

Kramarenko V.I. AFFECT OF WORLD CRISIS ON FORMATION OF SOCIAL ECONOMY MODEL IN UKRAINE. //Economy and Management.-2009.-№1.-P.7.

The theoretical model of the socially-oriented economy is grounded in the article, factors and features of its development are probed under influence of globalization and world crisis processes.

Azarenko E.V., Rybko V.V., Shumeyko I.P. SOME ASPECTS OF ECONOMIC INFORMATION PROTECTION. //Economy and Management.-2009.-№1.-P.16.

Two main aspects of protection of the economic information are allocated. The first is the constantly operating system, the second - its reliability, which is defined by personnel preparation.

Ivanov S. B. ACCOUNT OF UNCERTAINTY IN ESTIMATION OF PROJECTS WITH THE USE OF TREE OF MAKING DECISIONS. //Economy and Management.-2009.-№1.-P.20.

The examples of estimation of variants of liquidation and expansion of business, which firms deal with during the decision making process are given. Any prognosis of cash flow is made on assumption of effectiveness of future investments.

Katrich S. TO THE ISSUES OF STABILITY OF SOCIAL SYSTEMS. //Economy and Management.-2009.-№1.-P.26.

The social system as a part of the socio-economic system of society is considered. The category "steady development of social system" is exposed, the criteria of stability and steady development of social systems are developed. Methodical approaches to estimation of parameters of stability of social systems are determined.

Lala E.N. STUDYING OF THE NATURE OF RELIABILITY IN PHILOSOPHICAL ASPECT. //Economy and Management.-2009.-№1.-P.33.

In the research the urgency of philosophical research of methodological, scientific, economic and social problems of reliability of systems is defined; reliability analysis in conceptual aspect is carried out; generalisations of the nature of reliability in philosophical judgement are systematised; not solved problems are determined to induce researchers for development of methodology of the modern management theory.

Martykova E. TERMINOLOGY ASPECTS OF FUNCTIONING OF SOCIO-ECONOMIC SYSTEM. //Economy and Management.-2009.-№1.-P.39.

The concept-category instruments of the socio-economic system, including concepts: social system, social sphere, social relations, social process, social environment is considered in the article. During systematization of fundamental concepts characterizing social co-operations the concept «functioning of social system» is formulated.

Strachkova N.V., Fedorova M.V. BENCHMARKING AS AN INSTRUMENT OF INCREASING OF COMPETITIVENESS: CONTENT, TYPES, STAGES OF DEVELOPMENT. //Economy and Management.-2009.-№1.-P.44.

Content of benchmarking as one of instruments of estimation of competitiveness of an enterprise, its features of origin, types and stages of development are exposed

Vaneeva I.V. VALUE of BUSINESS CULTURES In INTERNATIONAL MANAGEMENT. //Economy and Management.-2009.-№1.-P.52.

Essence of concept «business culture» is determined. The functions and specific features of business cultures are considered. Directions of research of cultures are formulated: universal, system and value approaches.

Kuzmina N. ESSENCE AND PLACE OF ECONOMIC DIAGNOSTICS IN THE PROCESS OF MANAGEMENT of an ENTERPRISE. //Economy and Management.-2009.-№1.-P.58.

Theoretical basics of essence of economic diagnostics are considered, its place in the process of management of an enterprise is determined. Internal content of economic diagnostics of activity of enterprises is exposed.

Nazarova G.V., Doronin A.V. DIAGNOSTICS OF FUNCTIONS OF ORGANIZATIONAL CULTURE ON THE BASIS OF «GOLDEN PROPORTIONS». //Economy and Management.-2009.-№1.-P.62.

Technology of high-quality-quantitative diagnostics of functions of organizational culture is considered in providing of harmoniousness of personnel from the standard of «golden proportion».

Nalivaychenko S. PROVIDING OF ECONOMIC SECURITY OF RECREATION COMPLEX ENTERPRISES IN THE PROCESS OF INTEGRATION IN THE WORLD ECONOMIC SYSTEM. //Economy and Management.-2009.-№1.-P.69.

The issues of economic security of enterprises of recreation complex are considered. The spectrum of threats of economic security of country and mechanism of their overcoming is formed.

Matusevich G.G., Boyko A.P., Bondarenko O.N. INNOVATIVE ACTIVITY AND ESTIMATION OF SCIENTIFIC RESEARCH EFFICIENCY. //Economy and Management.-2009.-№1.-P.73.

