

- protect national interests in the world market
- eliminate the negative effects of market processes
- To solve problems, which market mechanism can not solve.

The state macroeconomic regulation was studied by such scholars as J. M. Keynes, R. Harrod, E. Hansen, P. Davidson, D. Robinson and others.

State macroeconomic regulation has its own peculiarities. They can be aimed at non-profit purposes, social orientation, support of private enterprises and direct stimulation of their development, or – to focus on the laws and principles of the market, the use of its attributes, forms and methods of self-regulation of production and commodity circulation. A useful combination of market and state regulation methods, the optimal correlation between them becomes important here.

State macroeconomic regulation takes place at the level of spheres and branches of the economy and involves measures of general economic effect. Since regulation is a process that binds the object, regulator and direction of movement, then the state macroeconomic regulation is associated with the real movement of macroeconomics (object), the regulatory mechanism (regulator), the set of tasks and the means of their solution (objectives).

It is important here to keep in mind that regulation reflects and embodies the structure of the regulated object, and therefore it should be distinguished from management, planning, economic programming and economic forecasting, although plans, programs, and forecasts are at the same time instruments of state regulation.

There are three market subsystems of macroeconomic regulation: the market, the subsystem of regulation by firms, state regulation. The market subsystem of the macro-regulation mechanism coordinates economic activity spontaneously through the system of prices and competition. The state improves the functioning of the market system by: creating an independent legal and social environment, and intensifying competition. In the transition period, the state should coordinate economic processes at the macro level, maintain optimal proportions of social production and the continuity of the reproduction process.

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## **ANALYSIS OF MULTIMODAL SERVICE MARKET IN UKRAINE**

Transport is one of the main sectors of world economy, an important component of industrial and social infrastructure. It also plays an important role in countries' socio-economic development. As you know, transportation is a key logistics activity associated with the movement of products in vehicles in the supply chain and it consists of logistics operations and functions, including forwarding, packaging, customs procedures, cargo processing, transfer of rights, risk insurance, etc.

Multimodal transportation is the carriage of goods by two or more modes of transport but according to one agreement, and carrier is responsible for the transportation. Multimodal transportation is often carried out at international cargo

delivery. When I was analyzing the Ukrainian statistics on the development of this country's transport market and that of the International Federation of Freight Forwarders Associations (FIATA), I found out a small number of companies in Ukraine providing multimodal services, namely:

1. MG-Trans transport and forwarding company that focuses on Ukraine's foreign trade market. It has been a FIATA member since 2012 and is engaged in multimodal sea, air, road and rail transportation. The company provides tariff rates calculation and minimization, customs-brokerage services, cargo insurance, transport tracking, delivery to the terminal.

2. Good Logistics Company joined FIATA in 2016 to deal with multimodal container transportations. It operates as a container cargo forwarder from Odesa and Illichivsk sea ports (Ukraine), delivers cargo to almost all Ukrainian cities, as well as provides information support, registration of all packages of documents for any type of transport, self-registration of insurance, customs clearance, if necessary.

3. M & M Militzer and Muench Ukraine Company became a FIATA member in 2002. It carries out international multimodal transportation by all modes of transport and, within this framework, provides customs clearance, insurance, support and cargo control at all stages.

4. Unimar Logistics (Odesa) received a FIATA membership in 2015. In multimodal transportation, the company provides door-to-door container services, customs clearance of goods, required documentation for all types of transport, cargo storage, redistribution, packaging, cargo insurance, tracks goods and informs customers about each stage of transportation.

5. Yugintertrans has been a member of FIATA since 1997 for multimodal road, rail and water transportation. It offers customers a complete transportation organization, i.e., picking up and receiving cargo, going through customs formalities, transshipping, cleansing of containers and cars, as well as providing insurance services.

Taking into account the activity of these companies, we can see that all organizations and companies render approximately the same services in the framework of multimodal transportation.

Analyzing the processes of multimodal transport, it is necessary to keep in mind a Logistics Performance Index first introduced by the World Bank in 2007. LPI is an interactive benchmarking tool which helps countries identify threats to and opportunities for their logistics activities and performance improvement. The LPI analysis is conducted every two years. Based on LPI, I made a comparative analysis of logistics performance in some countries in 2016. You can see it in table 1.

*Table1 – Comparative analysis of logistics development in Ukraine and in other countries*

LPI analysis criteria		Country				
		Ukraine	Germany	Poland	Bangladesh	Mozambique
Customs	Ratio	2.30	4.12	3.27	2.57	2.49
	Rating	116	2	33	82	88
Infrastructure	Ratio	2.49	4.44	3.17	2.48	2.24

	Rating	84	1	45	87	116
Logistics quality and competence	Ratio	2.55	4.28	3.39	2.67	2.44
	Rating	95	1	31	80	109
International transportation	Ratio	2.59	3.86	3.44	2.73	3.06
	Rating	95	8	33	84	58
Timeliness	Ratio	3.51	4.45	3.80	2.90	3.04
	Rating	54	2	37	109	97

Table 1 shows that Bangladesh and Mozambique belong to the least developed countries, but Ukraine, as we can see, is even behind them.

Consequently, we can conclude that Ukraine has logistic capacities, perspective companies with great goals, highly-skilled professionals who provide a wide range of logistics services and develop logistics in general. But compared to other countries, ours is far from the leading position.

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## **BODY LANGUAGE. HOW TO FIND SWINDLERS BY THEIR MOVEMENTS AND PREVENT THE FINANCIAL CRISES**

No doubts, there are a lot of problems in the economy. The leading role among them is such a phenomenon as fraud, financial pyramids. It seemed that it was impossible to prevent people from them at 93%, as statistics show. However, nothing is so capable of expressing the intentions of a person as his body movement.

Albert Meyerabian found that the transfer of information occurs by means of verbal means (only words) by 7%, by means of sound (including voice, intonation of sound) by 38%, and by non-verbal means by 55%. Often, due to a detailed analysis of behavior, you can learn about the intentions of a person, and in some cases, the ability to anticipate and in the future to prevent global mistakes and disasters. According to psychological peculiarities of behavior, level of intellectual development, a circle of interests, life experiences of scammers, special peculiar features of fraudsters and behavior patterns are distinguished. Fraudsters have a good self and their emotions, well-oriented in psychology and accordingly use in their own interests of human weaknesses: inattention, desire for profit or desire to profit in any way, even contrary to the existing order, if it does not become known to others, etc. Shagers are characterized by high communicability, determination in actions, ability to reincarnation. This allows them to make an appropriate impression on others, attract attention. It is also promoted by good behavior, fashion clothes, self-portrayal of prestigious professions: entrepreneurs, government officials, lawyers, doctors, etc.

The typical gestures with which you can identify a financial swindler are the following:

1. When an adult man lies, his brain sends him an impulse to cover his mouth, in an attempt to delay the word of deception, as it is done by a five-year-old child or