

Editor's Comment:

The analysis of original research paper shows that the authors successfully resolved the scientific task of systematization, formalization and analytical support of synergistic effects that appear during integration interaction in process of conducting export business.

The results of research should be determined as a significant increment of knowledge in economics and management of international activity.

With theoretically correct view authors developed the model of the deepening cooperation effect division in the integrated distributional channels; defined export management functions in terms of integration interaction in distributional channels; there were grounded the system of indicators reflecting the synergistic effect of deepening integration into export channels in terms of environmental turbulence.

In order to develop econometric tools of determining the synergetic effects of the integration interaction in export business authors used mathematical models, simplex method, matrix methods, which significantly increases the validity of the synergy effects that arise in integrated export channels. Positively evaluating the results of the research, it should be noted some shortcomings that were found during the review of scientific article, namely, the authors are not clearly reflected scientific generalization methodological approach with the help of which the research of integration processes in export channels was conducted.

However, these remarks do not reduce overall positive assessment of the research. Summing up the review of scientific article Shtal T., Hurzhii N., it should be noted that these shortcomings are not principle.

On the whole, scientific results, that are represented, have the necessary level of scientific novelty and practical value for solving problems of increasing export enterprises efficiency in terms of variability and uncertainty of foreign markets.

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