

Verba S.I. MECHANISMS FOR INVESTMENT AND INNOVATION ATTRACTIVENESS OF CRIMEA. //Economy and Management.-2010.- 2.-P.10.

Greeting the participants of the International scientific conference the «New approaches to development of the systems of the socially oriented economy of a region» (Alushta, May 20-21, 2010).

Berezhnaya I.V. EE SOCIALISATION OF REGIONAL POPLICY: STRATEGIC AIMS AND URGENCY FOR PRESENT-DAY SOCIETY. //Economy and Management.-2010.- 2.-P.13.

The author reveals urgency and aims of regional policy in the context of socialization of economy on the basis of development and implementation of innovative model. It has been grounded that it is necessary for promotion of socialization of public policy to be generally recognized at the state level as the main priority. That will provide prerequisites for realization of national strategy and regional government programs of social, economic and ecological development.

Vasilenko V.N.ORGANIZATION FORMS OF REGIONAL ECONOMIC SPACE. //Economy and Management.-2010.- 2.-P.17.

Regional economic systems as basic forms of regional economic space have been considered. Taxonomical hierarchy of the regional economic systems has been given. The author points out the challenges for development of each type of regional economic systems.

Vetrova N.M. Fedorkin . . SOLVING THE PROBLEMS OF INFORMATION SUPPORT OF ENVIRONMENTAL MANAGEMENT OF CRIMEAN REGION. //Economy and Management.-2010.- 2.-P.27.

The article deals with the ways to improve informational support of environmental management in the Autonomous Republic of the Crimea. Structural-functional diagram of interdepartmental ecological database within the framework of regional information-technical ecological management system in the Crimea has been put forward.

Grishnova O., Naumenko A. CORPORATE CULTURE AS A RESOURCE OF THE ENTERPRISE STRATEGIC STABILITY. //Economy and Management.-2010.- 2.-P.33.

In the article the author investigates interdependence of enterprise strategic stability and its corporate culture. Contribution of corporate culture elements into company's sustainable development in the framework of providing its strategic stability is analyzed.

Gudz P.V. GROUNDS FOR USING SERVICE QUALITY FUNCTION ON THE BASIS OF CADOTTE TURGEON TYPOLOGY AT THE ARTURS.BERDYANSK. KURORT HOTEL. // Economy and Management.-2010.- 2.-P.39.

The necessity of introduction of indexes of hotel services quality system has been analyzed in the article. The author suggests introducing function of service quality on the basis of Cadotte Turgeon typology by example of the Arturs.Berdyansk.Kurort Hotel.

Kravtsiv V.S., Zhuk P.V. DEVELOPMENT OF THE MODEL OF MARKET MECHANISMS FUNCTIONING IN THE SPHERE OF ENVIRONMENTAL MANAGEMENT IN UKRAINE. // Economy and Management.-2010.- 2.-P.43.

The methodological basis of the upgrade of the natural resources' role and place in the system of economic relations in terms of market economy model has been considered. The importance of forms and methods of economic regulation of environmental management relations for the achievement of sustainable development objectives has been outlined. The conceptual approaches to development of market mechanisms functioning model in the sphere of environmental management have been put forward. Tendencies and instruments of efficient environmental management in Ukraine have been specified.

Kutsenko V.I. SOCIAL CAPITAL: PREREQUISITES AND DEVELOPMENT PROSPECTS. / /Economy and Management.-2010.- 2.-P.49.

Essence of social capital, its importance in the socio-economic development, peculiarities of the formation and functioning in Ukraine, the basic problems and ways of their decision have been revealed.

Novikova .F., Grinevskaya S.N. REGIONAL KEY FACTORS OF PROVIDING SOCIAL ORIENTATION OF ECONOMY: MANAGEMENT ASPECT. //Economy and Management.-2010.-

2.-P.53.

The theoretical and methodological questions of government regulation of social orientation of economy of a region have been generalized. Directions of improvement of conceptual support of social orientation of economies of a region have been put forward. They determine the peculiarities of their use in the system of national safety and stipulate possibilities of forming the regional strategies of development. The author has defined priorities of public regional social policy, directed at overcoming of the crisis phenomena in Ukrainian economy.

Martyakova E.V. INNOVATIVE APPROACHES TO SOCIAL DEVELOPMENT MANAGEMENT OF A REGION. //Economy and Management.-2010.- 2.-P.60.

The paper considers innovative approaches to regulation and management of social processes on different levels of hierarchy. It also suggests the most efficient forms of cooperation between state, business and society (social responsibility, social partnership, social entrepreneurship) when solving social problems through realization of social projects.

Petrunya Y.E. INVESTMENT MANAGEMENT IN THE SYSTEM OF ECONOMIC DEVELOPMENT OF A REGION. //Economy and Management.-2010.- 2.-P.67.

The internationalization influences of the stock exchange on investment conditions of socio-economic development of a region have been considered. The author defines possible advantages of integration of national share markets with international capital markets, and also possible negative consequences of these processes on different economic levels.

Osetskiy V.L. STRUCTURAL AND INSTITUTIONAL FACTORS OF INNOVATIVE DEVELOPMENT. //Economy and Management.-2010.- 2.-P.71.

