

Berezhnaya I.V., Gorban' G. THE SYSTEM OF REGIONAL MARKETING: ESSENCE, ELEMENTS AND FUNCTIONS //Economy and Management.-2007.-№3.-P.7

The author expounds the essence of system of regional marketing. The elements and factors of system of regional marketing are pointed out in the article. The core of the functions of system of regional marketing is revealed.

Vetrova N., Shtofer G. THE PECULARITIES OF DEFINING THE LEVEL OF BUSINESS ACTIVITY OF A REGION BY THE EXAMPLE OF AUTONOMOUS REPUBLIC OF CRIMEA // Economy and Management.-2007.-№3.-P.12

The article presents the approbation of methods of regional business activity assessment adapted to the present-day conditions of Ukraine. The calculation of total figure of regional business activity in the Crimea in 2000-2005 is made; the principal constituents of regional economic complex in dynamics of their development are determined.

Goryachikh M. V. IMPORTANCE OF STATISTICS IN FORMING THE UKRAINIAN MARKET OF THE INFORMATIONAL PRODUCTS //Economy and Management.-2007.-№3.-P.17

The development of the Ukrainian market of the informational products is viewed in the article. The facts, illustrating the authenticity of the represented information are included, with the help of which the received data may be considered opportune, commensurable and of high quality. The interpretation of the term "informational product" along with the definition of the market of such products is included. The problem of the price establishment for such a specific product as informational product is enlightened.

Kolenda N. THEORETICAL BASES OF REGIONAL POLICY OF DEVELOPMENT OF RECREATIONAL NATURE MANAGEMENT //Economy and Management.-2007.-№3.-P.21

The modern problems of development of recreational nature management and the importance of regional policy for their solution are considered in the article.

Kolesnik V. I. STATISTICAL ESTIMATION OF PECULARITIES OF DEVELOPMENT OF SMALL TERRITORIES OF AUTONOMOUS REPUBLIC OF CRIMEA //Economy and Management.-2007.-№3.-P.25

In the article the author executes inter-regional comparisons of a level of social and economic development of small territories. The author makes an attempt of estimation of potential of regions and study of a place of each specific region in economic complex of Autonomous Republic of Crimea.

Pavlenko I.G. ANALYSIS OF THE MODERN STATE AND DETERMINATION OF WAYS OF DEVELOPMENT OF THE CRIMEAN RECREATIONAL COMPLEX //Economy and Management.-2007.-№3.-P.33

In the article the analysis of modern development status of recreational complex of region is carried out, the groups of objective and subjective factors that hinder the functioning of the complex are exposed. Basic measures for development of the complex in the future are stated.

Sushenko E. FORMING THE STRATEGY OF DEVELOPMENT OF FOREIGN ECONOMIC ACTIVITY OF A REGION IN THE CONDITIONS OF GLOBALIZATION //Economy and Management.-2007.-№3.-P.37

The peculiarities of forming the strategy of development of foreign economic activity of a region in the conditions of activation of the globalization effect and processes have been considered. The influence of globalization and externalization on the objective and subjective structure of foreign economic activity is considered, and also tendencies of the development of external economic communications are shown.

Skorobogatova T.N. SERVICE AS SECTOR OF ECONOMY AND PROCESS OF SERVING CUSTOMERS //Economy and Management.-2007.-№3.-P.42

The article reveals the essence of service in two meanings of this term: totality of services to the individual customers and the actual process of service. The author considers the stages of logistic service (presale, in the process of sale and post-sale) while rendering productive and individual service.

Bessmertnaya V. STRATEGIC MANAGEMENT OF STAFF POTENTIAL OF AN ENTERPRISE //Economy and Management.-2007.-№3.-P.48

The appropriateness of the using of strategic approach in the management of staff potential of enterprise is grounded. The sequence of forming and development of staff potential as a result of strategic management of the personnel of an enterprise is defined. The general plan for handling the need of enterprise for staff potential is offered. The role of personnel marketing in the strategic personnel management is determined.

