monopolies on the example of water supply companies, the need to find effective ways to rationalize the processes of regulating the activities of natural monopolies is determined, which will be the subject of further research.

Key words: *public administration, public marketing, pricing, natural monopoly.*

Анотація. *На сучасному етапі підприємства житлово-комунального господарства перебувають у кризовому стані. Підприємства житлово-комунального господарства здійснюють свою діяльність як природні монополії. В аварійному стані знаходяться майже третина водопровідно-каналізаційних мереж. Потребують заміни 40% насосного обладнання. Більше половини міст з населенням понад 100 тисяч чоловік забезпечується питною водою не цілодобово, а за графіком. У деяких областях зафіксовано невідповідність проб питної води до вимог державного стандарту за хімічними та бактеріологічними показниками. Незадовільний технічний стан водопровідних мереж призводить до вторинного забруднення питної води і загрози виникнення інфекційних захворювань. Сукупні витрати енергетичних ресурсів на виробництво ресурсів та надання комунальних послуг у 2-3 рази вищі, ніж у країнах Євросоюзу. Основною причиною проблем галузі є недосконала система формування тарифів на послуги, яка призводить, по-перше, до невідповідності встановлених тарифів собівартості послуги та не сприяє*

підвищенню ефективності надання житлово-комунальних послуг та зниження їх собівартості. В умовах роботи природних монополій, зокрема, залізничних шляхів, комунальних підприємств, автомобільних доріг тощо, принципи ціноутворення змінюються. Вплив систем публічного маркетингу на формування ціни природних монополій є єдиним на сьогодні в Україні дієвим механізмом забезпечення ефективного ціноутворення, що має як важливе соціально-економічне значення, так і вплив на забезпечення національної безпеки країни. У статті були проаналізовані маркетингові механізми, що використовуються у системі формування ціни природних монополій. Зазначається, що регулювання природних монополій є одним із пріоритетних завдань публічного управління. Відповідно, враховуючи актуальність питання використання механізмів публічного маркетингу у системі ціноутворення природних монополій на прикладі підприємств водопостачання, визначено необхідність пошуку ефективних шляхів раціоналізації процесів регулювання діяльності природних монополій, що стане питанням наступних досліджень.

Ключові слова: публічне управління, публічний маркетинг, ціноутворення, природні монополії.

Анотація. На современном этапе предприятия жилищно-коммунального хозяйства находятся в кризисном состоянии. Предприятия жилищно-коммунального хозяйства осуществляют свою деятельность как естественные монополии. В аварийном состоянии находятся около трети водопроводно-канализационных сетей. Нуждается в замене 40% насосного оборудования. Более половины городов с населением более 100 тысяч человек снабжается питьевой водой не круглосуточно, а по графику. В некоторых областях зафиксировано несоответствие проб питьевой воды требованиям государственного стандарта по химическим и бактериологическим показателям. Неудовлетворительное техническое состояние

водопроводных сетей приводит к вторичному загрязнению питьевой воды и угрозе возникновения инфекционных заболеваний. Совокупные расходы энергетических ресурсов на предоставление коммунальных услуг в 2-3 раза выше, чем в странах Евросоюза. Основной причиной проблем отрасли является несовершенная система формирования тарифов на услуги. Необходимо рассмотреть возможность повышения эффективности предоставления жилищно-коммунальных услуг и снижению их себестоимости. В условиях работы естественных монополий, в частности железнодорожных путей, коммунальных предприятий, автомобильных дорог и т.п., принципы ценообразования изменяются. Влияние систем публичного маркетинга на формирование цены естественных монополий является единственным на сегодняшний день в Украине действенным механизмом обеспечения эффективного ценообразования, имеющим как важное социально-экономическое значение, так и влияние на обеспечение национальной безопасности страны. В статье были проанализированы маркетинговые механизмы, используемые в системе формирования цен на естественные монополии. Отмечается, что регулирование естественных монополий является одной из приоритетных задач общественного управления. Соответственно, учитывая актуальность вопроса использования механизмов публичного маркетинга в системе ценообразования естественных монополий на примере предприятий водоснабжения, определена необходимость поиска эффективных путей рационализации процессов регулирования деятельности естественных монополий, что станет вопросом последующих исследований.

Ключевые слова: публичное управление, публичный маркетинг, ценообразование, естественная монополия.

Formulation of the problem. Under the conditions of natural monopolies, in particular, railways, utilities, highways, etc., the principles of pricing are changing. The influence of public marketing systems on the pricing of natural monopolies is currently the only effective mechanism in Ukraine to ensure effective pricing, which has both important socio-economic significance and impact on national security. Thus, the topic is highly relevant and practical.

