

**Vasyliiev A. I. PRESENT-DATE FORMS OF CONTROL IN OF WATER-MANAGEMENT ADMINISTRATION.** //Economy and Management.-2011.-№5.-P.8.

The paper analyses present-day forms of control in water-management administration and singles out controlling as a new trend in system management.

**Vetrova N. M., Kuzmina N.V ECONOMIC DIAGNOSTICS OF ENTERPRISE PERFORMANCE: SUBSTANTIATION OF DIAGNOSTICS METHOD.** //Economy and Management.-2011.-№5.-P.12.

The authors have carried out comparative analysis of existing methods of estimation of enterprise performance, the results of which have made it possible to reveal specifics of their practical application in accordance with management tasks an enterprise has set. Expedience of the use of fuzzy sets method in the process of diagnosing has been grounded. Conceptual model of forming of diagnostic index of enterprise performance is offered in view of the logical choice tree has been put forward.

**Vorobyova E.I. FINANCIAL PROVISION OF INVESTMENTS OF SMALL-SCALE BUSINESSES.** //Economy and Management.-2011.-№5.-P.18.

Principles of financial provision of investment of small-scale businesses have been analyzed in the article. Specifics of financial provision of investment of small-scale businesses have been revealed. Main sources of formation of financial resources have been established and the algorithm of choice of financial resources of investment for small businesses has been offered.

**Lyashenko V.I., Pidoricheva I.Y. INTEGRATION FORMS OF INTERACTION IN THE INNOVATION CHAIN: PRESENT STATE AND PROSPECTS OF DEVELOPMENT IN UKRAINE .** //Economy and Management.-2011.-№5.-P.25.

On the basis of generalization and description of domestic and foreign practice of development of integration processes of interaction among innovative activity subjects the authors have outlined perspective forms of integration in the field of science, education, production and innovative infrastructure in Ukraine. The article contains examples of existing forms of integration in Ukraine.

**Mikhaylenko V. M., Arefiev V. O. METHODOICAL APPROACH TO ESTIMATION OF STRATEGIC CONSTITUENT OF FINANCIAL SAFETY OF RAILWAY TRANSPORT MANUFACTURING INDUSTRY.** //Economy and Management.-2011.-№5.-P.36.

Conditions of forming of financial safety of an enterprise have been considered. The estimation of strategic financial safety of railway transport manufacturing enterprises has been carried out. The relative indexes of estimation of strategic constituent of financial safety have been analyzed.

**Yachmeneva V. M, Kalchenko L.A. THE ECONOMIC ESSENCE AND CLASSIFICATION OF SERVICES, AIMED AT SATISFYING THE NEEDS AND WISHES OF MAN.** //Economy and Management.-2011.-№5.-P.44.

The article explores the set of notions and categories, and reveals the essence of the concept «service». The notion of «need» and «wish» has been defined. Set of their carriers and ways to satisfy them have been established. Grouping of services according to various criteria has been carried out. Ambiguity of interpretation of the concept of wish and need has been proved. Existing theories of motivation in relation to satisfaction of the needs and wishes have been analyzed.

**Pasieka S.R. EVOLUTION OF SCIENTIFIC INTERPRETATION OF SOCIAL AND LABOUR POTENTIAL OF A REGION.** //Economy and Management.-2011.-№5.-P.52.

Scientific approaches to determination of «labour potential», «labour potential of the region», «social and labour potential of a region» have been systematized and analyzed. The author's approach to understanding of the social and labour potential, its components and patterns of development has been substantiated.

**Polishuk E.A. SPECIFICS OF INSTITUTIONAL FACTORS IN TOURISM INDUSTRY DEVELOPMENT IN AUTONOMOUS REPUBLIC OF CRIMEA.** //Economy and Management.-2011.-№5.-P.59.

Institutional fundamentals and general institutional factors affecting tourism industry development have been analyzed. Group of factors that can accelerate tourism development rate as one of the most effective trends

in social and economic development of Autonomous Republic of Crimea has been described.

**Syomkina T.V., Tarasevich H.V. SOCIAL FUNCTION OF STATE: PROBLEMS OF SOCIALIZATION OF ECONOMIC DEVELOPMENT.** //Economy and Management.-2011.-№5.-P.63.