Kryvorot'ko I.A. PRINCIPLES OF EVALUATION OF WORKING HOURS USE BY MANAGERS OF AN ENTERPRISE //Economy and Management.-2007.-№3.-P.54

Conditions of ensuring the effectiveness of enterprise managers' labor are considered: motivation, awareness, technical support and regulation of labor. Method of evaluation of efficiency of enterprise managers' labor is suggested.

Mihurinskaya K. GLOBALIZATION OF WORLD ECONOMY AND SYSTEM OF NATIONAL SAFETY //Economy and Management.-2007.-№3.-P.59

The influence of the world economy globalization on the system of national security is considered in the article. Taking into account the consequences of globalization and integration processes and on the basis of the results of research the proposals concerning the development of the system of national security are suggested.

Chasovskiy S. ECONOMIC SAFETY OF FOREIGN-ECONOMIC ACTIVITY OF UKRAINE IN THE CONTEXT OF GLOBAL DEVELOPMENT //Economy and Management.-2007.-№3.-P.62

The necessity of forming the mechanism and strategy of providing the economic safety of foreign-economic activity of Ukraine is grounded. The main directions of providing of foreign-economic safety taking into account national interests and modern global world tendencies are suggested.

Chudnaya I. APPROACHES TO PECUNIARY VALUATION OF RECREATION LANDS // Economy and Management.-2007.-№3.-P.67

Today a lot of attention is paid to the question of development of the land laws, appraisal activity, Geographic Information Systems in terms of the state land cadastre maintenance, but there is a tendency to take no notice of issues concerned with the categories of land and correlation between attributing a plot of land to a certain category and the results of appraisal, even with recreation land. This problem is especially critical for districts the priority economic activity of which is associated with recreation services. Thereupon the author concentrates her attention on existent approaches to appraisal and analyzes their application to the appraisal of recreation lands. The author also brings up the question of classification of recreation lands, as one of the factors influencing the results of appraisal.

Shayderov V.A. ENTREPRENEURSHIP AS ONE OF FACTORS OF COMPETITION //Economy and Management.-2007.-№3.-P.71

The author reveals the basic differences of small business enterprises which are substantial and determine the role of enterprise in development of national economy. The necessity of the systemic and comprehensive support of development of entrepreneurial activity in Ukraine is grounded.

Yachmeneva V. M. ADMINISTRATION: ESSENCE, APPROACHES, AND PRINCIPLES // Economy and Management.-2007.-№3.-P.74

Conceptual approaches in relation to the set of concepts are considered in the article, the characteristics of administration and their correlation with other functions and processes of general management are revealed. Characteristics of administration for a market economy are compared to those for an administrative-command system.

Lyashenko O. M. Pogorelov Y. S. USE OF INDEXES OF EXPENSES IN ESTIMATION OF SOCIAL AND ECONOMIC SAFETY OF AN ENTERPRISE //Economy and Management.-2007.-№3.-P.79

The authors suggest the approach to estimation of economic safety of an enterprise with the use of indexes of expenses on the understanding that classification of threats of enterprise is made on the basis of the criteria of term of action and relation to the enterprise.

Korolevskaya N. BASIC DIRECTIONS OF DEVELOPMENT OF PROGRAM OF STRATEGIC TRANSFORMATION OF AN ENTERPRISE //Economy and Management.-2007.-№3.-P.86

Basic directions, possibilities and principles of development of the program of strategic transformation

of enterprise are considered. The necessity of controlling the changes is grounded. Influence of factors of external and internal environment of enterprise on the decision-making about the necessity of realization of transformations is shown.

***Pokataeva O.V.* THE STATE REGULATION OF THE QUALITY OF GOODS.** //Economy and Management.-2007.-№3.-P. 90

This article deals with the main reasons of breaking the law concerning the quality of goods. It highlights the variety of offences which are made by entrepreneurs in the processes of the activity as well as the ways of struggle against such kinds offenders. State control with the help of products standardization and certification as well as regulation by means of other legislative acts is considered the main method of such lawbreaking liquidation.

