

**Doronina M., Peresunko V. SELFMANAGEMENT: ESSENCE, CONDITION OF THE ORIGIN AND DEVELOPMENTS.** //Economy and Management.-2006.-№4.-P.7.

It is offered author's determination to essence notion «selfmanagement», factors, condition of its existence and developments, particularities of the introduction and diagnostic.

**Doronin A.V. INTELLECTUALIZATION OF CAPITAL AND EDUCATIONAL PROCESSES OF PRODUCTION ORGANIZATION** //Economy and Management.-2006.-№4.-P.13.

Pre-conditions of forming and development of intellectual capital of production organization through organization of formation of its personnel on the basis of technologies of andragogic are examined

**Karnaoukhova A.V. ADMINISTRATIVE ACTIVITY OF THE CHIEF: ESSENCE AND MODELS** //Economy and Management.-2006.-№4.-P.19.

The substantiations of the theoretical bases of further deep analysis and development of the administrative activity of the leaders through the refinement of the content of categories and concepts, connected with it, and the generalization of approaches to its simulation are examined.

**Nafiev R.E. CREATION OF SYSTEM OF STIMULATION OF PERSONNEL** //Economy and Management.-2006.-№4.-P.25.

In the article there are the considered theoretical bases and foreign experience of forming of the effective systems of stimulation of personnel on an enterprise. Principles of development of the systems of stimulation are certain for domestic enterprises.

**Vorobyova E.I. MODERN TENDENCIES OF THE FORMING OF INCOMES POPULATION OF THE UKRAINE.** //Economy and Management.-2006.-№4.-P.29.

The author scrutinizes tendencies of the forming of incomes population of the Ukraine for the last six years. Growth of incomes of population connect with augmentation gross and expenses of the summary budget is established. Wages and social help are compiled of the significant part in the structural of incomes population.

**Bezzemelnaya T.A. PROSPECTS AND RISKS OF ACTIVITY BY DISTRIBUTION OF INNOVATION** //Economy and Management.-2006.-№4.-P.37.

The article deals with the analyzes of the prospects of development activity of enterprises which carrying out distribution of innovation technologies in the conditions of national economy. The author estimates the risks of this activity and offers the approach to the management by the exposed risk.

**Kozhuhova N.N. MARKETING RESEARCHES OF THE MARKET IN FOREIGN TRADE ACTIVITIES OF THE ENTERPRISE** //Economy and Management.-2006.-№4.-P.44.

In article the complex approach to research of the market in foreign trade activities of the enterprise is offered: stages of carrying out of research are allocated and described, methods of research are specified.

**Kryvorot'ko I. ESTIMATION TECHNIQUE OF THE INDUSTRIAL ENTERPRISE AN POTENTIAL WORKER** //Economy and Management.-2006.-№4.-P.50.

In clause definition of concept «labour potential» is considered, its structure is presented. The analysis of the basic methodical approaches to an estimation of labour potential is made, and also approaches to an estimation of a investments recouplement in the human capital are determined.

**Malikoba I. U. INFLUENCE OF RESULTS OF ACTIVITY OF THE PERSONAL ECONOMIES ON STANDARD OF LIVING OF RURAL POPULATION** //Economy and Management.-2006.-№4.-P.55.

The basic indexes of standard of living of rural population of Crimea are considered: differentiation of population after the level of the got profits, purchasing power of profits. The role of the personal economy is certain in forming of profits of rural families.

**Prochan A. TRAVEL AGENCY MARKETING COMMUNICATIONS SYSTEM** //Economy and Management.-2006.-№4.-P.60.

This paper treats advertising as a fundamental form for marketing communications in the tourist business. It has been researched the advertising activities within the different management levels of tourist business. It has been determined the elements which are included into the marketing mix in question. It has been reviewed promotional practices and branding development in tourism.

**Reutov V.Ye., Velgosh N.Z. ASSESSMENT OF THE RISKS OF FUNCTIONING OF THE HEALTH-RESORT-AND-RECREATION ENTERPRISES: THEORETICAL ASPECTS** //Economy and Management.-2006.-№4.-P.65.

In the article theoretical aspects of the risks of functioning of the enterprises of health-resort-and-recreation sphere are investigated. Term "risks of functioning" just of health-resort-and-recreation enterprises is made more exact. And classification of risk factors is given.

**Efremov A. V. STEADY DEVELOPMENT RECREATION IN OFF-SHORE AREA BLACK AND AZOV SEAS - OF REALITY OR ...** //Economy and Management.-2006.-№4.-P.70.

Actuality of problem of steady development is considered from positions of modern studies about the state of environment. The analysis of terms of management transition on the base of steady development of society and possibilities of the use this concept for development the management mechanism of structural subdivisions the state economy is conducted in development of general issue. Recommendations for the increase of level of ecological education are given, as is obvious from major factors of harmonious (with a biosphere) development of society.

