

Kusyk N.L. INTERACTION AMONG SUBJECTS OF NON-MANUFACTURING SUB-SECTORS OF SOCIAL REPRODUCTION SPHERE IN COMPENSATION OF THEIR EXPENDITURE. //Economy and Management.-2009.- 5.-P.7.

By combining the basic assumptions of the theory of clusters with the propositions of the sociological structure-orientated approach the author has structured non-manufacturing sub-sector of social reproduction of social and economic system. For logical systematization and classification of subjects rendering and receiving services of non-manufacturing subsector of SSR SES; general features that unite these subjects have been clarified. The urgent issue has been considered: how receivers and payers of the cost of services interact.

Tsopa N.V., Shinderovskaya I.Y. METHODOLOGICAL APPROACHES TO THE PROCESS OF MONITORING RESEARCH OF REGIONAL DEVELOPMENT. //Economy and Management.-2009.- 5.-P.14.

The author considers classification of the basic indicators for carrying out of monitoring. Methodological approaches to assessment of regional development have been systematized. The stages of monitoring research have been proposed.

Gorban G. . METHOD OF APPRAISAL OF TOURIST MARKETS OF A REGION IN RELATION TO EFFICIENCY OF TOURIST ACTIVITY. //Economy and Management.-2009.- 5.-P.19.

The article expounds the method of appraisal of tourist markets of a region in relation to efficiency of tourist activity, which is necessary for the ground of administrative decisions regarding the development of tourist and recreation activity as priority directions of social and economic development of the Crimean region. The author determines rating of tourist markets in Autonomous Republic of Crimea, characterizing possibility of effective organization of tourist activity in the territorial formations under study.

Statsenko E.V. INDICATIVE ESTIMATION OF EQUILIBRATION OF THE SYSTEM OF REGIONAL WATER CONSUMPTION. //Economy and Management.-2009.- 5.-P.23.

The tools for estimation of equilibration of regional water consumption system have been grounded with a glance at the peculiarities of location of water bodies, structure of target water consumption, and the pattern of anthropogenic and technical load, predetermined by the specific character of economic activity.

B r zhnaya I.V., Vetrova A.A. APPROACHES OF GOVERNMENT CONTROL OF RECREATION TERRITORIES: STRATEGIC LEVEL. //Economy and Management.-2009.- 5.-P.30.

On the basis of analysis of specific character of territorial economy and in consideration of ecological constituent, possible strategies for development of recreation and tourist complexes of separate regions of the Autonomous Republic of Crimea have been grounded.

Vaneeva I.V., Kalchenko L.A. CULTURE OF SPEECH IN BUSINESS INTERCOURSE. //Economy and Management.-2009.- 5.-P.35.

A concept of «Business intercourse» has been defined. Peculiarities of psychology of business intercourse have been considered. Practical recommendations for the culture of speech for leaders have been defined. An analysis of behavior of a leader retial and axeal communicative process has been carried out.

Verba V.A., Grebeshkova E.N. COMPANY DEVELOPMENT MANAGEMENT: CONTEMPORARY THEORETICAL AND APPLIED PROBLEMS. //Economy and Management.-2009.- 5.-P.40.

The article represents the author's vision of company development problematic field systematization and generalization. Selection of theoretical, methodological and applied basics of modern company development management is grounded.

Ryvkina O.L., Galakhina A.L. COMPARATIVE CHARACTERISTICS OF STRATEGIC AND OPERATIONAL CONTROL OF ACTIVITY OF AN ENTERPRISE. //Economy and Management.-2009.- 5.-P.46

On the basis of comparison of operational and strategic control of activity of an enterprise, their essence and main features have been revealed.

Tsopa N.V. ON METHODOLOGICAL APPROACHES TO MANAGEMENT OF INDUSTRIAL PROJECTS. //Economy and Management.-2009.- 5.-P.50.

The existent methodological approaches to management of industrial projects have been examined. Absence of a uniform generally recognized optimal methodology of management for the scientific providing support of sustainable development of enterprises has been exposed.

The necessity for argumentation of application of approaches has been grounded as a methodological base for development of general conception of management for sustainable development of enterprises.

Khatikova Z.V. METHODOLOGICAL ASPECTS OF IMAGE BUILDING IN HOTEL INDUSTRY. //Economy and Management.-2009.- 5.-P.57.

The author expounds the substance of methodological aspects of image building hotel business, tools, techniques and technologies of image building, the essence of two main variants of image building in the hotel industry.

Grishko N.V. INFLUENCE OF STRUCTURAL AND FUNCTIONAL FACTORS ON STRATEGIC MANAGEMENT OF COST OF A COAL PRODUCER. //Economy and Management.-2009.- 5.-P.63.

The essence of the concept of cost forming factors has been considered. Classification of structural and functional factors of changes of cost in strategic management of cost has been brought forward. Influence of structural and functional factors on strategic management of expenses of the coal producers has been defined.