***Pyatkova N.P.* STRATEGIC ASSET OF RESOURCE POTENTIAL OF AN ENTERPRISE** // Economy and Management.-2007.-№3.-P.97

The essence and structural constituents of strategic asset of resource potential of an enterprise are defined. The system model of resource potential of enterprise is presented. The structure of strategic asset is explored and the strategic characteristics of its elements are grounded.

***Tsvetkova I.I.* MODEL OF VALUATION OF ENTERPRISE PERSONNEL COMPETITIVENESS** //Economy and Management.-2007.-№3.-P.103

The author deals with the procedures of evaluation of competitiveness of enterprise personnel on the basis of the selected indexes with development of the deterministic analytical model. Formalized presentation of additive-multiplicative model of personnel competitiveness valuation is listed.

***Chaykovskaya M.* PUBLICITY FOR ENTERPRISES OF TOURIST INDUSTRY (BY THE EXAMPLE OF PUBLIC CATERING BUSINESSES)** //Economy and Management.-2007.-№3.-P.108

Characteristic features of information flow at public catering businesses are analyzed. Basic principles and outlines of information system functioning for this segment are defined. Market review, choice recommendations and performance evaluation of automation systems for this segment are also given in the article.

***Shabashova L.* CONSUMER PREFERENCES RESEARCH ON THE MARKET OF TINNED VEGETABLE PRODUCTS** //Economy and Management.-2007.-№3.-P.113

The results of consumer preferences research, carried out in 2004-2005 are presented in the article. The purpose of the research is market segmentation for the enterprises of agro-industrial complex in Crimea.

***Sharipova O.S.* INFLUENCE OF GLOBALIZATION ON APPEARANCE AND DEVELOPMENT OF INTEGRATED INDUSTRIAL ENTERPRISES** //Economy and Management.-2007.-№3.-P.119

The article deals with new tendencies of forming and development of corporations of transnational type, which are built on the basis of the diversified association of industrial enterprises both in this country and on international scale. New feature in development of such structures is its dependence on the processes of globalization of world economy.

***Hudz Olena* THE INFLUENCE OF STATE FINANCIAL SUPPORT ON THE FORMATION OF THE AGRICULTURAL ENTERPRISES BANKROLL** //Economy and Management.-2007.-№3.-P.123

The problems of state financial support and their influence on the formation of agricultural enterprises bankroll are considered. The monitoring of these problems within the context of the modern financial state of agricultural enterprises is carried out. Also the author suggests a personally tailored approach to the solution of urgent tasks connected with the state financial support of agricultural enterprises.

***Rekiyanov S.* THE DIAGNOSTICS OF THE FINANCIAL POSITION IN PROCESS OF ESTIMATION OF COMPETITIVENESS OF AN ENTERPRISE** //Economy and Management.-2007.-№3.-P.130

The necessity of diagnostics of the financial position of enterprise as basic description of its internal environment is grounded. The indexes of diagnostics of the financial position of enterprise are defined; the strategic areas of activity depending on the values of analytical indexes are selected.

***Emiruseinova E.N.* INTERCONNECTION OF COMPARATIVE TYPOLOGY WITH THE METHODOLOGY OF TEACHING FOREIGN LANGUAGES //Economy and Management.-2007.- №3.-P.134**

Application of comparative typology as an applied discipline is realized through the methodology of teaching foreign languages. When comparing the systems of different languages typology defines the systems peculiarities of different languages. These singled out models of speech activity can serve as accessory material in leading students to the world of different unknown languages. Methodology uses the units of adequacy and non-adequacy of different language systems. Comparative typology has 2 aims: theoretical and applied. Theoretical – analysis of the systems of each language, definition of structural peculiarities, revealing the main system units: universal and different typological forms of expression and contents. Applied – the use of the results obtained in the process of teaching.