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SOCIOLOGICAL INVESTIGATION OF INVESTMENT BUSINESS REPRESENTATIVES AS POTENTIAL INVESTORS OF PAS DECENTRALIZATION PROJECT RESULTS

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Abstract

The purpose is to examine the assessment among the interviewed representatives of the investment business regarding the prospects of the project in the PAS decentralization framework - the creation of a regional pathoanatomical center (RPC)

Materials and methods. A specially designed questionnaire interviewed 43 investment business representatives (IBR) as potential investors of the PAS decentralization project. The interview was conducted during the period (2017-2018), as business representatives were rather inactive in the anonymous interview conducted on specialized online investment forums and congresses.

Statistical processing of the obtained results is carried out using generally accepted statistical methods.

Results. The estimation of the project prospects implementation is given with consideration of the current trends of the investment business

Conclusions. The results of the study showed that in accordance with the views of the interviewed investment business representatives, most of them do not know about the existing management problems in the Ukraine PAS, but, basically, the IBR are ready to invest in cooperation with the PAS, under the conditions of decentralization management model implementation, ready to invest from 100 to 500 thousand hryvnias. (the specified level of investment is related to the fact that the IBR is more willing to remain observers and not risk investing to the PAS, looking for more reliable investment projects).

Key words: decentralization, pathoanatomical service, pathoanatomical center, organizational management, investment business.

Introduction

In recent years, the domestic investment business has clearly traced the trend towards finding new promising investment projects.

Accordingly, in the domestic medical sector, searches of interested investors are being conducted, investments of which should eliminate existing problems in the context of inadequate industry financing.

However, this process in its current state requires the implementation of adaptive reform of domestic medical services in the development principles spirit of decentralization gradually transforms clinical medicine into a complex technological process for appropriate management, for which a developed management model is used in developed countries, developed on the basis of high-tech production [163, p. 181].

The state of the Ukraine medical industry is characterized by low efficiency of available material use and personnel potential, slow pace of change and lack of introduction standards understanding and quality indicators, as well as medical care management [84, p.318].

Within the framework of Ukraine modern medical system, the definition of the specifics of investing possibilities in the development of the pathoanatomical service of the PAS [221, p.15] becomes very relevant.

Modern scientific literature pays particular attention to reforming the organizational PAS structure in a decentralized environment [1-5], which has determined the relevance of the study,

but there are currently no detailed work on the implantation of an investment dialogue between the PAS management and potential investors, taking into account this issue emphasizes the relevance of this work.

Materials and methods

A specially designed questionnaire interviewed 43 investment business representatives as the PAS decentralization project potential investors. The interview was conducted during the period (2017-2018), as business representatives were rather inactive in the anonymous interview conducted on specialized online investment forums and congresses.

Statistical processing of the obtained results is carried out using generally accepted statistical methods.

Results. The estimation of the prospects of the implementation of the project is given with consideration of the current trends of the investment business

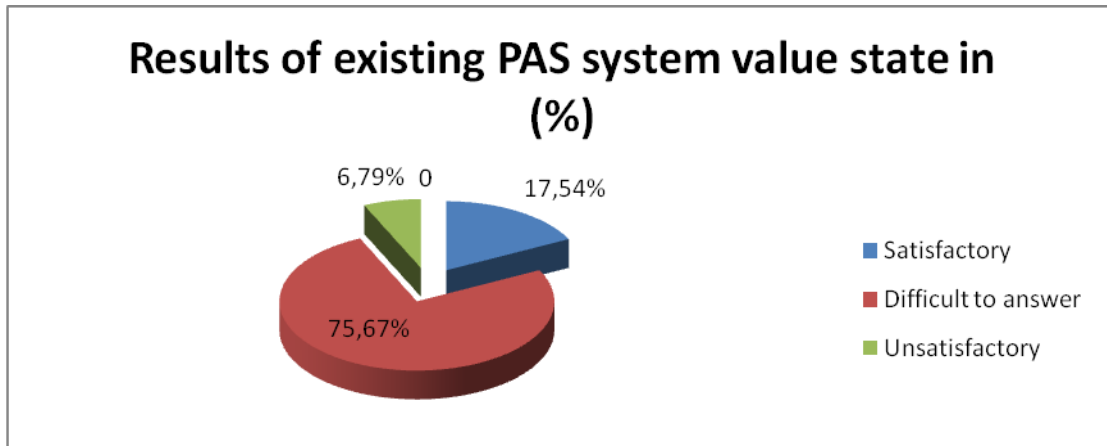
Statistical processing of the obtained results is carried out using generally accepted statistical methods.

