

Efremov A. **MODELS OF MONEY ESTIMATION RECREATIONAL EARTH'S CRIMEA OFF-SHORE AREA.** //Economy and Management.-2007.-№1.-P.7

Recreational earths of Crimea off-shore area are considered as especially valuable national property which is not subject to the sale. Complex of models for estimation the indicated earths passed only in the lease with establishment of normative level of their profitability are offered.

Such approach will allow more correctly, than existing, to determine the value of recreational earths of coast.

Garas V. **ADJUSTING OF DEVELOPMENT OF POTENTIAL OF MASHYNOSTROENYYA THROUGH INTERNAL AND EXTERNAL FACTORS OF INFLUENCING.** //Economy and Management.-2007.-№1.-P.16

Above all directions of study of internal and external factors of influence on development of potential of mashynostroenyia are considered. The features of internal and external factors, their essence is analysed, and also possibility of the use of them for adjusting of development of potential of industry are pointed. Classification of factors of influencing is pointed

Dzina M.A. **METHOD of ESTIMATION of EFFICIENCY of MANAGEMENT by COMPETITIVENESS of ENTERPRISES (ON EXAMPLE OF MASHYNOSTROENYYA).** //Economy and Management.-2007.-№1.-P.21

Concept material as evaluated by efficiency of management of competitiveness of enterprises on a modern stage is considered in the article. Approach to the calculation of estimation of efficiency of management is grounded.

Kazak E.N. **TYPES OF ESTIMATION OF SUPPLIES FND INFLUENCING OF THEIR CHOICE ON MANAGEMENT BY WHOLESALE ENTERPRISE.** //Economy and Management.-2007.-№1.-P.27

The methods of estimation of commodity supplies, folded during all period of development of economic sciences, are considered. Modern approaches to estimation of supplies and also their influence on the management by enterprise are presented.

Svyatokho N. V. **CONCEPTUAL BASES OF RESEARCH OF TOURIST POTENTIAL OF REGION.** //Economy and Management.-2007.-№1.-P.30

Conceptual approaches to determination of concepts of potential and tourist potential of region are considered. Properties of tourist potential as an economic system are exposed and also its classification is conducted.

Vetrova N., Shabashova L. **STATE AND PROGRESS TRENDS OF MARKET OF CRIMEAN INDUSTRIAL SUBCOMPLEX OF APK.** //Economy and Management.-2007.-№1.-P.36

In the article the results of analysis of market tendencies and factors of market environment for period are represented 2003-2005, conducted in the process of marketing user market researches of vegetable preservation in Crimea for the enterprises of industrial subcomplex of APK.

Galperina S. **LABOUR POTENTIAL: EVOLUTION OF CONCEPT IN CONTEXT OF MODERN PROGRESS TRENDS OF ECONOMY.** //Economy and Management.-2007.-№1.-P.43

Evolution and theoretical approaches to essence of concept is considered labour potential taking into account basic conceptions of theory and modern scientific directions of research of socially-labour relations.

Madanovich U/. **INFLUENCE OF INTERNAL TRANSFERTNYKH PRICES ON MILK UNIT COST.** //Economy and Management.-2007.-№1.-P.48

Essence of transverse prices is considered, actuality of their using is certain for the calculation of unit of enterprises of suckling industry cost, the methods of calculation of transverse prices are analyzed

Pogorelov U.S. **MANAGEMENT BY THE CHARGES OF THE SUBJECTS ZED IN THE CONTEXT OF PROVIDING OF COMPETITIVENESS.** //Economy and Management.-2007.-№1.-P.55

Analysed personal touches of activity of the subjects ZED. Explored features of forming of charges on enterprises which are the subjects ZED. Conducted analysis of modern conceptions of management by charges, shown advantages of their application in activity of the subjects ZED and certain necessary terms for this purpose.

Pojda J. METHODS OF ACCOUNTING COSTS PRODUCTION (AT THE EXAMPLES OF ALL MASH INDUSTRIJ'S ENTREPRISES). //Economy and Management.-2007.-№1.-P.62

There is a classification of the Accounting Costs methods in the article and the aim of the use of each of them: i.e. division method of cost accounting with the elements of normative method of cost accounting for all mash industry's enterprises. The author determines correlation of cost accounting methods and objects with help of drawings. She also cites the general scheme of construction of standard costing accounting and consecution of production and total cost of goods forming at the studied enterprises.

Tatarintseva A. S. THE EXPERIENCE OF DEVELOPMENT OF MARKETING RELATIONS WITH CONSUMERS IN TOURISM (PLC "Dimona-aviatyr"). //Economy and Management.-2007.-№1.-P.70

The article proves the necessity of customer research as the basis of providing the competitiveness of companies, which render the services. The principles for developing the system of marketing relations with customers are based in the article. The methodical base and the toolkit for customers' needs and wants studying in the conditions of the modern economic in Ukraine are worked out.

Filipova N. NEW MECHANISMS OF AGGRESSIVE COMPETITION AGAINST HIGH TECHNOLOGY ENTERPRISES. //Economy and Management.-2007.-№1.-P.76

Mechanisms of state intervention in competitive business environment have been defined, underlying motives and interests of mega-competitors established, effects of unfair competition against Ukrainian companies on corporate and national levels analyzed.

