

Balabanyts A.V. EFFICIENCY ASSESSMENT OF MARKETING INTERACTION INTEGRATED MANAGEMENT SYSTEM ON THE BASIS OF DEA TECHNOLOGY. //Economy and Management.-2010.- 6.-P.8.

The article reveals the essence of DEA method and suggests the technology of its deployment for efficiency assessment of marketing interaction integrated management system of enterprises based on the output-oriented model. The author has established the ways to increase efficiency of the investigated enterprises on the basis of the results of the research conducted with the use of the introduced method.

Byzyanov E.E. OPTIMIZATION OF DYNAMICS OF INFORMATION SYSTEM REENGINEERING. //Economy and Management.-2010.- 6.-P.13.

This article describes the process of a company information system reengineering in dynamics. The author has offered a dynamic model of reengineering, which takes into account the main stages of the changes: analysis, decision making, implementation and introduction. It has been established that ensuring optimal dynamic processes of reengineering is impossible without the following three conditions: system stability, minimization of lags and maximization of the effectiveness of performing operations.

Zaloznova Y. EFFICIENT MANAGEMENT OF PERSONNEL AT COLLIERIES AFTER ITS QUANTITATIVE AND QUALITATIVE CHANGE. //Economy and Management.-2010.- 6.-P.19.

The author has analyzed the staffing structure of coal enterprises and its changing dynamics in the context of the impact on the efficiency of personnel management of mines. The attention is concentrated on the impact of staffing structure, its distribution by age category and educational level on innovative activity and productivity.

Bogacheva A. V. METHODS OF REFLECTING THE PRODUCT QUALITY AND ITS LEVEL IN PLANNING, ASSESSMENT AND CALCULATION OF EXPENDITURES. //Economy and Management.-2010.- 6.-P.28.

The author expounds the main methodical approach to the determination of the technological influence on the quality and standard of the production. The author has offered a new method of allocation of indirect costs in proportion to the volume of the production in consuming units.

Butuk A. I. THE NATURAL BASIS OF NORTH-EURASIAN INTEGRATION PROTECTIONISM. //Economy and Management.-2010.- 6.-P.34.

The article gives arguments for the necessity to take into consideration the acutely continental climate and enormous distances of North Eurasia when determining the external economic strategy for CIS states, including Ukraine. The author proves the need to strengthen protectionism in relation to far abroad on the one hand and on the other hand – to promote North-Eurasian reintegration process through expansion of the Customs union, formation of common free market zone and creation of monetary union at a later date.

Pavlov . I. INSTITUTIONAL PROVISION OF COMPREHENSIVE DEVELOPMENT OF RURAL TERRITORIES OF UKRAINE . //Economy and Management.-2010.- 6.-P.38.

The article reveals discrepancy between the structure of public institutions, «rules of the game» which they follow and the conditions of development and public purpose of rural territories as being structurally complex, multilevel and multifunction object of management. The necessity of reorganization of the applicable administrative structure and development of consolidated state policy aimed at comprehensive development of these social-spatial formations has been grounded.

Uskov I.V. ASSESSMENT OF FINANCIAL STANDING AND QUALITY OF FINANCIAL MANAGEMENT OF LOCAL ADMINISTRATION. //Economy and Management.-2010.- 6.-P.44.

The article systemizes methods of assessment of local financial management quality. Special system of indicative indexes for the assessment of financial standing and quality of financial management of local authorities for Ukraine has been developed and offered.

Tsarenko N.V. METHOD OF ALLOCATION OF COSTS FOR CORPORATE CULTURE ACTIVITY. //Economy and Management.-2010.- 6.-P.51.

The author has formulated basic methodical approaches to allocation of costs for the corporate culture of manufacturing enterprise within the framework of the fixed budget on the basis of efficiency of measures of corporate culture.

Berezhnaya I.V., Mihurinskaya K.A. BASES OF ECONOMIC DOCTRINE OF DEVELOPMENT OF THE SOCIALLY ORIENTED ECONOMY OF AUTONOMOUS REPUBLIC OF CRIMEA. // Economy and Management.-2010.- 6.-P.57.

The article views approaches to the determination of principles of regional policy, which will make it possible to select basic strategic directions of economic doctrine of socially oriented economy of AR Crimea. The author gives substantiation of target and main principles of realization of economic doctrine of the socially oriented economy, which will provide the ability to create conditions for achievement of economic security of the regional public system.

Boychenko E.B. SPECIFICS OF POPULATION AGEING (BY THE EXAMPLE OF DONETSK REGION). //Economy and Management.-2010.- 6.-P.63.

The low birth rate, which doesn't provide the simple reproduction of population, the high death rate, especially at working age, and negative balance of migration cause the reduction of population size in Donetsk region resulting in the narrowed type of reproduction, the consequence of which is an increase of the percent of those who are older than working age in population structure. Taking into account the existing dynamics of demographic processes, measurement and structure of migration flows, it is likely that for this region the expansion of those negative processes like depopulation and population ageing will be typical.