The article deals with the principles of mechanism for the implementation of social functions of state under the influence of the socialization processes amidst economic development.

**Shevchuk Y. V. SIMULATION OF MOTOR TRANSPORT INFRASTRUCTURE.** //Economy and Management.-2011.-№5.-P.68.

The article reviews the use of modern methods of simulation for motor transport infrastructure research. It also reveals the essence and specifics of simulation method that lets one simulate motor transport traffic. Simulation models proposed by foreign and Ukrainian scientists have been analyzed. Special attention has been paid to the necessity of simulation for improvement of traffic conditions of urban and public transport and evaluation of its efficiency. It has been found that without the use of simulation methods it is impossible to scientifically substantiate the integration of motor transport infrastructure of Ukraine with similar motor transport infrastructures in the world.

**Arefyeva O.V., Kondrashevskaya O.G. EFFICIENCY OF IMPLEMENTATION OF MECHANISM OF FINANCIAL MANAGEMENT IN MACHINE BUILDING INDUSTRY.** //Economy and Management.-2011.-№5.-P.74.

The article presents methodical approach to the estimation of efficiency of implementation of mechanism of financial management in machine building industry.

**Vakhovska M.U. LOGISTIC AUDITING IN UKRAINE: ESSENCE AND CHARACTERISTICS** . //Economy and Management.-2011.-№5.-P.82.

The article deals with the essence of logistic auditing, its aims and tasks, stages and results of logistic auditing of an enterprise from the point of view of scientists and practical workers in the field of logistic management. General and specific Ukrainian characteristics of logistic auditing have been singled out.

**Krushevskiy A. V, Sidorenko Y.V. FORECASTING AND MODELING OF DEVELOPMENT OF URBAN ELECTRICAL TRANSPORT ENTERPRISES.** //Economy and Management.-2011.-№5.-P.90.

The article elucidates the algorithm and results of research and forecasting of development indexes of urban electrical transport enterprises. It also contains economic and mathematical model of their sustainable development proposed by the authors.

**Pozharytskaya I.M. CONCEPTUAL BASES OF PERSONNEL AUDIT AS TYPE OF PUBLIC ACCOUNTING SERVICES.** //Economy and Management.-2011.-№5.-P.98.

The article presents conceptual bases of personnel audit as a type of public accountant services, namely: the essence of the category, object, aims and tasks of public accountant research, methods applied, techniques, registration of results of rendered of public accountant services.

**Skorokhod A.B. APPLICATION OF METHOD OF FUZZY ANALYTICAL HIERARCHIES FOR ESTIMATION OF COMPETITIVE POSITIONS OF AN ENTERPRISE.** //Economy and Management.-2011.-№5.-P.104.

Method of fuzzy analytical hierarchies process (FAHP) is widely applied to a problem of estimation of importance of factors and alternatives in mathematical models of economic systems. The article considers the estimation of importance of separate aspects of competitive position of an enterprise. FAHP improvements aimed at the account of uncertainty of fuzzy matrix of pairwise comparisons.

**Ivanov A. N. PRICING IN RECREATIONAL AND HEALTH-IMPROVING LAND-UTILIZATION.** //Economy and Management.-2011.-№5.-P.111.

The pecuniary valuation of recreational and health-improving lands has been analyzed; existing discrepancy of land estimation has been identified. The author has put forward a new approach to pecuniary valuation of recreational and health-improving lands depending on their location (steppe, seaside area), values, correction ratios, quality state and ecological conditions.

**Shvets Y.Y. ANALYSIS OF KEY TRENDS AND APPROACHES TO SUSTAINABLE**

**DEVELOPMENT OF TOURISM INDUSTRY.** //Economy and Management.-2011.-№5.-P.118.

The main trends and approaches to sustainable development of tourism industry have been viewed. Analysis and continuous monitoring of factors influencing the functioning and innovative development of tourism industry contributes to the fact that the increasing complexity of control objects, their relationships and interactions with the objects of the environment do not prove to be deterrent, since the presence of the relevant parts in the control mechanism can solve problems that arise. The systemic nature of utilization of elements of productive forces in the field of tourism implies the solution of existing problems through the use of the individual components of the mechanism of control of its organization as part of the target groups.