Analysis of recent research and publications. The study was conducted on the basis of the work of such scientists as Petlenko Y.V., Rozhko O.D. [1], Chizh V. [2], Povazhny O.S., Dorofienko V.V., Osipenko I.M. [3], Wenger W.W. [4], Fedorenko O. [5] and others.

Formulation of the goals of the article (task statement). The article purpose is to identify public marketing mechanisms that can be used to ensure effective pricing of natural monopolies.

The objectives of the research are:

- theoretically substantiate the specifics of natural monopolies;
- identify the features of the pricing of natural monopolies;
- identify public marketing mechanisms that can be used to regulate the pricing of natural monopolies.

Presenting main material. Housing and communal services, including water supply and sewerage, operate as natural monopolies. Scientists give different definitions of natural monopolies. For example, «natural monopoly is an industry in which long-term average costs reach a minimum only when one firm serves the entire market. In such an industry, the minimum effective scale of production of goods is close to (or exceeds) the amount for which the market offers demand at any price sufficient to cover production costs. In this case, the distribution of output between two or more firms will lead to the fact that the scale of each will be inefficiently small» [1].

According to the author [2], a natural monopoly is an economic phenomenon for which there are no real alternatives, no close substitutes, when

an increase in the number of firms in the industry leads to an increase in average costs.

According to the Law «On Natural Monopolies» [8, section 1, Art. 1], a natural monopoly - a state of the commodity market in which the satisfaction of demand in this market is more efficient in the absence of competition due to technological features of production (due to a significant reduction in production costs per unit as production increases), and goods (services) produced by natural monopolies cannot be replaced in consumption by other goods (services), and therefore demand in this commodity market is less dependent on changes in prices for these goods (services) than demand for other goods (services).

At the present stage, housing and communal services enterprises are in a state of crisis. Centralized water supply and sewerage companies are no exception. Almost a third of water supply and sewerage networks are in an emergency situation. 40% of pumping equipment needs to be replaced. More than half of cities with a population of over 100,000 people are provided with drinking water not around the clock, but on schedule. In some oblasts, non-compliance of drinking water samples with the requirements of the state standard in terms of chemical and bacteriological indicators has been recorded. Unsatisfactory technical condition of water supply networks leads to secondary contamination of drinking water and the risk of infectious diseases. The total cost of energy resources for the production of resources and the provision of public services is 2-3 times higher than in the European Union [3].

The crisis situation at public utilities requires radical solutions, changes in the approach to the activities of these enterprises. The main reason for the problems of the industry is the imperfect system of tariffs for services, which leads, firstly, to the inconsistency of established tariffs for the cost of services and does not improve the efficiency of housing and communal services and reduce their cost.

The main document regulating the procedure for setting tariffs for water supply and sewerage services is the Order of the Ministry of Regional Development, Construction and Housing of Ukraine (now the Ministry of Community and Territorial Development) «On Approval of the Procedure, transportation and supply, as well as calculations of utility tariffs submitted for their installation» [6].

Formation of basic tariffs by water supply and sewerage enterprises according to the Order «On approval of the Procedure for consideration by local governments of calculations of tariffs for heat, its production, transportation and supply, as well as calculations of utility tariffs submitted for their installation» is based on the production program for the planned year, planned costs determined on the basis of regulatory costs, state statistical reporting and calculations of water supply and sewerage enterprises [6]. The production program for the planned year of centralized water supply and sewerage enterprises should take into account depreciation deductions, costs of implementing a system of accounting for used resources, analysis of actual and projected consumption, and should be focused on modernization of production equipment to reduce production costs and provide services.

Planned expenses are carried out for certain types of expenses: operating expenses, financial expenses, income tax expenses. The leading item of operating expenses is the cost of production costs, which include two cost items, which, in turn, include a number of subsections [6]:

Direct material costs:

- costs of raw materials and materials that form the basis of products;
- fuel and electricity costs, as well as technological needs;
- costs of purchased components, semi-finished products, works and services of a production nature of third-party enterprises and organizations:

- costs of material resources used for support, which are used to support technological processes;

Direct labor costs:

- labor costs of production workers;
- costs of additional wages of producers;
- other incentive and compensatory costs of production workers and others.

In addition, operating expenses include:

Administrative costs are general expenses related to the maintenance and management of the enterprise, they include the following costs: maintenance of the enterprise management staff, business trips, organizational, entertainment and other costs, maintenance of fixed assets, professional fees services, communication costs, depreciation of fixed assets, taxes and fees, except those included in production costs and others [8, Article 4].

Sales costs (maintenance of sales service) - operating costs that are directly related to the implementation of works on the provision of services. They consist of the following types [8, Article 4]:

- remuneration and contributions to social activities of staff;
- costs of advertising and information services;
- depreciation and repair of fixed assets;
- maintenance and inspection of technological meters and others.

