

Berezhnaya I. V. MODERN APPROACHES TO STRATEGIC PLANNING OF REGIONAL DEVELOPMENT. //Economy and Management.-2011.-№1.-P.8.

Approaches to Strategic Planning of Regional Development, reviewed international experience in the clustering of the economy, revealed the advantages and disadvantages of different methods of strategic planning. The expediency of using the cluster approach as a tool strategic planning of regional development, implementation, would identify regional clusters of Crimea.

Vasilenko V.M., Gudz P.V. THE PARADIGM OF SPATIAL DEVELOPMENT OF REGIONS: FROM THEORETICAL GROUNDS TO PRACTICAL IMPLEMENTATION. //Economy and Management.-2011.-№1.-P.14.

Conceptual grounds of the theory of spatial development of regions have been defined. The technique of the research into problems of implementation of the paradigm of spatial development has been substantiated.

Vetrova N. M. HEALTH-RESORT RECREATION SPECIALIZATION OF A REGION: ECOLOGICAL PARAMETERS. //Economy and Management.-2011.-№1.-P.21.

The article considers approach to determination of health-resort specialization of a territory on the basis of natural factors with a glance at the parameters of their ecological state. The value of ecological characteristics of a health-resort territory has been grounded and the system of categories of natural systems in relation to health-resort specialization has been developed.

Getman E.L., Kovalev V.G. MECHANISMS OF MINIMIZATION OF ILLEGAL ECONOMY INFLUENCE IN MARINE NATURE MANAGEMENT. //Economy and Management.-2011.-№1.-P.25.

The current state of economic development in marine natural management has been analyzed in the article. The author has suggested some strategic directions for minimization of influence of existent factors hampering successful economic development in marine natural management which will increase public revenue.

Grishnova O., Dumanskaya V. ENVIRONMENT VECTOR OF SOCIAL RESPONSIBILITY. //Economy and Management.-2011.-№1.-P.32.

In the article the authors substantiate theoretical framework of essence of social environmental responsibility understanding, analyze its function, key elements, current state and problems of expansion. Priority directions of environmental responsibility development in Ukraine have been elaborated.

Gudz M.V. CONSIDERING THE INTERESTS OF PARTICIPANTS OF REALIZATION OF STRATEGY OF USE OF HEALTH-RESORT RECREATION TERRITORIES POTENTIAL. //Economy and Management.-2011.-№1.-P.42.

The article studies the questions of coordination of interests of participants of realization of strategy of an effective utilization of health-resort recreation territories potential. The author has put forward the mechanism of consideration of interests of the basic subjects of territorial interest: the authorities, business and regional society.

Dyshlovoy I.N., Harichkov S.K. KEY AREAS OF RECREATION AND TOURISM POTENTIAL OF ODESSA. //Economy and Management.-2011.-№1.-P.49.

The article contains an overview and systematization of the main directions of future development of the hospitality industry (tourism and recreation) in Odessa. The authors have viewed the questions of the use of mechanism of investment partnership in ensuring the implementation of development strategy in hospitality industry.

Kolot A.M. STRATEGIC BACKGROUND OF CURRENT SOCIAL POLICY ARRANGEMENT AND SUSTAINABLE DEVELOPMENT SUPPORT. //Economy and Management.-2011.-№1.-P.56.

The article is devoted to the scientific substantiation of strategic background of current social policy arrangement and support of sustainable development. The author analyzes root cause of failures in social and labor sphere. Necessity of social relations harmonization, building up a real economic progress model and social dynamics are emphasized.

Kutsenko V.I. NEW PARADIGM OF EDUCATION AS AN IMPORTANT FACTOR OF ECONOMIC GROWTH IN UKRAINE. //Economy and Management.-2011.-№1.-P.60.

The value of quality education in promoting economic growth, improving efficiency of the economy has been revealed. The ways of formation of educational paradigm have been substantiated.

Martynakova E. V., Katrich S. S. THE METHODOLOGICAL APPROACH TO MEASUREMENT AND ANALYSIS OF SOCIAL SYSTEMS STABILITY. //Economy and Management.-2011.-№1.-P.67.

The article suggests the methodological approach to measurement and the analysis of social systems stability which includes working out of algorithm of measurement and the analysis of social systems stability, systematization of indicators of social processes stability estimation and the design procedure for social system stability.

Mihurinskaya E. A. APPROACH TO ASSESSING THE CONFORMITY OF REGIONAL ENVIRONMENTAL CONDITIONS TO REQUIREMENTS OF FREE ECONOMIC ZONES. // Economy and Management.-2011.-№1.-P.74.

The approaches to assessing regional environmental conditions to establishment of free economic zones have been revised in this article. The research results allowed to propose an approach based on separation of phases of activation, evaluation, analysis and modification, which provides iterative cycle and increases the level of representativeness of the results and creates the preconditions for full identification of a territory according to the criteria of establishment of a free economic zone.

Novikova A. F., Deych M. E. REGIONAL SOCIAL POLICY: MECHANISMS OF FORMATION AND IMPLEMENTATION. //Economy and Management.-2011.-№1.-P.81.

