

**2009**  
**№ 2-3**

## **ECONOMICS AND MANAGEMENT**

SCIENTIFIC-PRACTICAL JOURNAL

# **Table of contents**

### ***Theory and practice of management***

Kramarenko v.I. Affect of world crisis on formation of social economy model in Ukraine. ....	7
Azarenko E.V., Rybko V.V., Shumeyko I.P. Some aspects of economic information protection. ....	16
Yvanov S. B. Account of uncertainty in estimation of projects with the use of tree of making decisions. ....	20
Katrich S. To the issues of stability of social systems .....	26
Lala E.N. Studying of the nature of reliability in philosophical aspect .....	33
Martynova E. Terminology aspects of functioning of socio-economic system. ....	39
Strachkova N.V., Fedorova M.V. Benchmarking as an instrument of increasing of competitiveness: content, types, stages of development. ....	44

### ***Economy of enterprise***

Vaneeva I.V. Value Of business cultures in international management. ....	52
Kuzmina N. Essence and place of economic diagnostics in the process of management of an enterprise. ....	58
Nazarova g.V., Doronin a.V. Diagnostics of functions of organizational culture on the basis of «golden proportions» .....	62
Nalivaychenko S. Providing of economic security of recreation complex enterprises in the process of integration in the world economic system .....	69
Matusevich G.G., Boyko A.P., Bondarenko O.N. Innovative activity and estimation of scientific research efficiency .....	73
Stepanova E.V. Marketings researches of market segmentation in the system of transfer of industrial technologies. ....	81
Tsopa N.V. Theoretical bases of the guided development of industrial enterprises. ....	86
Yachmeneva V.M. Of estimation of adaptiveness of economic system: advantages and disadvantages .....	96

## ***Finance and credit***

Vorobyova E.I. Credit risks of banks of ukraine in conditions of financial and economic crisis. ....	104
Voroshilo V.V. Formation of deposit portfolio of households in conditions of financial crisis.. ....	113
Yeletskih S.Y. Financial crisis at the enterprise level: essence and symptoms.....	118

## ***Regional economy***

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 .....	126
Vetrova N. Approaches to providing of energy security on the basis of renewable sources. ....	132
Ivanov M. , Koretska V.A. The theoretical bases of forming of investment-financial infrastructure of the construction complex of the region. ....	137
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. ....	145
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. ....	152
Sribnaya K. Modern trends of bank crediting of business entities in the Crimea .....	157
Sribniy V. External and internal threats of financial security at regional level. ....	163

## ***Teaching technique***

Artamonov V.P. Perfection of method of teaching the theme «property as a basis of economic system» in course of political economy.. ....	167
Vysochina M.V. Study of method of fuzzy logic within the framework of discipline «methods of acceptance of administrative decisions» .....	170
Gorban A., Gorban G. Methodical approaches to organization and conducting of testing as a type of educational control. ....	174
Tsvetkova I.I. Organization of teaching and control of knowledge on discipline « management of personnel» on practical lessons. ....	180
Resumes (russian) .....	184
Resumes (ukrainian) .....	188
Resumes (english) .....	192
Our autors .....	196