

Berezhnaya I.V., Melnikova N.V. METHODOLOGICAL ASPECTS OF ESTIMATION OF LEVEL OF BALANCED DEVELOPMENT OF A REGION. //Economy and Management.-2010.- 3-4.-P.10.

Methodical aspects of estimation of level of balanced development of a region have been considered in the article. On the basis of results of the theoretical-methodical researches carried out method of calculation of integral index of balanced development of resort territory has been worked out. Realization of this method means calculation of integral index through creation of integral four sector model, allowing to define the level of balanced development of the territory under consideration in relation to influence of factors, expressed in the scope of complex and simple indexes.

Buzni A.N. GOODWILL AS A MARKETING TOOL FOR SOCIAL AND ECONOMIC DEVELOPMENT OF A REGION. //Economy and Management.-2010.- 3-4.-P.19.

This article is the first to ground relevance of “goodwill” in the system of social and economic development of a region and raising the region competitiveness on the basis of marketing through a more active use of intangible assets of a region. Main problems to be solved by further research have been determined.

Malahova V.V. THE PROBLEMS OF INNOVATIVE DEVELOPMENT OF HOUSING COMPLEX OF A REGION. //Economy and Management.-2010.- 3-4.-P.23.

The author suggests classification of housing complex taking into account its technical state, defines the main problems and puts forward an innovative development strategy of the housing and communal services system.

Mihurinskaya K. INNOVATIVE ENVIRONMENT OF THE SOCIALLY ORIENTED ECONOMY OF A REGION. //Economy and Management.-2010.- 3-4.-P.29.

Approaches to determination of characteristics of innovative environment of socially oriented regional economy have been considered in this article. The results of the researches allowed to formulate the essence of innovative regional environment, and also to select pre-conditions that determine peculiarities of its development in the context of priorities of the socially oriented economy.

Pankova O.V. SOCIAL COHESION IN THE CONTEXT OF ACHIEVEMENT OF GOALS OF SOCIALLY ORIENTED ECONOMY. //Economy and Management.-2010.- 3-4.-P.34.

Theoretical principles of the newest crisis management doctrine of social cohesion have been investigated, the parameters of its assessment in the context of establishment of socially oriented economy of Ukraine have been outlined, conditions of its implementation have been estimated. Expedience of application of this doctrine for determination of optimum model of development of Ukraine in the globalized world has been grounded.

Rodchenko V.B., Proskurnya S.S. METHODOLOGICAL APPROACH TO ESTIMATION OF LEVEL OF DEVELOPMENT OF TERRITORIES OF A REGION (BY THE EXAMPLE OF KHARKOV REGION). //Economy and Management.-2010.- 3-4.-P.39.

Approaches to estimation of level of development of territories of a region have been considered. The authors put forward the technique and estimate inequality of level of development of districts of the Kharkov region. Suggestions for adjusting the development of territories have been grounded.

Vartanova E. THE ESSENCE OF STRATEGIC COMPETENCE AS A SOURCE OF COMPETITIVE ADVANTAGE OF AN ENTERPRISE. //Economy and Management.-2010.- 3-4.-P.44.

The author defines the essence of strategic competence of an enterprise as sum-total of knowledge, experience and resources. It has been pointed out that strategic competence is a source of competitive advantage of an enterprise. The model of strategic competence of enterprise has been suggested. The properties of strategic competence of an enterprise have been outlined.

Tsvetkova I.I. THE USE OF ORGANIZATIONAL MYTHOLOGY IN SOCIAL MANAGEMENT. //Economy and Management.-2010.- 3-4.-P.48.

In modern organizations a special type of management – social management has been put in the forefront, and a manager deals not with physical objects, but with social reality, relations between people. The major prerequisite for solution of problems of organizations is growth of role of the socially oriented culture of management, one of elements of which is organizational mythology. Organizational mythology is part of organizational culture,

being sociocultural practice of company activity, principles of reacting to internal and external processes. Organizational mythology, as special sociocultural practice of activity of an organization, is able to come forward as its management tool.

Tsopa N.V. THE ORGANIZATIONAL SUPPORT OF CONTROLLED DEVELOPMENT OF HEAVY ENGINEERING ENTERPRISES. //Economy and Management.-2010.- 3-4.-P.53.

The existent approaches of formation of organizational support of industrial enterprise have been considered. Advantages and disadvantages of existent approaches have been exposed. A new approach to formation of the system of organizational support for controlled development of heavy engineering enterprises has been put forward.