**Broshkova S. L. BASIC DIRECTIONS OF REALIZATION OF EKOLOGO - ECONOMIC MECHANISM OF STEADY REGIONAL DEVELOPMENT** //Economy and Management.-2006.-№4.-P.79.

In the article basic directions realization ekologo - economic mechanism of steady regional development on the example the Odessa region are examined. On the basis results of diagnostics level is social - ekologo - economic stability region, approaches to forming priority directions socially are formulated - economic development the Odessa region.

**Uniyatova O. PROBLEM ASPECTS OF DETERMINATION OF ESSENCE OF ECOLOGICAL AUDIT** //Economy and Management.-2006.-№4.-P.85.

The analysis of existent definitions of ecological audit is carried out in the article: as the method of ecological control; as the type of public accountant activity; as the form of ecological examination; as the instrument of ecological management; the analysis of the groups is conducted and the specified determination of ecological audit is offered.

**Vorobyov Y.N. BUDGET OF STATE IN SYSTEM OF STIMULATION ECONOMIC INCREASE.** //Economy and Management.-2006.-№4.-P.89.

The article deals possibility of influence budget of state in the stimulation of economic increase in the country. Necessity of increase utilization budget resources of state for financing economy of the country is substantiate.

**Butsenko I.N. FEATURES OF REALIZATION OF THE INTERNATIONAL CLEARING SETTLEMENTS.** //Economy and Management.-2006.-№4.-P.97.

Features of realization of the international clearing settlements are considered, advantages and lacks of separate forms of the international clearing settlements are allocated.

**Klevets N.I., Kal'kova N.N. METHODOLOGICAL APPROACHES TO FORECASTING INCOMES OF LOCAL BUDGETS FROM RECREATIONAL ACTIVITY IN CRIMEA.** //Economy and Management. -2006. -№4. -P.103.

The problem of definition of receipts of money resources in the local budget of region is actual since recreational activity is a priority direction of development in AP Crimea. The technique of forecasting of incomes of local budgets from recreational activity in view of specificity of recreational sphere is considered.

**Nekhaychuk D. THE MODERN SCIENTIFIC VIEWS ON FINANCIAL MAINTENANCE OF DEVELOPMENT OF A WATER COMPLEX.** //Economy and Management. -2006. -№4. -P.109.

The scientific approaches to financial maintenance of development водохозяйственного of a complex of locale are illuminated. The nature of financial maintenance водохозяйственного of a complex in modern conditions of development of locale is uncovered. The proposals on further development водохозяйственного of a complex and improvement of the quality of services, represented them are introduced.

**Fatyuha V.V. ESTIMATION OF FACTORS, AFFECTING EFFICIENCY OF FINANCIAL DECISIONS.** //Economy and Management. -2006. -№4. -P.116.

Criteria are considered of efficiency of administrative decisions. External and inlaying factors are definite, affecting efficiency of financial decisions, their estimation is conducted and grades are set of influencing of the given factors.

**Svobodin U., Shtirkova M., Shtirkov V.M. TECHNOLOGY OF APPLICATION OF THE UNCLEAR SET THEORY IN FINANCIAL ANALYSIS OF ACTIVITY OF ENTERPRISES.** //

Economy and Management. -2006. -№4. -P.119.

In the article there are the considered theoretical approaches to application of fuzzy sets to the financial analysis of enterprise

**Berezhnaya I.V. DEVELOPMENT OF THE RECREATION-TOURIST INDUSTRY IN THE CONTEXT OF MAINTENANCE OF SOCIAL AND ECONOMIC SAFETY OF THE COUNTRY.** //

Economy and Management. -2006. -№4. -P.124.

The questions connected with necessity of development of tourists-recreational activity in regions of seaside territories of Ukraine, as factor of maintenance of social and economic safety of the country are considered.

**Osadchy D.E. GEOSTRATEGY INVESTING AS BASIS OF REGIONAL DEVELOPMENT (ON THE EXAMPLE ARE CRIMEA).** //Economy and Management. -2006. -№4. -P.129.

The theoretical aspects of the geostrategy investing (GI) of productive forces of region as intersubject research procedure are explored in the article. The economic and administrative bases GI, its directions, specific composition, in the conditions of market transformations and differentiated development of concrete region are exposed

**Pedak I.S. FOOD MARKET МАСЛЮПРОДУКЦІЇ CONDITION IN AT NATIONAL AND REGIONAL LEVEL.** //Economy and Management. -2006. -№4. -P.134.

Exposed results of monitoring of food market of sunflower-seed oil, and also grounded new directions of advancement of sunflower-seed oil to the market, plugging high-quality approach in a product and his realization.