2007 № 3

ECONOMICS AND MANAGEMENT

SCIENTIFIC-PRACTICAL JOURNAL

Table of contens

Regional economy

| tions | |
|--|----------|
| Vetrova N., Shtofer G. The pecularities of defining the level of business activity of a rethe example of autonomous republic of Crimea | |
| Goryachikh M. V. Importance of statistics in forming the ukrainian market of the inform products | |
| Kolenda N. Theoretical bases of regional policy of development of recreational nature management | |
| Kolesnik V. I. Statistical estimation of pecularities of development of small territories of tonomous republic of Crimea | |
| Pavlenko I.G. Analysis of the modern state and determination of ways of development Crimean recreational complex | |
| Sushenko E. Forming the strategy of development of foreign economic activity of a re the conditions of globalization | - |
| Theory and practice of management | |
| Skorobogatova T.N. Service as sector of economy and process of serving customers | 42 |
| Bessmertnaya V. Strategic management of staff potential of an enterprise | 48 |
| Kryvorot'ko I.A. Principles of evaluation of working hours use by managers of an enter | prise 54 |
| Mihurinskaya K. Globalization of world economy and system of national safety | 59 |
| Chasovskiy S. Economic safety of foreign-economic activity of Ukraine in the context bal development | • |
| Chudnaya I. Approaches to pecuniary valuation of recreation lands | 67 |
| Shayderov V.A. Entrepreneurship as one of factors of competition | 71 |
| Yachmeneva V. M. Administration: essence, approaches, and principles | 74 |

Economy of enterprise

| Lyashenko O. M. Pogorelov Y. S. Use of indexes of expenses in estimation of social and economic safety of an enterprise | 79 |
|---|-----|
| Korolevskaya N. Basic directions of development of program of strategic transformation o enterprise | |
| Pokataeva O.V. The state regulation of the quality of goods | 90 |
| Pyatkova N.P. Strategic asset of resource potential of an enterprise | 97 |
| Tsvetkova I.I. Model of valuation of enterprise personnel competitiveness | 103 |
| Chaykovskaya M. Publicity for enterprises of tourist industry (by the example of public catering businesses) | 108 |
| Shabashova L. Consumer preferences research on the market of tinned vegetable products | 113 |
| Sharipova O.S. Influence of globalization on appearance and development of integrated industrial enterprises | 119 |
| Finances and credit | |
| Hudz Olena The influence of state financial support on the formation of the agricultural enterprises bankroll | 123 |
| Rekiyanov S. The diagnostics of the financial position in process of estimation of competitiveness of an enterprise | 130 |
| Problems of high education | |
| Emiruseinova E.N. Interconnection of comparative typology with the methodology of teachiforeign languages | |
| Скляренко А.В. Роль гри у процесі навчання іноземної мови | |
| Resumes (russian) | 141 |
| Resumes (ukrainian) | 145 |
| Resumes (english) | 149 |
| Our autors | 153 |