Dyshlovoy I.N. PECULIARITIES OF FUNCTIONING OF REGIONAL RECREATION AND TOURIST CLUSTER AND ITS REGULATION. //Economy and Management.-2010.- 6.-P.69.

The article reveals peculiarities of functioning of regional recreation and tourist cluster and problems of managing such a formation; the function chart and management plan of regional recreation and tourist cluster have been put forward.

Podsolonko M.V. GUARANTEEING OF SOCIALLY FOCUSED USE OF RECREATIONAL TERRITORIES. //Economy and Management.-2010.- 6.-P.76.

Processes of providing of conditions for socially focused use of Crimean recreational territories have been studied. The structural model of process of providing of conditions for socially focused use of recreational territories has been developed. The author has put forward new aspects of management of development of the small business aimed at interaction of small enterprises in networks and clusters on the basis of involvement of local population and job creation. Conceptual conditions of introduction and development of vacant recreational territories have been formulated on the basis of creation of innovative centers of tourism, vacation and entertainments.

Ivanov A.N. ZONING OF TOURIST AND RECREATION TERRITORIES OF MYKOLAIV REGION AND WAYS TO IMPROVE THEIR MANAGEMENT. //Economy and Management.-2010.- 6.-P.81.

On the basis of up to date methods and principles of tourist zoning the structure of tourist-recreation zones in Mykolaiv region has been offered, their characteristic features and the ways of improvement have been given.

Pashentsev A.I., Uniyatova O.A. ENVIRONMENTAL TENDENCIES IN UKRAINE. //Economy and Management.-2010.- 6.-P.89.

The present state of environment in Ukraine has been studied. The anthropogenic factor, economic damage from pollution of the environment of Ukraine, its regions and European countries has been estimated. The main economic activities causing the biggest damage to environment have been determined. Financing of the environmental protection has been investigated.

Shevchuk O.I. PROBLEMS OF BIRTH RATE: NEGATIVE INFLUENCE OF ECOLOGICAL SITUATION. //Economy and Management.-2010.- 6.-P.97.

The author has considered influence of economic situation on birth-rate and outlined possible consequences of such influence. Measures aimed at the improvement of situation have been offered.

Vasilenko E.V. ASSESSMENT OF STRUCTURAL CHANGES IN THE ECONOMY OF DONETSK REGION. //Economy and Management.-2010.- 6.-P.102.

This article examines prerequisites of a change in the economic complex of Donetsk region. The basic tendencies of structural changes in the economy of the region have been determined. The author has discovered

“the bottlenecks” of the prevailing economic structure, which contradict the criteria of optimality; therefore conclusions have been made about the need of harmonizing the structure of the economy of the region with them.

Klemparskaja M.N. AN ESTIMATE OF FOREIGN DIRECT INVESTMENT AND INVESTMENT HIGHLIGHTS OF ENTERPRISES OF RECREATION COMPLEX OF AUTONOMOUS REPUBLIC OF CRIMEA. //Economy and Management.-2010.- 6.-P.111.

The results of the researches of investment highlights of enterprises of recreation complex of the Autonomous Republic of the Crimea by the method of matrixes-coordinate have been given in the article. Foreign direct investment into the enterprises of resort complex of the Autonomous Republic of Crimea has been analyzed.

Smirnova E.A. CLUSTER APPROACH TO ASSESSMENT OF REGIONAL INNOVATIVE SYSTEM. //Economy and Management.-2010.- 6.-P.117.

Theoretical and methodical approaches to cluster analysis of the regional innovative system have been considered. The results of researches made it possible to offer an approach, based on determination of potential of clusterization of types of economic activity of regional economy and by means of calculation of particular indexes of clusterization, determination of integral index, characterizing the level of clusterization of territory, and also identification of innovative-active industries in relation to which economic agglomerations should be formed.

Shurpa S. Y. SPECIFICS OF INVESTMENT INTO HUMAN CAPITAL UNDER PRESENT-DAY CONDITIONS. //Economy and Management.-2010.- 6.-P.125.

The article defines specifics of investments into human. It proves the necessity of making investments with the aim of accumulation of human capital. The article puts forward aspects and characteristics of human capital formation depending on various non-standard conditions related to inborn abilities, skills, experience, formal and informal educational background.

Deblikov Y. S. CRISIS MANAGEMENT OF AN ENTERPRISE: THEORY AND PRACTICE. /Economy and Management.-2010.- 6.-P.130.

The basic theory aspects of crisis management have been allocated. Differentiations of crisis management conception according to scale and time have been offered. Methods of crisis diagnosing at an enterprise have been defined. Signals of oncoming crisis at an enterprise and possible ways to minimize their influence have been described.