In the article the issues of interaction of innovative activity and efficiency of scientific research are discussed. The classification, which determines effectiveness and success of innovation applications, is given. The definite approaches to estimation of effectiveness of scientific organizations and system of indexes are proposed.

Stepanova E.V. MARKETINGS RESEARCHES OF MARKET SEGMENTATION IN THE SYSTEM OF TRANSFER OF INDUSTRIAL TECHNOLOGIES. //Economy and Management.-2009.-№1.-P.81.

The issues of expansion of marketing tools in development of machine-building enterprises are examined. The special attention is spared to the problem of studying and constructing of the system of market of innovative machine-building products segmentation.

Tsopa N.V. THEORETICAL BASES OF THE GUIDED DEVELOPMENT OF INDUSTRIAL ENTERPRISES. //Economy and Management.-2009.-№1.-P.86.

The features of guided development of industrial enterprises are considered. Conception of management development of industrial enterprise is offered. The mechanism of realization of conception is expounded on the basis of integration of the systems and situational approaches.

Yachmeneva V.M. OF ESTIMATION OF ADAPTIVENESS OF ECONOMIC SYSTEM: ADVANTAGES AND DISADVANTAGES. //Economy and Management.-2009.-№1.-P.96.

The system of indexes that represent economic and social essence of adaptiveness of the system is developed. Its formalization is carried out on the basis of the theory of fuzzy plural. The existent methods of estimation of adaptiveness of the system are analyzed. Indexes representing the display of adaptiveness are determined; their formalization is conducted with the help of fuzzy logic.

Vorobyova E.I. CREDIT RISKS OF BANKS OF UKRAINE IN CONDITIONS OF FINANCIAL AND ECONOMIC CRISIS. //Economy and Management.-2009.-№1.-P.104.

Basis problems of credit risk in the context of financial and economic crisis are examined in the article. It is determined that in the banc system credit risk increases due to worsening situation in real sector, sizable volumes of credits and increase of external debts of banks. The hierarchy-structural approach to determination of credit risk in the condition of financial and economic crisis is proposed.

Voroshilo V.V. FORMATION OF DEPOSIT PORTFOLIO OF HOUSEHOLDS IN CONDITIONS OF FINANCIAL CRISIS. //Economy and Management.-2009.-№1.-P.113.

In the article a concept of deposit portfolio of households is exposed. Basic forms of monies are kept on accounts are considered. Influence of financial crisis on a deposit portfolio construction is studied. The basic types of deposits, forming the deposit portfolio of households in the period of financial crisis are certain.

Yeletskih S.Y. FINANCIAL CRISIS AT THE ENTERPRISE LEVEL: ESSENCE AND SYMPTOMS. //Economy and Management.-2009.-№1.-P.118.

The basic indicators of development of crisis processes are considered, their features are exposed in a particular branch and regional cut, and also taking into account the size of functioning enterprises. Essence of financial crisis at the enterprise level and its symptoms are specified. Classification of types of financial crisis at the enterprise level is developed.

Efremov A. THE ESTIMATION OF RISK INFLICTED TO THE SOCIETY FROM CHANGE OF LIFE-SUPPORT PARAMETERS OF ENVIRONMENT DURING THE MANAGEMENT ON THE TERRITORY OF MUNICIPAL ORGANIZATION. //Economy and Management.-2009.-№1.-P.126.

In the article the concept of harm is grounded and the method of determination of harm to the population, living on a territory, where the construction of the object-polluter is planned. The method accounts differentiation of specific scales of different areas of the whole polluted territory.

Vetrova N. APPROACHES TO PROVIDING OF ENERGY SECURITY ON THE BASIS OF RENEWABLE SOURCES. //Economy and Management.-2009.-№1.-P.132.

The problems of providing of energy security of Ukraine are considered in the article. The results of researches of the model of introduction of the chart of energy supply of recreation objects with the use of renewable energy on the basis of sun energy are proposed.

Ivanov M. , Koretska V.A. THE THEORETICAL BASES OF FORMING OF INVESTMENT-FINANCIAL INFRASTRUCTURE OF THE CONSTRUCTION COMPLEX OF THE REGION. //Economy and Management.-2009.-№1.-P.137.

The article deals with the theoretical essence of concepts «investment-financial infrastructure», «development of investment-financial infrastructure», «participant of an investment-construction complex». The participants of an investment-construction complex of region are selected from investment approach.

