

Gudz P., Kavirshina V. HEALTH RESORT BUSINESS AS TOWN CONSTITUTING BASIS OF A HEALTH RESORT TOWN. //Economy and Management.-2007.-№4-5.-P.7.

On the basis of complex analysis of phenomena of a health resort town development the author considers peculiarities of labour force distribution in health-resort business and mechanism of formation of recreation activity as a town constituting basis of city economy. The necessity to impose health resort dues in resort towns and other mechanisms of management of health resort territories of Ukraine are grounded.

Yezhov S.O. THE TARGET AND TASKS OF THE GOVERNMENT CONTROL OF ENTERPRISE AT REGIONAL LEVEL. //Economy and Management.-2007.-№4-5.-P.13.

In the article the essence and aims of government control of enterprise are considered. The row of basic tasks is similarly certain, for perfection of the regional adjusting of enterprise.

Zabarnaya E.N. METHODOLOGICAL ASPECTS OF FORMING OF REGIONAL INNOVATIVE AND INVESTMENT INFRASTRUCTURE. //Economy and Management.-2007.-№4-5.-P.17.

The article is devoted to the important issues of development of main principles of forming regional innovation and investment infrastructure. Existing experience on different types of regional innovative structures is closely viewed and systematized. The model of organizing technological park zones in Ukraine is proposed.

Ivanov A.M. ANALYSIS of RURAL POPULATION SELF-EMPLOYMENT OF NYKOLAEVSKIY REGION In DIMINISHMENT of UNEMPLOYMENT IN RURAL AREAS. //Economy and Management.-2007.-№4-5.-P.21.

The article analyzes the influence of self-employment level of rural population on basic economic indicators including the rate of registered unemployment. It has been determined that increase of self-employment of rural population does not enable to finally solve the problem of unemployment in rural areas.

Nadvornaya G.G. THE PROSPECTS FOR DEVELOPMENT OF NEW ELEMENTS IN TOURIST INDUSTRY PRODUCT PROMOTION IN THE CRIMEA. //Economy and Management.-2007.-№4-5.-P.26.

The article analyzes fundamental methods, directions and technology of promoting the Crimean tourist industry product on the level of travel agencies and health resort enterprises, and on the level of the governmental authorities. The prospects for development of new elements in tourist industry product promotion in Crimea are grounded.

Salo I. A. LONG-TERM PARAMETERS OF THE DEVELOPMENT OF MARKET FOR BERRIES IN UKRAINE //Economy and Management.-2007.-№4-5.-P.34.

The article contains a five-year plan for the development of industrial production of berries targeted at expansion of the areas of the fruit-bearing plantations up to 25,000 hectares and domestic production up to 227,000 tons. Investment capacity and financial efficiency factors have been determined.

Svyrydova N.D. TENDENCIES IN PROVIDING STEADY DEVELOPMENT of TOURIST INDUSTRY ENTERPRISES. //Economy and Management.-2007.-№4-5.-P.38.

The article gives proof for basic directions of providing steady development of tourist industry enterprises in existing conditions which are directly linked with the problem of creation of system of pricing. Such system must stimulate creation of conditions for tourist industry market penetration and profit earning.

Chychkalyuk T. FORMATION OF THE WILDLIFE PRESERVATION FUND OF NYKOLAEVSKIY REGION AS BASIC FACTOR OF DEVELOPMENT OF TOURIST INFRASTRUCTURE. //Economy and Management.-2007.-№4-5.-P.41.

The article is devoted to the organization and development of nature preserve areas as main tourist attraction of Nykolaevskiy region and the development of tourist industry of the region as a whole.

Buzni A.N., Katalimova A.N. IDENTIFICATION AND DIFFERENTIATION OF THE NOTION “SERVICE”. //Economy and Management.-2007.-№4-5.-P.46.

The notion “service” is defined as a type of goods and not as its opposite. It has been demonstrated that it is unreasonable to differentiate service from goods only due to its alleged impalpability, inability to be stored,

inseparability from a producer and instability of quality is under consideration. Characteristics of the notion "service" have been emphasized which helped to formulate the definition.

Vetrova N.M. PROVIDING THE PUBLICITY FOR ECOLOGICAL SAFETY MANAGEMENT IN AUTONOMOUS REPUBLIC OF THE CRIMEA. //Economy and Management.-2007.-№4-5.-P.50.

