

Semikina M.V. ORGANISATIONAL CULTURE AS THE FACTOR OF INNOVATION ACTIVITY OF EMPLOYEES OF THE ENTERPRISES OF A REGION. //Economy and Management.-2010.- 1.-P.9.

The article explains the essence of organizational culture through the aspects of innovation activity increase. The close link between the condition of the organizational culture of regional enterprises and the level of the motivation for innovations and technological changes has been shown. The directions for improvement of the organizational culture as well as the tasks of the innovational development have been determined.

Tsopa N.V. CONSTRUCTION OF NEURAL NETWORK PREDICTIVE MODEL OF DEMAND FOR PRODUCTS OF MANUFACTURING ENTERPRISE. //Economy and Management.-2010.- 1.-P.14.

The article brings forward a scheme for forecasting the demand for products of manufacturing enterprise with the help of neural network. The stages of neural network model construction for forecasting the demand for products have been considered and grounded.

Rekun G.P. MIDDLE CLASS DEVELOPMENT STRATEGY AS DETERMINANT OF SOCIAL INTEGRATION. //Economy and Management.-2010.- 1.-P.20.

The paper develops and puts forward the grounds for middle class development strategy in Ukraine through the explanation of nature of each of its stages on the basis of conceptual approach which uses S-curves.

Balabanits A.V. MANAGEMENT OF MARKETING INTERACTION AS KEY FUNCTION OF ENTERPRISE MARKETING MANAGEMENT. //Economy and Management.-2010.- 1.-P.26.

The importance of marketing interaction has been revealed in the article. Its role in the system of enterprise marketing management functions has been shown; the problematics of deployment of marketing interaction has been analysed. The author proves the necessity of and reveals the nature of integration of this concept into marketing management system of an enterprise.

Berezhnaya I.V., Stefanyuk O.D. SOCIO-ECONOMIC ZONING OF AUTONOMOUS REPUBLIC OF THE CRIMEA WITH A GLANCE AT STRUCTURAL CHANGES IN ECONOMY OF THE REGION. //Economy and Management.-2010.- 1.-P.33.

The article deals with approaches to economic zoning of Autonomous Republic of the Crimea. On the basis of analysis of structural changes in socio-economic development of the region the authors bring forward a project of new administrative-territorial system of the Crimea.

Semenov V.F. GOVERNMENT REGULATION AND MANAGEMENT OF REGIONAL DEVELOPMENT OF TOURIST INDUSTRY. //Economy and Management.-2010.- 1.-P.40.

The article highlights the problems of government regulation and management of development of tourist and recreation industry in different regions of Ukraine. Scientific approaches to these problems have been analysed. The paper summarizes the ways to improve government regulation and management of regional development of tourism and recreation sector.

Vetrova N.M., Shtofer G.A. PECULIARITIES OF ASSESSING THE INVESTMENT APPEAL OF A REGION BY EXAMPLE OF AUTONOMOUS REPUBLIC OF THE CRIMEA. //Economy and Management.-2010.- 1.-P.45.

The article contains approbation of methods of assessment of investment appeal of a region through calculation of economic activity. The authors have carried out calculation of overall economic activity rate in the Crimea in 2000-2007 and determined the main constituents of regional economic system in the dynamics of their development.

Mihurinskaya K.A. APPROACHES TO IDENTIFICATION OF FACTORS THAT DETERMINE THE DEVELOPMENT OF SOCIALLY ORIENTED REGIONAL ECONOMY. //Economy and Management.-2010.- 1.-P.51.

Approaches to revelation of factors, that determine the development of socially oriented regional economy has been considered in this article. The results of the research allowed to define the hierarchy of aims of structural transformations of socially oriented regional economy by means of selection of backbone factors, their functional

displays and results of structural transformations of social space.

Kovalevskaya A., Radchenko N.A REGIONAL ASYMMETRY OF MANPOWER RESOURCES AS INDICATOR OF ECONOMIC SAFETY OF SOCIAL AND ECONOMIC SYSTEMS OF DIFFERENT LEVELS UNDER THE IMPACT OF GLOBALISATION. //Economy and Management.-2010.- 1.-P.56.

The interrelation between globalisation, economic safety and disproportion of manpower resources on regional labour market has been investigated. It has been proved that the factor of integration processes has essential value and impact on formation of regional asymmetry of manpower resources and reduction of level of economic safety of regions. The results obtained confirm the necessity of inclusion of additional indices into the system of indicators of assessment of economic safety of social and economic system that is a basis for sound decision making in an early warning system.

Vorobyova E.I. WAYS TO INCREASE CAPITALIZATION OF BANKS IN UKRAINE. //Economy and Management.-2010.- 1.-P.64.

Main ways to increase capitalization of banks in Ukraine are investigated in the article. It has been determined that there are five main ways to increase capitalization of banks. The results obtained show that in financial and economic crisis it is possible to utilize all of the ways to increase capitalization of banks including subventions from the government.