Kamenskikh E.A. BRENDING AS AN INNOVATIVE METHOD OF MAKING THE MODEL OF MANAGEMENT OF CONSUMERS' BEHAVIOR AT THE MARKET OF RECREATION SERVICES IN THE WORLD CRISIS CONDITIONS. //Economy and Management.-2009.-№1.-P.145.

A theoretical model of management of behavior of consumers of recreation services on the basis of branding, innovative part of which is naming, is proposed.

Smolyanov A.M. EXPERIENCE OF ORGANIZATION OF PRODUCTION IN AGRARIAN SECTOR OF ECONOMY OF THE DEVELOPED COUNTRIES AND BASIC WAYS OF REFORMATION OF MANAGEMENT BY SCIENTIFIC AND TECHNICAL PROGRESS IN AGROINDUSTRIAL COMPLEX OF OUR COUNTRY. //Economy and Management.-2009.-№1.-P.152

Experience of organization of production in the agrarian sector of economy of the developed countries of the USA, Germany, Japan, France, Italy, China is considered in the article. It is set that growth of production of agricultural goods is attained on the base of intensification of production by mechanization of technical processes, enlargement of enterprises. Basic directions of reformation of management by scientific and technical progress in the agro industrial complex of our country are determined.

Sribnaya K. MODERN TRENDS OF BANK CREDITING OF BUSINESS ENTITIES IN THE CRIMEA. //Economy and Management.-2009.-№1.-P.157.

Modern trends of bank crediting of business entities in the Crimea are given, the estimation of allotted credits and attracted deposits, taking into account their connection with oscillation of all of credit market at regional level is conducted, factors resulted the reduction of credit activity of bank institutes in the modern terms of development of economy of region are considered and prospects of development of the bank crediting of business entities in the Crimea are determined.

Sribniy V. EXTERNAL AND INTERNAL THREATS OF FINANCIAL SECURITY AT REGIONAL LEVEL. //Economy and Management.-2009.-№1.-P.163.

The essence of financial security as a part of economic security is given, determination of financial security at the level of a region is made, external and internal threats of financial security at the regional level are considered, the analysis of financial security of bank institutes in the modern conditions of development of economy of a region is carried out, measures which could improve relations in the banking system and provide financial security at the level of separate region are determined.

Artamonov V.P. PERFECTION OF METHOD OF TEACHING THE THEME «property as a baSIS OF ECONOMIC SYSTEM» IN COURSE OF POLITICAL ECONOMY. //Economy and

Management.-2009.-№1.-P.167.

The role of tasks in the studying of relations of property is considered. The tool of the tasks directed on estimation of size of profit of managing subjects and property proprietors at the change of patterns of ownership is exposed.

Vysochina M.V. STUDY OF METHOD OF FUZZY LOGIC WITHIN THE FRAMEWORK OF DISCIPLINE «METHODS OF ACCEPTANCE OF ADMINISTRATIVE DECISIONS». //Economy and Management.-2009.-№1.-P.170.

Uncertainty of large number of factors of external environment, incompleteness of information, inaccuracy of judgements at a decision making process put a task to study proper methods to the existing situation within the framework of discipline «Methods of acceptance of administrative decisions». The features of study of method of fuzzy logic are considered. The questions of study of method of fuzzy logic are formulated. The variants of conducting of laboratory classes are offered on an acquaintance with software products, based on application of method of fuzzy logic.

Gorban A., Gorban G. METHODOICAL APPROACHES TO ORGANIZATION AND CONDUCTING OF TESTING AS A TYPE OF EDUCATIONAL CONTROL. //Economy and Management.-2009.-№1.-P.174.

In the article the problem of educational control from the point of necessity of improvement of forms and methods of its conducting is considered. An idea about the method of testing as one of effective methods of educational control is developed. Pre-conditions of testing as an important type of educational control are examined; features and advantages of testing among other kinds of control are selected; classification of tests and their kinds on different grounds are carried out.

Tsvetkova I.I. ORGANIZATION OF TEACHING AND CONTROL OF KNOWLEDGE ON DISCIPLINE «MANAGEMENT OF PERSONNEL» ON PRACTICAL LESSONS. //Economy and Management.-2009.-№1.-P.180.

Seminars are the most important aspect of studying process. The increase of efficiency of teaching of students straight depends on selection and use of various, most adequate to the subject and situation methods of teaching, and also from activation of all educational process. During the study discipline «Management of personnel» is possible the usage of various methods of teaching and control: case-study, business and role games, educational conversation, frontal lessons.