

2006
№ 5

ECONOMICS AND MANAGEMENT

SCIENTIFIC-PRACTICAL JOURNAL

Table of contents

Economy of pryrodopol“zovanyya

Efremov A. Increase of cultural wealth of society as the key factor of harmonious (with bio-sphere) development of mankind	7
Vetrova N. M. Types and features of strategies of environmental orientation	13
Mihurinskaya K., Melnikova N. Approaches to forming regional environmental-economic systems	18
Pashentsev. A. Assessment of environmental-economic stability of industrial enterprises	25

Theory and practice of management

Kazak E.N. System approach to the strategy of controlling inventory of wholesalers in the Crimea	29
Pogorelov Y. S., Yenenko O. G. CRM in an insurance company	34
Svistun A. The current state of natural stone quarrying and production in Ukraine and in the world	42
Shamileva E. E., Tantsura M. Y. Economic approach to labor potential estimation	46
Yachmeneva V. M., Verykovskaya L. I. Peculiarities of corporate culture forming in Ukraine	49

Economy of enterprise

Bebko E N. Evolution of small business in foreign countries	55
Zinoviyev I. F., Trokhymets O. I. State investments in intellectual potential	60
Polischuk E. A., Bouzney A. N. Shadow economy and private hotels in the Crimea	66
Filipova N. Ukrainian high-tech products penetrating into foreign markets	70
Tsvetkova I. I. Personnel as source of company competitiveness	75

Marketing

Buzny A. N. Marketing as an informational and organizing analytical system	82
Novik L. I., Zalina V. H. Image making of hotels	90

Finances and credit

Andronova K. Scientific approaches to estimation of credit risk of regional banking institutions	96
Maliy E. G. Methodical approach to evaluation of effectiveness of bank lending	102
Resumes (russian)	107
Resumes (ukrainian)	110
Resumes (english)	113
Our autors	116