New approaches to an estimation of regional social policy efficiency have been substantiated. Features, directions and mechanisms of its formation and implementation have been defined.

Osetskiy V. L. MODERNIZATION OF REGIONAL ECONOMY ON THE BASIS OF INNOVATION AND INVESTMENT MODEL OF DEVELOPMENT. //Economy and Management.-2011.-№1.-P.85.

The article investigates theoretical questions of technological modernization of regional economy and formation of innovative system in Ukraine.

Pashentsev A. I. QUALIMETRICAL APPROACH TO DEFINING THE DEGREE OF ENVIRONMENTAL PROTECTION. //Economy and Management.-2011.-№1.-P.89.

The theoretical justification for applying the qualimetry method in defining the index of environmental protection has been put forward. Scale of assessment for this index has been suggested.

Petrunya Y. E., Petrunya V. Y. ECOLOGICAL PREMIUMS MARKETING: OPPORTUNITIES FOR HARMONIZATION OF CORPORATE, REGIONAL AND PUBLIC INTERESTS. //Economy and Management.-2011.-№1.-P.96.

The questions of creation and use of ecological premiums of an enterprise in market competition have been examined. The main components of marketing of ecological enterprises, its role in the harmonization of corporate, regional and public interests have been demonstrated.

Romanyuk M. D. DEVELOPMENT OF TOURIST AREA AS A PRIORITY DIRECTION OF SOCIAL DEVELOPMENT OF REGION (ON AN EXAMPLE OF PRIKARPATYE). //Economy and Management.-2011.-№1.-P.102.

In article the current state and problems of development of tourism to Prikarpatye as basic direction socially - economic development of region is shined. Performance of actions of the accepted Program of development of tourist area on Ivano-Frankovshchine for 2011-2015 is in details analyzed

Semionov V. F. LEARNING SPATIAL ORGANIZATION OF MATERIAL PRODUCTION IN ECONOMIC EDUCATION. //Economy and Management.-2011.-№1.-P.106.

The article retrospectively reviews approaches to learning spatial organization of material production in economic institutes of higher education by the example of Odessa state economic university. It also contains the description of stages of formation and study of regional science in this country from the beginning of 1920s up to now.

Semykina M. V. NEW PARADIGM OF LABOUR MOTIVATION IN SYSTEM OF DEVELOPMENT OF SOCIAL AND LABOUR RELATIONS. //Economy and Management.-2011.-№1.-P.111.

World and domestic trends in labour motivation have been considered. The causes of ineffective labour motivation in Ukraine have been analyzed. The necessity of the new paradigm of the social and economic labour

motivation has been proved. The essence of methodological grounds of social and economic motivational mechanism of the competitive labour has been worked out.

Stepanov V. N., Shulichenko N. V. PROBLEMS OF ESTIMATION OF QUALITY OF SOCIAL AND ECONOMIC DEVELOPMENT OF SEASIDE CITIES OF UKRAINE. //Economy and Management.-2011.-№1.-P.118.

The article considers some applied aspects of comparative estimation of quality of development of large seaside cities in Ukraine. Special consideration has been given to estimation of indicators of divergence of development of cities in relation to certain standards.

Shevchuk O. I. SPECIFICS OF FINANCIAL SUPPORT OF BIRTH RATE IN UKRAINE AND EUROPE. //Economy and Management.-2011.-№1.-P.124.

The author has revealed the problems of financial support of birth rate and analyzed the specifics in this field in Ukraine and in Europe. The approaches to establishing the amount of financial support for families with newborn children have been outlined. The expected positive and negative trends in the demographic policy have been assessed. Special emphasis has been given to the need for coordination of population policy at state level, which includes solution of demographic problems in general and birth rate problems in particular, and all aspects of social and economic policy.

Shevchuk Y. V. DYNAMIC MODELS OF CITIES AND REGIONS DEVELOPMENT AS ENVIRONMENT FOR FORMATION OF MOTOR TRANSPORT INFRASTRUCTURE. //Economy and Management.-2011.-№1.-P.128.

The article contains a review of dynamic models developed by foreign researchers that can be used as grounds for development of cities and regions as environment for formation and operation of road transport infrastructure. Taking into account the positive results obtained in other countries and the expected growth of road transport infrastructure development in Ukraine the author has suggested adapting these models to current domestic conditions.

Vishnevskyy A. S. ON FORMING THE CONCEPTUAL BASES OF SOCIAL ORIENTATION OF REGION'S ECONOMY. //Economy and Management.-2011.-№1.-P.134.

The article considers conceptual bases of social orientation of economy at regional level. Principles and mechanisms of provision of socially oriented economy of a region have been defined.

Kuehnel W. ECONOMIC CONSIDERATION OF DEVELOPING POTENTIALS OF ALTERNATIVE ENERGY IN THE STRUCTURAL ENGINEERING AS A MEANS FOR OVERCOMING THE ECONOMIC CRISIS. //Economy and Management.-2011.-№1.-P.139.

The author describes possibilities how immediately and in future with the help of specific measures in the structural engineering we can withstand the economic crisis by decreasing the purchase and consumption of energy resources.