The article deals with the problems of ecological safety management of a resort region. The author offers a new way of improving the information and analytical block of management by means of creating interdepartmental regional information base of ecological management.

Gorchakova E.H. METHOD OF TAXONOMIC CLASSIFICATION. //Economy and Management.-2007.-№4-5.-P.57.

The author suggests taxonomic approach to explication of contents of system objects. The suggested method of diagram-informational structural classification (DISK) is the universal instrument of semantic formalization of conceptual structures. The method of taxonomic formalization of structural compositions, carried out on the DISK diagrams, allows realizing of successive, floor classification of backbone factors in monetary direction. DISK system makes provision of mathematical operations with gravimetric quotients of backbone factors.

Martynakova E. METHODOLOGY OF GOVERNMENT CONTROL IN RECREATIONAL REGIONS. //Economy and Management.-2007.-№4-5.-P.63.

In the article determined methodological government control of recreation sphere, directions of achievement of socio-economic effect from realization of purposeful public policy.

Yachmenyova V.M., Vysochina M.V. TERMS of REALIZATION OF MECHANISM OF INCREASE OF EFFICIENCY OF ENTERPRISE MANAGEMENT. //Economy and Management.-2007.-№4-5.-P.69.

Essence of concept efficiency of enterprise management is exposed. The aims of mechanism of increase of efficiency of enterprise management and its functions are formulated. Properties of mechanism of increase of efficiency of enterprise management and principles of its realization are described. The terms of realization of mechanism are revealed.

Apatova N.V. INFORMATION TECHNOLOGIES AND INNOVATION DEVELOPMENT. //Economy and Management.-2007.-№4-5.-P.74.

The correlation between the development information technology and innovational processes of social and economical development is described in the article. The role of introduction of information technologies as a factor of knowledge propagation is detailed. The author defines information technologies as a main factor which can change the economy system structure.

Bulgakova A.Y., Il'nytskyy S.A. STRATEGIC POSITION OF ENTERPRISES PRODUCING POWER-GENERATING COAL, LATEST METHODS OF FORECASTING THE RESULTS OF THEIR ACTIVITY. //Economy and Management.-2007.-№4-5.-P.80.

Strategic position of enterprises producing power-generating coal, development of new methods of forecasting the results of their activity are considered in the article.

Vasilenko V.A. COOPERATION BETWEEN LARGE AND SMALL-SCALE BUSINESS IN MANUFACTURING INDUSTRY. //Economy and Management.-2007.-№4-5.-P.86.

Ways to increase manufacturing enterprises competitiveness on the basis of clusters are considered in the paper. Interaction models between small and large-scale enterprises are proposed as well as informational matrices of interrelation of resources, business processes and system of management with features of products are developed.

Zubenko V. THE INNOVATIVE CULTURE IN SYSTEM OF ORGANIZATIONAL CULTURE OF THE ENTERPRISE. //Economy and Management.-2007.-№4-5.-P.93.

In article is considered innovative culture in system of organizational culture of the enterprise. Definition of innovative culture of the enterprise is presented.

Pogorelov Y.S., Gorbunov V.A. BENCHMARKING AS INSTRUMENT OF DEVELOPMENT OF AN ENTERPRISE ENTERING A FOREIGN MARKET. //Economy and Management.-2007.-№4-

5.-P.98.

A concept and the varieties of benchmarking are represented. The indicators of necessity of the use of benchmarking as instrument of development for an enterprise entering a foreign market are offered. The factors of choice of type of benchmarking and a model enterprise are explored for a foreign market entry. The algorithm of benchmarking for the ZED-based enterprise carrying out export-import operations is developed. The compared indexes and terms during conducting of benchmarking on entering a foreign market are offered.

***Yachmeneva V.M.* PRESENTATION OF ECONOMIC STABILITY OF AN ENTERPRISE.** // Economy and Management.-2007.-№4-5.-P.107.

Essence of concept, economic stability of enterprise, are exposed in the article. The criteria of assessing the levels of economic stability are developed. Formalization of level of economic stability on the basis of fuzzy logic is offered. For graphic presentation of economic stability of enterprise trapezoid function of belonging was chosen.

***Vorobyova E.I., Tumanova E.A.* FINANCIAL MARKET AND ITS ROLE IN BACKING THE INVESTMENTS INTO AGRARIAN SECTOR OF ECONOMY.** //Economy and Management.-2007.-№4-5.-P.113.

