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APPLICATION OF KEY ELEMENTS OF ECONOMIC THEORIES IN THE  
DEVELOPMENT PROCESS OF BUILDING NETWORKS OF  
TRANSPORTATION COMPANIES

The development of networking processes at the transport enterprise-level is a natural consequence of globalization, integration, institutional changes taking place in society and the economy. Dynamic modern economic processes imbalance competitive transport market mechanisms and this requires the introduction of new scientific theoretical and practical recommendations regarding the concept of networking of transport companies, the development of which is impossible without studying the main provisions of economic theories.

The theoretical basis of the study were achievements of native and foreign scientists in the field of basic economic theory and science. The method of abstraction was used in this study.

On the first stage of integrating transport companies into a structured network structures, difficult decisions are taken tough, regarding the selection of partners for cooperation and development of strategies of joint action.

Transferring the basic postulates of rational choice theory onto the practical level of transport activity networking it can be noted, that the latter make their choice based on maximizing the benefits and results of such cooperation and on the mutual opportunities for specific kinds of transport activity.

The rising consumer demand for quality transportation services makes use of the theory of exchange between network partners, according to which they exchange information, intellectual property, knowledge, experience, etc., creating the conditions for structural change, diversification of activities and obtaining potential benefits of joint cooperation.

The basis of the theory of agency relationships lies within the enterprise, especially between owners and managers. The network approach requires focusing on external relations of transport companies, which in most cases involves outsourcing.

Translating the basic postulates of the theory of business cycles of J. Schumpeter in the area of transport operation may explain the interdependence of their development cycles according to them implemented innovative changes.

To adapt these changes, transport enterprises as parts of networks need to apply the basic principles of the theory of effective competition by organizing the work of all partners to achieve common goals in the best ways.

The determining resources of transport enterprises at the present stage of economic development are information and knowledge. That knowledge gives a push for innovation in the sphere of transport services for cargo and passengers, thus increasing the performance efficiency of the transport companies.

Most economic researches consider networks as economic clusters.

Activation of cluster initiatives for transport requires the extension of the theoretical and practical bases and in-depth study of positive and negative experiences of creating such tumors in domestic and foreign practice.

Quantitative performance indicators of transport companies as of parts of networks requires the application of science tools, such as the theory of probability, the theory of systems, the theory of complex networks.

The lack of common principles of the Economic Theory and of a methodological evaluation criteria leads to the inhibition of the processes of transport companies becoming parts of network structures.

The scientific novelty lies in the development and provision of scientific and theoretical networking of enterprises of different kinds of transport, thereby increasing their efficiency and competitiveness at the national and international market of services and satisfying the needs of the economy, businesses, and public in transportation.

The theoretical instruments, described in the article is aimed at transforming traditional forms of transport enterprises operation, at applying network approaches

in their operation, and at activating the processes of network creation by the participants in order to achieve competitive advantages.

The received results of research complement and broaden the scope of economic theories to solve problems of inter-sectoral, inter-corporate, inter-company networking of transport companies.

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