Jasienski M., Diukova N.V. STRUCTURE AND FUNCTIONS OF INTANGIBLE ASSETS IN KNOWLEDGE-BASED ECONOMY. //Economy and Management.-2010.- 3-4.-P.60.

Various approaches to the definition of structure of intangible assets (IA) and their role in modern economy has been considered. The structure of the IA has been analyzed from the accounting and economic points of view. Contradictions in the treatment of IA structure even within the framework of the accounting approach have been pointed out. Eleven categories that comprise the structure of IA have been specified. The author suggests unification of accounting and administrative approaches to structure analysis of IA. The basic functions of NA in knowledge-based economy have been considered.

Vetrova N.M. Khrapko V.N. WORKING OUT THE CHARACTERISTICS OF GOVERNMENT BAILOUT FOR BANKING AREA. //Economy and Management.-2010.- 3-4.-P.66.

Financial condition of Ukrainian banks has been analyzed. Also the government bailout has been studied. Within the framework of this model the solution government bailout for Ukrainian banking industry has been found. Guidelines as to the principles of government support for banks have been suggested.

Vishnyakova I.V. HIERARCHICAL CLASSIFICATION OF COMPETITIVENESS LEVELS OF SUBJECTS OF COMPETITIVE RELATIONSHIP. //Economy and Management.-2010.- 3-4.-P.73.

The essence and concepts of international and national competitiveness, economic system competitiveness and regional clusters competitiveness have been considered and terminologically ordered. Classifications of competitiveness levels of subjects of competitive relationship have been analyzed. Six level classification supplemented with national level and economic system level has been put forward.

Pogorelov Y.S. GUIDELINES FOR CHOOSING BASIS FOR DEVELOPMENT AS CONSTITUENT OF GENERAL MODEL OF ENTERPRISE DEVELOPMENT. //Economy and Management.-2010.- 3-4.-P.79.

The suggested guidelines for choosing basis for development of an enterprise allow on the grounds of known factors of external and internal environment to define the exact basis for development of an enterprise, which is possible and expedient in existing conditions. The results obtained are important for development of enterprise strategy and must be taken into account in development management, particularly in the program of development of an enterprise.

Semykina M. V. THE INCREASE OF LABOUR PRODUCTIVITY IN THE CONTEXT OF STRATEGIC TASKS OF NATIONAL ECONOMY DEVELOPMENT. //Economy and Management.-2010.- 3-4.-P.88.

The debatable questions of interpretation and estimation of labour productivity have been considered. Dynamics of labour productivity in Ukraine has been analysed. The author suggests the ways to increase labour productivity in the context of strategic tasks of national economy development.

Yachmeneva V.M., Kalchenko L. . ESSENCE OF CONCEPT «QUALITY OF HOTEL SERVICES». //Economy and Management.-2010.- 3-4.-P.95.

Essence of concept «quality of hotel favour» has been exposed. Factors which determine quality of hotel service revealed.

Shevchyk.Y.V. ANALYSIS OF ECOLOGICAL PROBLEMS OF FORMING SECTORAL-TERRITORIAL STRUCTURE OF ECONOMY OF CARPATHIAN REGION. //Economy and Management.-2010.- 3-4.-P.99.

Ecological problems of Carpathian region have been analyzed; quality of territory has been established in

the context of formation of its territorial-sectoral structures.

Yarosh B. PROBLEMS OF «SUSTAINABLE DEVELOPMENT» AND PERSPECTIVE OF NOOSPHERE APPROACH TO NATURE MANAGEMENT. //Economy and Management.-2010.- 3-4.-P.105.

It has been found that conception of «sustainable development» is not able to solve existing ecological problems. The explanation lies in imperfection of the strategy itself, at the core of which there are some dialectical contradictions. It has been shown that noosphere approach has wide prospects and allows to investigate the existing problems of nature management from different points of view.

Boyko T.Y. FEATURES OF STRUCTURE AND FUNCTIONING OF ORGANIZATIONAL-ECONOMICAL MECHANISM FOR CONTROLLING THE MANAGERIAL ACTIVITY OF ENTERPRISING CLUSTER. //Economy and Management.-2010.- 3-4.-P.109.

The structure of an organizational and economic mechanism of regulation of managerial activity of enterprising cluster has been considered. Efficiency of functioning of the structure has been grounded in order to obtain maximal results of the entrepreneurial cluster's activity.

Vishnevskiy O.S. SOCIAL ORIENTATION OF ECONOMY AS A NECESSARY CONDITION FOR SUSTAINABLE DEVELOPMENT OF A COUNTRY. //Economy and Management.-2010.- 3-4.-P.115.