The authors consider the influence of financial market on the possibilities of backing the investments into fixed capital of agrarian enterprises. The authors suggest that agrarian enterprises should be integrated with commercial and industrial and financial and industrial groups to stir up investment activity.

***Kogut I.A.* EVOLUTION OF APPROACHES TO LOCAL BUDGETS.** //Economy and Management.-2007.-№4-5.-P.118.

The article investigates the evolution of approaches to local budgets and theoretical bases of development of local budgets in Ukraine. The major stages of development of local budgets in Ukraine are determined. The author suggests an optimal definition of concept of local budget from the point of view of reforming the inter-budget relations.

***Uskov I.* PECULIARITIES OF FORMATION OF PROFITS AND REALIZATION OF EXPENDITURES IN THE SYSTEM OF INTER-BUDGET RELATIONS BY THE EXAMPLE OF AUTINOMOUS REPUBLIC OF CRIMEA.** //Economy and Management.-2007.-№4-5.-P.124.

The article deals with the features of formation of profits and realization of expenditures of local budgets in the AR Crimea at the level of district, city, village and community. Basic factors which affect the efficient realization of such relations are defined. This allowed developing of practical recommendations on further improvements of the system of inter-budget relations on the level of separate district, city, village and community.

***Frolov V.I.* IMPROVING ANALYTICAL INSTRUMENTS OF FINANCIAL MANAGEMENT OF ENTERPRISES.** //Economy and Management.-2007.-№4-5.-P.130.

The multidimensional method of financial management quality estimation of an enterprise is described. Its approbation on one of enterprises has been carried out.

***Scheglova S.* BANK LENDING FOR PHYSICAL PERSONS AND TENDENCIES OF ITS DEVELOPMENT IN UKRAINE.** //Economy and Management.-2007.-№4-5.-P.135.

In the past decade lending for physical persons is the one of priority directions on the market of bank lending. This article describes preconditions, tendencies and prospects of growth in lending for physical persons by the Ukrainian banks.

***Baldzhi M.D.* CONCEPTUAL FOUNDATIONS OF DEVELOPMENT OF INTEGRATED NATURE MANAGEMENT.** //Economy and Management.-2007.-№4-5.-P.142.

The article is devoted to new approaches to the usage of nature resources of a region. The methodological peculiarities of determining the nature resource potential are defined. The author reveals strategic directions, mechanisms and ways to increase the effectiveness of its use as a fundamental factor for provision of social and economic development of a region.

***Begin N.I.* ECONOMIC ASPECTS OF THE IMPLEMENTATION OF KYOTO PROTOKOL: PROSPECTS FOR UKRAINE AND RUSSIA.** //Economy and Management.-2007.-№4-5.-P.146.

The author expounds the prospects of implementation of Kyoto protocol in Ukraine and Russia. The

author discloses economic benefits after introduction of Kyoto protocol for Ukrainian and Russian participants.

***Efremov A.* CONCEPTION OF INTEGRATED MANAGEMENT OF COASTAL AREAS IN THE CRIMEA.** //Economy and Management.-2007.-№4-5.-P.151.

The article considers the main points of strategy conception of development and management of the coastal areas of the Black and Azov seas. The author gives specific proposals for organization of integrated management of the coastal areas of the stated above seas. The author used the materials of the program of integrated management of coastal area in the Kastela bay (Croatia) to work out the mechanism of such management.

***Pashentsev A.* COST-EFFECTIVENESS OF AN ENVIRONMENT-PRESERVING RESOURCE FOR AN INDUSTRIAL ENTERPRISE.** //Economy and Management.-2007.-№4-5.-P.160.

The author suggests the technique of estimation of cost-effectiveness of the environment-preserving resource which helps to minimize detrimental effect of industrial emissions on atmospheric air and water sources and also to cut operational costs of the treatment plant of an enterprise.

***Chugunova T.N., Fenenko A.S.* THE ORGANIZATIONAL AND ECONOMIC ASPECTS OF ECOLOGICAL SAFETY MANAGEMENT IN HEALTH RESORT REGIONS.** //Economy and Management.-2007.-№4-5.-P.167.

The essence of ecologic and economic mechanism of nature management in a health resort region is considered. The organizational and economic aspects of ecological safety management of a health resort region are exposed.