

Semykina M. V. INTELLECTUAL POTENTIAL: PROBLEMS OF REALIZATION. //Economy and Management. -2011. -№6. -P.8.

Theoretical bases of effective realization of employed population intellectual potential has been defined. The priority change forces, key trends, restrictions in the realization of employed population intellectual potential of have been determined on the base of the analysis.

Vasyutkina N. V. ROLE OF MARKETING IN CHANGE MANAGEMENT OF AN ENTERPRISE. //Economy and Management. -2011. -№6. -P.15.

The essence, types and causes of changes which arise in enterprise activity management have been investigated. The place of marketing in strategic management has been defined. The author has proved the urgent necessity to revise the integration of marketing being a subsystem of general management of enterprises and also a separate strategic tool which influences the market value of an enterprise.

Pasieka A. S. FEATURES OF INTERNAL MARKETING TOOLS FOR ENTERPRISE. // Economy and Management. -2011. -№6. -P.20.

The article investigates the problem of low productivity in Ukrainian enterprises and possibilities to increase the use of internal marketing tools. The author has considered options for the internal interaction of marketing for businesses, the nature and function of internal marketing, its role in development strategy.

Prokhorova V. V., Chobitok V. I. POTENTIAL OF COMPETITIVENESS OF ENTERPRISES IN THE CONDITIONS OF DEVELOPMENT OF A TRANSPORT SYSTEM OF UKRAINE: THEORETICAL ASPECT. //Economy and Management. -2011. -№6. -P.26.

The authors have considered concepts «competitiveness of an enterprise» and «potential of an enterprise» and singled out their constituents. Specific manifestations of the potential have been systematized. Correlation between concepts «competitiveness of an enterprise» and «potential of an enterprise» has been defined. A concept «competitiveness potential of an enterprise» has been described.

Rogatenyuk E. V. ESSENCE OF BORROWER'S SOLVENCY RATING SYSTEM. //Economy and Management. -2011. -№6. -P.34.

Essence of rating system and its algorithm have been considered in the article. The drawbacks of ratings system have been exposed: initial information, method of its processing, grounds for rating estimation method.

Tsopa N. V. PECULARITIES OF INDUSTRIAL ENTERPRISES PERFORMANCE ASSESSMENT. //Economy and Management. -2011. -№6. -P.40.

The existent methods of assessing enterprise performance have been considered. The peculiarities of methods for assessing industrial enterprise performance have been identified. The author has put forward a system of indicators for assessment of industrial enterprises performance, depending on the scope of its activities and in accordance with the indicators required.

Bogacheva A. V. DISTRIBUTION OF INDIRECT COSTS IN CONSIDERATION OF ORGANIZATIONAL AND TECHNOLOGICAL CONDITIONS OF PRODUCTION. //Economy and Management. -2011. -№6. -P.47.

The author has suggested a method of indirect costs distribution by means of defining conversion factors taking into account organizational and technological conditions of output of products with various combinations of quality characteristics. Indirect costs distribution in proportion to the volume of production in the custom units has been put forward.

Butuk A. I. CURRENT ASPECTS OF INTER-INDUSTRY COMPETITION REGULATION IN CIS. //Economy and Management. -2011. -№6. -P.51.

The article deals with improvements in inter-industry competition regulation in CIS. The author has proved not only the necessity to optimize anti-monopoly policy, but also the feasibility of: 1) imposition of so-called «climate tariffs» on imports of products from far abroad into Northern Eurasia; 2) acceleration and intensification of the reintegration of CIS countries.

Zvyaginceva O. B. THE REGULATION MARKETING PRICE POLITICIANS FOOD ENTERPRISE of the UKRAINE. //Economy and Management. -2011. -№6. -P.56.

Considered particularities of the government regulation marketing price politicians food enterprise of the

Ukraine, which necessary to take into account in the course of development of the complex of marketing enterprise to food industry. Organized monitoring the regulation to marketing activity in sphere of the pricing the producers of meat, milk products, product, sunflower butter and others.

Nalivaychenko K. V. EFFECTIVE FINANCIAL AND ECONOMIC SYSTEM OF UKRAINE IN INFORMATION ECONOMY. //Economy and Management.-2011.-№6.-P.61.

The article contains basic concepts of informatization in banking area; the main tasks of financial and economic information system; the principals of information systems in banking area. Prerequisite of Ukraine's integration into the world financial environment lies in the solution of the problem of further informatization of banking.

Kharchuk T. V. APPROACHES TO DETERMINATION OF COMPETITIVE ADVANTAGES OF AN ENTERPRISE. //Economy and Management.-2011.-№6.-P.687.