Fedorova M.V. PECULARITIES OF ANTI-RECESSIONARY POLICY OF THE WORLD'S LEADING NATIONS. //Economy and Management.-2010.- 1.-P.72.

The article is intended to analyse economic tools used by the world's leading nations to overcome the negative consequences of world financial and economic crisis, possible sources of funding emergency programmes and their impact.

Vasilyev A.V. FORMING THE INFRASTRUCTURE FOR PROVIDING SUSTAINABLE FUNCTIONING OF ENTERPRISES. //Economy and Management.-2010.- 1.-P.77.

The article contains basis for theoretical approaches to the improvement of organizational-economic foundations of the infrastructure providing of sustainable functioning of enterprises of a region and priority directions of their implementation.

Sivolap A.V. MULTICRITERION APPROACH TO THE CHOICE OF OPTIMAL INVESTMENT PROJECTS. //Economy and Management.-2010.- 1.-P.83.

Merits and demerits of economic efficiency indexes of projects have been outlined. The author analyses approaches to integrated multicriterion assessment of projects and choice of an optimum variant for investment on this basis.

Shurda K.E. APPARATUS OF STRATEGIC MANAGEMENT OF DEVELOPMENT OF WEATHER AND CLIMATIC POTENTIAL OF SEASIDE REGIONS. //Economy and Management.-2010.- 1.-P.91.

The problems of economic and environmental security of nature management in the coastal belt of seaside regions have been considered. The paper examines the concept of coastal natural and technical systems of seaside regions and the scientific and methodological basis for their monitoring.

Kovalenko N.S. SOCIAL ENTREPRENEURSHIP: CURRENT DEVELOPMENT TRENDS IN UKRAINE AND WORLD EXPERIENCE. //Economy and Management.-2010.- 1.-P.96.

The article exposes concept of social entrepreneurship, its evolution and modern understanding. The main trends of operation, development and problems of social entrepreneurship at both national and territorial levels have been determined. The article outlines the variety of issues and gives recommendations as to wider introduction of social enterprise and creating incentives for enterprises, commercial organizations and businesses to be more socially responsible in Ukrainian society.

Malyukina N.V. ANALYSIS OF PROVISION OF WINE INDUSTRY WITH RAW MATERIAL. //Economy and Management.-2010.- 1.-P.102.

Main problems of provision of wine industry with raw material have been investigated. Varietal composition of grape worked into bulk wine has been analysed. The structure of bulk wine production has been considered.

Comparison of grape croppage indexes and product yield of wines has been studied. Utilization percentage of production equipment at wineries has been analysed.

Veretennikova D.A. THE BASIC KINDS OF RISKS IN ACTIVITY OF MODERN MOTOR TRANSPORT ENTERPRISES. //Economy and Management.-2010.- 1.-P.107.

The basic kinds of risks in activity of the motor transport enterprises and the factors that cause them in Ukraine have been considered. The autor reveals the nature of these risks and basic ways to manage them.

Bagdikyan S.V. IMPROVEMENT OF ESSENCE ORGANIZATIONAL AND ECONOMIC MECHANISM OF INTERRELATION BETEWEEN EDUCATIONAL SERVICES AND REGIONAL DEVELOPMENT. //Economy and Management.-2010.- 1.-P.115.

The article focuses on the essence of economic (including financial) and organizational mechanisms from the point of view of influence of educational services on regional development and influence of regional development on development of educational services. investigation the essence of organizational and economic mechanism of interrelation between educational services and regional development so that the sphere of education and the region itself could develop simultaneously.

Shtembulyak D.A. FINANCIAL STABILITY OF AN ENTERPRISE IN MARKET TURBULENCE. //Economy and Management.-2010.- 1.-P.119.

The article deals with the problems of financial stability of an enterprise in unstable economy, types of external factors and their negative influence on financial stability. The author reveals the concept of turbulent economy, its basic characteristics and ways to solve the problems of securing financial stability of an enterprise in market turbulence.

Balog A.G. ANALYSING THE MAIN MOTIVES FOR COMPANY MERGER AND ACQUISITION. //Economy and Management.-2010.- 1.-P.124.

The article aims to examine main strategic motives for company merger and acquisition. Classification of types of mergers and acquisitions has been analysed. The necessity of in-depth study of merger and acquisition has been proved.

Melikhova T.O. IMPROVING THE METHODS OF ASSESSING THE INTERNAL TAX AUDIT EFFICIENCY. //Economy and Management.-2010.- 1.-P.129.

Methods of assessment of internal tax audit efficiency have been improved. The author puts forward a unique method of calculation of absolute and relative cost-effectiveness of internal tax audit and estimation of annual cost-effectiveness of inner tax audit. Application of methods of assessment of internal tax audit efficiency has been studied by example of engineering industry enterprises in Zaporozhye region.