**Bilega O.V. DEVELOPMENT AND PRINCIPLES OF OPERATION OF INNOVATION INDUSTRIAL CLUSTERS IN THE ECONOMY OF STATE AND REGION.** //Economy and Management.-2011.-№5.-P.123.

The article discusses approaches to definition of «cluster», defines specifics of regional and industrial clusters development, and also covers theoretical issues of the need to accelerate innovation activity in clusters which is an essential component of the characteristics that determine competitiveness of cluster formations.

**Dotsenko N. A. INFLUENCE OF PRICE FACTOR ON DYNAMICS OF TOURIST TRAFFIC IN UKRAINE.** //Economy and Management.-2011.-№5.-P.127.

Analysis of dynamics of tourist traffic and average commodities price index during reporting period has been carried out. By means of correlation-regressive analysis the author has defined how closely connected the average commodities price index and in size of tourist traffic are.

**Zaporozhets T. S. BASIC WAYS TO SECURE COMPETITIVENESS OF ECONOMIC POTENTIAL OF MACHINE-BUILDING ENTERPRISES.** //Economy and Management.-2011.-№5.-P.132.

In the article the author has substantiated the main ways to ensure development of competitiveness of economic potential of machine-building enterprises on the basis of estimation of leading factors by which it is determined.

**Kutsenko S.V. FACTORS OF PORT SERVICES COMPETITIVENESS.** //Economy and Management.-2011.-№5.-P.137.

Basic features of competitiveness of port services have been considered in the article. The factors of competitiveness of port activity in current state of national economy have been defined. Destructive factors from the point of view of different levels of port management have been outlined. The need to develop competitive strategy of port economy of a region based on principles of co-operation between subjects of management on macro-, mezo- and microlevels has been substantiated.

**Mirgorodska A.P. THE ESSENCE OF CONCEPT «ENTERPRISE POTENTIAL» AND ITS ROLE IN POTENTIAL OF AN ENTERPRISE.** //Economy and Management.-2011.-№5.-P.144.

Approaches to evaluation of enterprise potential as an economic category have been considered. The place and role of enterprise potential as inalienable part of general potential of an enterprise have been defined.

**Navka P.I. SUBSTANTIATION OF APPLICATION OF ECONOMIC MECHANISMS IN THE SPHERE OF PHYSICAL CULTURE AND SPORT.** //Economy and Management.-2011.-№5.-P.150.

In the article the author has grounded the application of economic mechanisms in the sphere of physical culture and sport. The constituents of efficiency of this sphere – social, economic and image factor – have been considered. Structural levels and spheres of influence on physical culture and sport have been exposed. The author has substantiated the need to develop economic mechanism of co-operation of these levels and methods of pricing, quality and competitiveness evaluation for the purpose of making sport a popular and effective type of activity of population of Ukraine.

**Rudenok A.Y. APPLICATION OF SYSTEM OF EMPLOYEE RATING FOR THE PURPOSE OF ESTABLISHING EXTRA BENEFITS.** //Economy and Management.-2011.-№5.-P.156.

The paper considers the nature of the process of rating with the objective to establish the employees' aptitude. The author has suggested the possibility to establish extra benefits for employees for their contributions to the development of enterprises based on the results of the respective rating.

***Sushko N. A. CURRENT ISSUES IN TOURISM INDUSTRY OF CRIMEA.*** //Economy and Management.-2011.-№5.-P.163.

Different views on the concept «tourism» have been considered. The aspects of forming and development of tourist traffic have been singled out. The basic constituents of improvement of tourist activity in Crimea have been grouped.

***Chobitok V.I. METHODS OF ESTIMATION OF COMPETITIVENESS POTENTIAL OF MACHINE-BUILDING ENTERPRISES.*** //Economy and Management.-2011.-№5.-P.168.

Methods of estimation of competitiveness of machine-building enterprises have been examined. Analytical base of methods of estimation of potential of competitiveness of machine-building enterprises has been compiled. The author has created a pattern of choice of enterprises-competitors to be researched. For the choice of necessary methodical base of estimation of enterprises potential the author has considered characteristics of every method from the point of view of required analytical information, approaches to its processing, accepted criteria of analysis and means of results interpretation.