The methodological basis of work are based on the principles of comparative analysis, expert and retrospective evaluations, simulation and mathematical modeling.

The boundaries of the research were determined by the study of structural and functional business processes in a consensus understanding of the prospects for the decentralized model of socio-economic organizational management of Ukraine PAS implementation. For a comprehensive analytical realization of the study on the fundamental basis, the basic provisions of the classical theory of mathematical logic G.Boole are taken, which is a symbolic method of representing logical forms and syllogisms.

Results of the research and their discussion

According to the results of a questionnaire interview, among the interviewed of IBR, only 17.54% of the respondents considered the satisfactory state of the existing PAS system, the vast majority of respondents surveyed by the names of 75.67% indicated that it is difficult for them to answer this question and accordingly 6, 79% of the IBR indicated that this system is in unsatisfactory condition (Picture.1.)



Picture.1 The results of the sociological interview of the Ukraine IBR regarding the state of the existing PAS system

Thus it is possible to point out that the IBR is not aware of the PAS state and this situation needs to be further elucidated in special business investment forums and seminars.

In connection with the above problems, the idea of introducing a decentralized model of PAS management was supported by only 20.54% of the respondents, while the majority of the IBR (79.46%) abstained from answering the question.

The main results of the sociological interview of representatives of the IBR regarding the prospects of PAS designing are presented in Table 1.

Relevant the willingness to provide investment from the IBR in support of the PAS institutions technical condition received 4.5 points.

Regarding the degree of satisfaction with the level of expected dividend financial income when investing in the PAS infrastructure (in case of obtaining 21.5% of profit from sold in PAS investment bodies service), the IBR indicated that it was satisfactory and gave an average score of 5.2 points

In the process of evaluating their own investment opportunities for cooperation with the PAS according to the current management (centralization) model, it unequivocally assessed it to zero points, this assessment is related to the principles of public-private partnership significant limitation in the conditions of centralization.

Regarding the expediency of public-private partnership within the framework of the PAS development, only 20.54% of the respondents supported the idea and the vast majority of IBR (79.46%) refrained from answering the question (this issue needs further explanation of the

possibilities of such cooperation).

Table 1 - The main results of the IBR interview on the prospects for the PAS project (in%)

Indicator	Support for the proposed proposal	Difficult to answer the question	
The idea of decentralized management PAS model introducing	20,54%	79,46%	0%
Expediency of public-private partnership within the PAS development framework	20,54%	79,46%	0%
The idea of a load PAS regional distribution by creating a PRC	63,89%	17,59%	18,52%
The expediency of establishing an appropriate legislative framework that will promote the regional development of decentralized PAS infrastructure	79,46%	20,54%	0%
The need to introduce legal amendments to the relevant legal framework for the PAS development promoting	84,09%	15,91%	0%
The idea of creating adjacent development agencies that will be responsible for the PAS connection with the municipal administration	87,96%	15,91	0%.

The assessment of the expediency of investing in the PAS work gained 6 points (the results of this assessment are related to the emergence of a new, still invisible investment niche).

For the expediency of establishing an appropriate legislative framework that would promote the regional development of PAS decentralized infrastructure - 79.46% of the IBR, and 20.54% stated that it was difficult for them to answer. The result obtained indicates the importance for the IBR representatives of a reliable legislative framework.

For the expediency of discussion the maps of PAS reforms at the public-regional level were 79.46% of the IBR, as they showed interest in disclosing new investment opportunities, while others 20.54% were indifferent to this idea. It is also worth noting the importance of public-regional discussions presence for the IBR, which allow communication with business community representatives.