Gnedkov A.V. INFLUENCE OF QUALITY ON PRICING OF COAL PRODUCTS. //Economy and Management.-2009.- 5.-P.69.

The condition of Ukrainian coal industry has been analyzed. Competitiveness issues of coal products have been considered. Influence of quality coefficient of coal on the price of the finished commodity has been defined.

Ivanyuta P.V. EVOLUTIONARY PROCESS OF ADMINISTRATIVE (MANAGEMENT) ACCOUNTS FORMATION. //Economy and Management.-2009.- 5.-P.73.

The article presents description of the stages of forming of administrative (management) accounts of an enterprise. The author grounds practicability of determination of factors of development of administrative profit and loss account.

Kozyr T.M. ALGORITHM FOR FORMATION OF ECONOMIC SECURITY CONCEPT FOR BUSINESSES. //Economy and Management.-2009.- 5.-P.78.

This paper investigates the problem of economic activities of business entities in the market-based competitive environment. The research is oriented toward studying sustainable functioning of businesses under conditions of the financial crisis, namely: the algorithm of provision of businesses' economic security is formulated.

Kudenko M.S. PROGNOSTICATION OF PRICE AND UNIT COST ON ENTERPRISES OF COAL INDUSTRY. //Economy and Management.-2009.- 5.-P.83.

Importance of prognostication of coal unit cost has been grounded. The prognosis data for prices and unit cost have been calculated with the use of method of extrapolation of current average. The author proves the efficiency of the use of method of extrapolation of current average when managing the basic qualitative index of functioning of a coal producer.

Shved V.V. SYSTEM OF COMPONENTS OF PRICE POLICY OF AN ENTERPRISE THAT PURCHASES AND SELLS IMPORTED CONSUMER GOODS. //Economy and Management.-2009.- 5.-P.88.

The article considers and analyzes the system of components of price policy of an enterprise that purchases and sells imported consumer goods. Basic components have been described.

Shimanovskaya-Dianich L.M., Avramenko M.S. ESSENCE OF CATEGORY OF HUMAN RESOURCES POTENTIAL IN THE SYSTEM OF CONSUMER'S CO-OPERATION IN UKRAINE. //Economy and Management.-2009.- 5.-P.92.

The article presents theoretical systematization of scientific at the concept complex of conception of human resources management. The essence and necessity of research of human resources potential for the enterprises of consumer co-operation of Ukraine has been defined.

Yergin S.M. PECULARITIES OF ESTIMATION OF ECONOMIC VALUE OF SUPPLIES OF BUILDING MINERAL RAW MATERIAL. //Economy and Management.-2009.- 5.-P.99.

The article reveals economic essence and content of process of estimation of value of supplies of building mineral raw material. The principles of classification of value of supply of a building raw material have been outlined. Basic methods of cost-is-no-object approach of estimation of economic value of a building raw material have been presented. On the basis of methods of the rental approach the author shows level of profit, which proprietor of bowels of the earth will get in different characteristic economic situations, related to the change of demand for resource, the volume of its offer on the market, intensification of level of consumption, and also in connection with existence of administrative regulations of the right to use the bowels of the earth.

Melnikova N.V. THEORETICAL DESCRIPTION OF BASIC METHODOLOGICAL ASPECTS OF ESTIMATION OF NATURE AND RESOURCE POTENTIAL OF A REGION IN THE RESORT TERRITORY DEVELOPMENT CONTEXT. //Economy and Management.-2009.- 5.-P.107.

Methodical approaches to the estimation of components of nature and resource potential of a territory which exist in economic theory have been examined in the article. On the basis of results of the theoretical and methodical researches which were carried out a new approach to the estimation of naturally resource potential of region in the context of development of territories of resorts has been suggested.

Vorobyova E.I. A ROLE OF BANKS IS IN FINANCIAL PROVIDING OF INDUSTRIAL AND FINANCIAL GROUPS IN UKRAINE . //Economy and Management.-2009.- 5.-P.113.

The article analyses the role of banks in activity of domestic industrial and financial groups. It has been determined that for Ukrainian IFG (industrial and financial groups) there are three basic types of participation of bank in the activity of a group. It has been found that the type of participation of bank in IFG depends on the level of its integration in a group, financial potential and willingness of main owners of companies of group to do financial or industrial and trade business.

Salyga K.S. THE REALIZATION OF INNOVATIVE PROJECT IN THE CONDITIONS OF RISK AND UNCERTAINTY OF BUSINESS ACTIVITY INDEXES. //Economy and Management.-2009.- 5.-P.121.

Methods of risk calculation and set level of reliability on the basis of indexes of economic efficiency of cumulative investments into innovative projects have been suggested. Indicators and criteria which include reliability of innovative project have been put forward. For security analysis of innovative project it has been suggested to calculate the indexes of reliability of innovative project. Possibility of application of theory of analysis of real options has been considered for grounding of innovative projects in the conditions of uncertainty.