The features of process of social orientation of economy of regions of Ukraine have been investigated in relation to starting possibilities of sustainable development. Expedience of research of building social orientation of economy of a region for providing sustainable development of a country has been grounded.

Dementiev M. Y. INTEGRAL ASSESSMENT OF THE USE OF HUMAN RESOURCES POTENTIAL OF THE CRIMEAN AGRICULTURAL ENTERPRISE. //Economy and Management.-2010.- 3-4.-P.119.

Integrated assessment of employment of human resources potential of agricultural enterprises of Crimea according to six major types of production has been carried out. Reserve for increasing the efficiency according to production types has been calculated. The author has given suggestions for more efficient use of human resources potential of agricultural enterprises of the Crimea, depending on the type of production.

Kletsova E.V. ANALYSIS OF THE PROFESSIONAL AND QUALIFICATION REQUIREMENTS FOR COMPETITIVE PERSONNEL OF ENTERPRISES. //Economy and Management.-2010.- 3-4.-P.126.

It has been pointed out that requirements for competitive personnel must be formed at the concrete market, in accordance with the features of functioning of the enterprise. The structure of requirements for personnel of an enterprise has been defined. The author suggests that competence of personnel should be used for the analysis of competitiveness of personnel. The structure of basic competence of an enterprise has been established.

Klimova E.I. ESSENCE AND TYPES OF STRUCTURAL CHANGES IN ECONOMY. //Economy and Management.-2010.- 3-4.-P.126.

Definitions of concepts "structure" and "structure of the economic system" are given in the article. Main constituents and types of structure of economy have been revealed. The evolution of the concept of structural changes in economy has been examined. The author specifies contents of concepts, used for description of structural changes in economic system, – "structural shifts", "structural reconstruction", "structural reformations" and "structural transformation".

Kopitov A.A., Ryzhov, I.P. MD, Salivonchik M.S., Khaidarov U.S. WAYS AND MECHANISMS TO IMPROVE SCIENTIFIC WORK OF A DEPARTMENT AND POSSIBILITY OF COMMERCIALIZATION OF ITS RESULTS. //Economy and Management.-2010.- 3-4.-P.138.

The global economic crisis has afflicted university science. Funding for all budget items has been reduced. It is therefore necessary to look for ways to commercialize the research results.

Martyakova E. Y. EVOLUTION OF SYSTEMS OF CHARITY AND NEW APPROACH TO DEVELOPMENT OF A REGION. //Economy and Management.-2010.- 3-4.-P.141.

Evolution of approaches to charity development has been considered. The current situation in social sector

under conditions of transitive economy has been characterized. The interrelation between changes in social and economic conditions of development of a society and charity development has been proved. Suggestions as to new mechanisms of development of charity in modern conditions have been put forward.

Nemashkalo E. A. FEATURES OF DEVELOPMENT OF HUMAN RESOURCES IN INTERNATIONAL BUSINESS. //Economy and Management.-2010.- 3-4.-P.146.

The author emphasizes the factors predetermining peculiarities of human resources development in international business. The peculiarities of human resources development in international business which determine the key directions for human resources development in international business structures.

Paramonova E.E. ANALYSIS OF FACTORS INFLUENCING THE FORMATION OF RECEIPTS AND EXPENDITURES OF PEOPLE IN UKRAINE. //Economy and Management.-2010.- 3-4.-P.151.

The article reveals the concept of profits as political and economic category. It also contains a survey of the structure of earnings of people and analysis of economic indicators, influencing the level of people's cash income.

Chelpanova M.M. ESTIMATION OF THE BASIC INDICATORS OF FOOD SECURITY OF A REGION. //Economy and Management.-2010.- 3-4.-P.155.

In order to fully cover the subject the analysis of the basic indicators characterising current state of food safety of a region has been carried out. Also general theoretical and methodical principles of defining social and economic efficiency of food safety provision have been formulated. The basic directions for regional food safety provision in the context of formation and realisation of the scientifically grounded regional agrarian policy have been suggested.

Dmytriyeva V.O. SYSTEMATISATION OF THE CONCEPT "REGION COMPETITIVENESS". //Economy and Management.-2010.- 3-4.-P.160.

The interpretations of concepts "region" and "region competitiveness" have been considered. It has been established that a region is complex, self-developing system characterized by nature conditions, great number of historic, national, economic, political, legislative connections. The author suggests that region competitiveness should mean ability of region subjects to find and use region competitive advantages on terms of independence and transparency in order to guarantee high living standards for people.