According to the question about the need to introduce legal amendments to the relevant legal framework, the main number of respondents (84.09% decided to support this idea, and

15.91% indicated that it is difficult to answer them) contributed to the development of possible cooperation with the PAS. Relevant similar estimates to the abovementioned results have:

- needs in the regulation of financial-credit and logistical support of the PAS development;
- the need to regulate investment conditions in the scientific and methodological PAS support.

The idea of adjacent development agencies creation that would be responsible for the communication of PAS with the municipal administration was supported by 47.6% of the respondents IBR, 15.91% voted against it, and 36.49% of the IBR decided to point out that it is difficult for them to answer the question.

In general, the IBR is ready to invest in cooperation with the PAS in the context of decentralized management model implementation, ready to invest from 100 to 500 thousand UAH (the indicated level of investment is related to the fact that the IBR more willing to remain observers and not risk investing in the PAS, looking for more reliable investment projects).

Expected level of annual economic effect from possible investment in cooperation with PAS from the IBR side is based on 15-20%.

Among the center of the identified sociological problems, the problem is that, to the main obstacles encountered by the PAS institutions, as well as investors (according to respondents interviewed), on the way to commercialization there are:

- transformation of scientific and technical developments into perspective services of the PAS market technologies;
- appraisal and protection of intellectual property products;
- developing a business plan and finding partners and investors;
- the choice of ways to introduce developments (PAS services) into the market and the forms of commercialization (implementation) in the technology market.

According to a sociological interview, the next tool, which will influence further development in the national PAS model decentralization should become a program-oriented approach.

The essence of the program-target approach is to develop strategic directions for the effective development of the PAS infrastructure and the corresponding resolution of existing regional problems in this area.

The formalized stages of the program-target approach are:

- formulation at the regional level of the generalized problem of providing PAS and analysis of the reasons for its occurrence, the proposal of a mutually list of measures;
- assessment of the need for financial budget and extrabudgetary, material and labor resources with identification of possible sources of their provision;
- determine the range of potential customers, developers and executors of programs within the PAS decentralized functioning;
- forecasting the expected results from the introduced program-target approach in the PAS activities;
- implementation of measures aimed at developing public-private partnership in the field of investment and organizational management of PAS institutions;
- assessment and analysis of the effectiveness of the target program.

In particular, for the effective development of the PAS model decentralization on the basis of regional business, according to the interviewed experts, it is appropriate to include a criterion-matching in the program-targeted approach, which will take into account:

- orientation of the PAS management model decentralization program to the final result;
- definition of the PAS management program, as an element that is part of the program not only of the state level, but also of the regional one, which provides direct connection with other urban programs;
- adoption of the PAS management program, as a holistic object within which, management regardless of the departmental membership of its components;
- providing the program with the necessary human resources, material, financial and other resources;
- use of analysis and evaluation methods to substantiate the decisions taken at all stages of the development and implementation of the program.

Also, the majority of respondents indicate that:

- the PAS current funding PAS from the state and local budgets remains insufficient, which necessitates the search for new forms of financing. As a rule, the initiative to create and promote grant projects mainly belongs to higher educational institutions, research institutes and public organizations.
- at the current stage, domestic business is not yet sufficiently involved in solving the

PAS problems;

- taking into account foreign experience, it is expedient to introduce grant support for the PAS financing institutions. Accordingly, the goal of grant support should be to expand the PAS capabilities .

Conclusions. The results of the study showed that in accordance with the views of the interviewed representatives of the investment business, most of them do not know about the existing Ukraine PAS management problems, but, basically, the IBR are ready to invest in cooperation with the PAS, under the conditions of implementation of the decentralization management model, ready to invest from 100 to 500 thousand hryvnias. (the specified level of investment is related to the fact that the IBR is more willing to remain observers and not risk investing in the PAS, looking for more reliable investment projects).

Prospects for further research are related to the study of the feasibility of the PRC implementation.

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