Financial expenses include interest expenses (for the use of loans obtained on bonds issued under financial leases, etc.) and expenses of enterprises related to borrowing capital.

The calculation of basic tariffs includes determining the amount of planned costs of the enterprise per unit of service, taking into account the need for resources in kind. The calculation of the base rate can be represented by the following formula:

$$T_{\text{base}} = C_{\text{base}} + C_{\text{ki}},$$

where C_{base} - basic planned costs,
 C_{ki} - the cost of capital investment.

One of the sources of financing of water supply and sewerage enterprises is payment for services consumed by consumers in accordance with the established tariffs for services. Another source of funding is government subsidies, which must be spent on the reconstruction and development of the production process. Such a funding system has proved ineffective. The state cannot provide repairs, reconstruction of equipment and networks, modernize production in order to reduce costs and improve the quality of services.

In this aspect, the role of the tariff formation mechanism becomes decisive, which is an element of public marketing in the system of public administration, because the company can operate effectively only under economically reasonable tariffs, it can't operate at a loss. Since water supply and sewerage companies provide services of exclusively social importance, the process of tariff formation for these services balances between economic feasibility (coverage of production costs and possible profits) and the ability of certain segments of the population to pay for this service in existing economic circumstances. That is, government agencies control the pricing process for water supply and sewerage services.

It should be noted that under the condition of a fixed tariff for water supply services, the company is deprived of the ability to respond quickly to changes in the price of resources, the involvement of which is necessary for the production of services. A significant share in the cost of drinking water is electricity, the tariffs for consumption of which the company can change significantly. There are changes in the tax system. Water supply and sewerage companies must respond quickly to these changes, as they may lead to a redistribution of funds received for services rendered. In addition, it is necessary to take into account the cost of capital investments to finance the acquisition, construction, reconstruction, modernization and other improvements of fixed

assets, the cost of interest on loans, the cost of salaries and maintenance, environmental security and other production costs. All these costs the company must cover from the funds it receives from the sale of products. Changing any factor that affects the formation of costs and changes in the costs of the enterprise requires prompt response to changes in tariffs for products lagging behind the growth rate of water costs and tariffs for water supply services.

The efficiency of responding to changes in cost factors can ensure or the existence of a tariff that would not require adjustment in the medium term. But this tariff should contain a high level of profit to ensure the profitability of the enterprise, throughout the term of this tariff. However, this is not possible due to the social significance of the industry. Or the process of changing the tariff should be removed from bureaucratic obstacles [4].

Tariffs calculated by the water supply and sewerage company in the legal order are set and regulated by the authorized bodies in accordance with their competence in the manner prescribed by the Laws of Ukraine «On Local Self-Government in Ukraine», «On Natural Monopolies» [7]. Note that according to current legislation, the Authorized Bodies today are the executive committees of local governments (for communal enterprises) and regional state administrations (for public, private, joint and other forms of ownership) [5].

The body authorized to approve tariffs in accordance with existing legislation must set a new tariff for services (if the company provides all necessary materials to consider the issue) or send the company a written reasoned refusal no later than 20 calendar days after the company submits the necessary materials [6]. . It should be noted that the procedure for setting utility tariffs in Ukraine has not been established and approved. There are only recommendations for regulating the process of reviewing and setting tariffs through a service agreement (for utilities) or a service contract (for other forms of ownership) [6].

According to the Regulations on the procedure for setting tariffs for water supply and sewerage in Kharkiv [6, p. III, IV] enterprises and organizations of communal property of the territorial community of Kharkiv send for consideration and approval of settlement materials for setting prices (tariffs) for works (services) to departments of the Kharkiv City Council, under whose operational subordination they are.

After processing the above materials, the departments of the Kharkiv City Council send them for approval.

After approval of prices (tariffs) for works (services) provided by enterprises and organizations of communal property of the territorial community of Kharkiv, they are sent for consideration and approval by the Executive Committee of the Kharkiv City Council.

Prices (tariffs), if necessary, may be adjusted to take into account changes in circumstances affecting their value. Of course, after going through all the bureaucratic steps that take a long time, it is impossible to talk about the compliance of the new tariff with the ever-changing economic realities.

Conclusions from this study and prospects for further exploration in this direction. Thus, the article analyzes the marketing mechanisms used in the system of pricing natural monopolies. It is noted that the regulation of natural monopolies is one of the priorities of public administration. Accordingly, given the relevance of the use of public marketing mechanisms in the pricing of natural monopolies on the example of water supply companies, identified the need to find effective ways to streamline regulatory processes of natural monopolies, which will be the subject of further research.

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