Beregnaya I.V., Stefanyuk O.D. TYPOLOGY OF REGIONS, AS A BASIC ELEMENT OF THE REGIONALISTIK. //Economy and Management.-2007.-№1.-P.81

In the article theoretical approaches to typology regions, and similarly signs of authentication of regions, that allows more expressly to expose the features of territorial educations. Approaches to the selection types of regions are considered by the scientists of domestic and foreign schools. Typology is offered of regions, as a basic element of the regional system.

Baranovskiy M. O. DEPRESSION OF THE REGION OF UKRAINE: FINANCIAL ASPECT. //Economy and Management.-2007.-№1.-P.87

The application of indicator of the independence of the region as one of the factors of the depression of the territory is reasoned. The regional differs of the financial independence of the local budgets of the administrative district of Ukraine and the factors of their formation are adjusted. The characteristics of the financial provision for the development of the depression territories are analyzed.

Ibragimova E. INFRASTRUCTURE AS ELEMENT OF COMPLEX DEVELOPMENT OF REGION (NOTION VEHICLE). //Economy and Management.-2007.-№1.-P.92

Examined the value of infrastructure as one of elements of region development. In this connection the special actuality is acquired by questions of features of region infrastructure from point of management, being and prospects of development. Conducted analysis of infrastructure determinations on the basis of which is offered extended determination of the given notion. The features of infrastructure of region are considered.

Kornilo I. REGIONAL PROBLEMS OF MARKET OF THE HOUSING REAL ESTATE. //Economy and Management.-2007.-№1.-P.96

The problems of regional market of the real estate are examined in the article habitations. The dynamics of price is analysed on primary and second habitation.

Asaulko V. FEATURES OF FORMING OF EXCHANGE RATE RISK MANAGEMENT SYSTEM ON ENTERPRISES REALIZING EXTERNAL ECONOMIC ACTIVITY. //Economy and Management.-2007.-№1.-P.102

The theoretical and practical problems of forming of the effective exchange rate risk management system on enterprises carrying out foreign economic activity are devoted in the article. The ground of the exchange rate risk management system is represented in the article, attention accented on basic functions in an operating, financial and investment spheres of activity of organization, and a new stage in the process of forming of the explored system is offered.

Hudz Olena THE PROBLEMS OF CAPITAL FLOW MANAGEMENT AT AGRICULTURAL ENTERPRISES. //Economy and Management.-2007.-№1.-P.107

The problems are considered in relation to the capital flow management at agricultural enterprises. The monitoring of these problems within the context of the up-to-date agrarian economics is carried out, as well own approaches to their solution are offered

Novik L.I., Ilyushina O.N. MODERN APPROACHES IN METHODS OF CALCULATIONS FINANCIAL – ECONOMIC INDICATORS OF TOURISM SPHERE. //Economy and Management.-2007.-№1.-P.114

On the example of analysis of results of tourist activity in the region Great Yalta the method of calculation of finance-economic indexes of tourist industry from positions of modern interpretations of tourism and requirements of International tourist organization is offered to reflect the real situation and scales of realization of the organized tourism more objectively.

Borodacheva T., Vladykina L., Garmash M., Cherkova E. PROBLEM ASPECTS OF TEACHING OF MATHEMATICS AT PROFESSIONAL PREPARATION OF ECONOMISTS. //Economy and Management.-2007.-№1.-P.119

A role and method of teaching of mathematics to the students is considered – economists and communication of mathematical courses with the practical necessities of economists.

Gorban A.V., Gorban G.P. NEW METHODOLOGY OF HIGHER EDUCATION IS IN THE CONTEXT OF MODERN PHILOSOPHICAL-EDUCATIONAL PARADIGM. //Economy and Management.-2007.-№1.-P.124

In the article the grounds of changing of world views ориентиров are considered in modern educational space. Education becomes oriented not to the external objects to which it is needed to send attention of subject, and on a man changing in understanding of world and changing a world in this understanding, on personality capable to become the unique source of creation and productive activity. A new paradigm is based already not on reproduction of past knowledge, but on readiness of his use in new, frequently not regulated, situations. Introduction of ideas of the Болонского process is modern embodiment of changing of educational paradigm in institutes of higher.

Yegorchenko T. THE PROBLEM ASPECTS OF TEACHING OF ACCOUNTING INFORMATIVE DISCIPLINES. //Economy and Management.-2007.-№1.-P.130

The actual questions of teaching of accounting informative disciplines are considered in the article. The problem aspects of teaching and ways of their decision are also exposed by the example of the special course an «1C Enterprise».

Tsopa N.V. BASIC DIRECTIONS OF COOPERATION OF THE SYSTEM OF HIGHER EDUCATION AND LABOUR-MARKET. //Economy and Management.-2007.-№1.-P.135

Basic directions of cooperation of the system of higher education and labour-market from positions of perfection of teaching economic disciplines and adaptive control by high institute are considered. The use of project management by education with the purpose to increase the level of employment of graduating students is offered.