The article is devoted to the research of structural transformation of Ukrainian economy. The modern direction of such transformation directed at stable social economic growth has been worked out. That growth has to be achieved on the innovation basis with active application of modern scientific innovation approaches.

Romanyuk D., Romanyuk D. M. PRIORITY OF SOCIAL DEVELOPMENT OF ECONOMY OF A REGION (BY EXAMPLE OF AREAS OF CARPATHIAN REGION). //Economy and Management.-2010.- 2.-P.76.

The article specifies the aspects of realization of measures of active public social policy for overcoming of demographic crisis and achievement of steady demographic development, normalization of reproduction of population, due to population improving, saving of its vital and labour potential.

Semionov V.F. AS GENERATOR OF MARKET OF THE HOUSING REAL ESTATE DEVELOPMENT. //Economy and Management.-2010.- 2.-P.82.

The article reviews the essence of the informal economy, its classification and structural features of processes of shadowing economy. Shadow economy, as part of an informal Ukraine's economy is analyzed by example of building branches and the market of residential real estate. The main motives and schemes of shadowing business of residential real estate have been shown.

Semikina M.V. PROBLEMS OF SAVING OF LABOUR POTENTIAL OF A REGION AND SOLUTIONS. //Economy and Management.-2010.- 2.-P.87.

The separate results of research of the state of labour potential of the Kirovohrad region are reflected in the article. Existing problems in saving and development of labour potential of a region have been outlined, forecast estimations have been carried out. The author suggests recommendations in relation to elimination of destructive tendencies in a recreation of labour potential of a region.

Kharichkov S.K., Dyshlovoy I.M. NATURAL RENT AS ECONOMIC INSTRUMENT OF NATURE MANAGEMENT. //Economy and Management.-2010.- 2.-P.93.

The use of natural rent as an instrument of nature management in the context of right of ownership on the objects of natural potential and its resources have been considered in this article. On the basis of results of theoretical research the scheme of co-operation in the field of nature management between the subjects of property and the subjects of nature management has been developed. This allowed working out the mechanism of forming, withdrawal and use of recreational-touristic rent.

Shevchuk L.T., Shevchuk . . ACCOUNT OF CONSEQUENCES OF FINANCIAL-ECONOMIC

CRISIS IN THE PROCESS OF TRANSFORMATION OF TERRITORIAL-SECTORAL STRUCTURE OF CARPATHIAN REGION. //Economy and Management.-2010.- 2.-P.101.

Influence of financial-economic crisis on the territorial-sectoral structure of economy of Carpathian region and its districts has been considered. Directions and separate measures of minimization of negative socio-economic consequences of financial-economic crisis have been outlined.

***Bendasjuk O.A.* FEATURES OF GOVERNMENT CONTROL OF THE SOCIALLY ORIENTED ECONOMY.** //Economy and Management.-2010.- 2.-P.106.

Approaches to determination of directions of government control of the socially oriented economy. Criteria that characterize the aims of the socially oriented economy have been systematized on the basis of results of theoretical researches.

***Bogush L.G.* METHODOLOGICAL PRINCIPLES OF THE IMPROVEMENT OF REGIONAL SOCIAL SUBSYSTEM DEVELOPMENT IN TRANSITIONAL ECONOMIES.** //Economy and Management.-2010.- 2.-P.109.

The author grounds the definition, explores the basis of formation of regional social subsystem – its social complex; points out its main areas of development in a transitional economy in order to establish regional and national economic and socio-humanitarian space.

***Gudz M.V.* CHOOSING THE BASIC DOMINANTS OF EFFECTIVE USE OF POTENTIAL OF RESORT AND RECREATION TERRITORIES.** //Economy and Management.-2010.- 2.-P.118.

Material well-being of the town of Berdyansk has been examined in the context of natural recreation potential. Unique therapeutic features of the Azov Sea, nature reserve - Berdyansk Spit, the main component of natural recreational resources have been presented. Prospects of development of tourist and recreational activities have been revealed.

***Kusyk N.L.* STRUCTURING AND SEGMENTING OF NON-PRODUCTION SUBSECTOR OF SOCIAL REPRODUCTION SPHERE.** //Economy and Management.-2010.- 2.-P.124.

The article grounds possibility of segmentation of non-productive subsector of social reproduction sphere of the socio-economic system on the basis of structuring into clusters and target segments. Using the postulates of the theory of clusters non-productive subsector of SSV SES is structured into three clusters. On the basis of the sociological structure-orientated approach non-productive subsector SSV SES is structured into three target segments, combining social structures. According to this structuring, the article suggests the concept - «the third segment of unproductive subsector SSV SES». Its existence has been grounded. The role of social reproduction «socio-human» and his position in non-productive subsector of SSV SES has been shown.

***Mihurinskaya K.A.* ECONOMIC AND INSTITUTIONAL MECHANISM OF DEVELOPMENT OF SOCIALLY ORIENTED REGIONAL ECONOMY.** //Economy and Management.-2010.- 2.-P.128.

The approaches to the formation of institutional support of socially oriented economy in the region have been considered. The results of the survey allowed us to develop economic and institutional mechanism to implement the priorities and objectives of socially oriented economy from a regional perspective of organization of economic space.