The article generalizes approaches to determination of competitive advantages of an enterprise, reflects basic characteristics through which their essence is investigated, educes the possibilities of ensuring competitive advantages of an enterprise.

Chernyavskaya Y. I. SOCIAL PARTNERSHIP AS A TYPE AND AN INSTITUTION OF SOCIAL AND LABOR RELATIONS. //Economy and Management.-2011.-№6.-P.71.

The paper considers the objective foundations of social partnership. It has been found that the fundamentals of social partnership development are labor co-operation of capitalist enterprises and the possibility of alternative employment in the competitive environment. The institution of social partnership requires a combination of economic, social and political factors for its development. In Ukraine social partnership is in need of serious improvement.

Bazetskaya A. I. RELATIONSHIP BETWEEN PSYCHOLOGICAL FACTORS AND THE LEVEL OF REGIONAL DEVELOPMENT. //Economy and Management.-2011.-№6.-P.76.

The article discusses the relationship of psychological factors that influence personality and level of regional development. It has been determined which psychological factors can influence the working population. The author has presented the results of the experiment to identify the aspirations of the population of a particular region to do business and attitudes to it in the case of the negative impact from the side.

Martyakova L. V., Shamileva L. L., Kravchenko A. A., Snegovaja S. N. ESTIMATION OF DEMAND OF A REGION IN TRAINING OF PERSONNEL WITH PROFESSIONAL EDUCATION. //Economy and Management.-2011.-№6.-P.81.

The article analyzes the demand of the Donetsk region in specialists of the basic types of industrial activity; contains the method of evaluation of demand in additional training of specialists and the estimation of necessary volumes of training of specialists in the basic types of economic activity.

Rassadnikova S. I. CONCEPTUAL FRAMEWORK OF INVESTMENT ATTRACTION DEVELOPMENT IN NATURE MANAGEMENT. //Economy and Management.-2011.-№6.-P.90.

The article deals with theoretical bases for the formation of investment attractiveness in the sphere of nature management as a means of effective investment and creation of fundamental basis for achieving sustainable development and competitive economy. The author has analyzed the conditions for creation of the proposed conceptual model of the formation of investment attractiveness in the sphere of nature management and disclosed its contents, interrelated and interacting components.

Syomkina T. V., Tarasevich H. V. MODERN APPROACHES TO LABOUR MARKET REGULATION IN UKRAINE. //Economy and Management.-2011.-№6.-P.97.

The article studies the processes of state regulation of labour market from the point of view of both theoretical and practical aspects. The authors have suggested the tools, which can be used in employment regulation in Ukraine.

Tkachenko Y. V., Peretyatko A. V. THE MODERN STATE, PROBLEMS AND DEVELOPMENT PROSPECT OF MACHINE-BUILDING COMPLEX OF UKRAINE IN ECONOMIC INSTABILITY. //Economy and Management.-2011.-№6.-P.101.

This article contains a study of the modern state of machine-building complex in instability of economic development in Ukraine; gives analysis of basic performance indicators and main problems and prospects of

development of the industry.

Arefiev V. O. TACTICAL LEVEL OF FINANCIAL SECURITY OF RAILWAY TRANSPORT ENGINEERING ENTERPRISES: ANALYTICAL ASPECT. //Economy and Management.-2011.-№6.-P.108.

The concept of «financial security» has been considered; its constituents have been singled out. The author has developed methodical approach to determination of tactical level of financial security of railway transport engineering enterprises. Analysis of financial and economic results of economic activity of railway transport engineering enterprises has been conducted.

Gayvoronskaya I.V. CLUSTER MODELS OF RECREATION AND TOURIST SYSTEMS DEVELOPMENT IN MARITIME REGIONS OF UKRAINE . //Economy and Management.-2011.-№6.-P.116.

The article considers conceptual problems of intensification of recreation and tourist potential of maritime regions of Ukraine. Priorities of the use of cluster models of organization of recreation and tourist systems as means of increasing their competitiveness and economic and environmental efficiency have been grounded.

Druzhinina J.A. ECONOMIC MECHANISM OF INTEGRATED BUSINESS STRUCTURES: THEORETICAL ASPECT. //Economy and Management.-2011.-№6.-P.120.

The article generalizes theoretical approaches to development of economic mechanism of integrated business structures. The concept of economic mechanism and his constituents have been determined. The internal economic mechanism has been considered, its structure has been revealed. The economic forms and principles of internal economic mechanism of integrated business structures have been singled out.

Matvienko N. I. METHOD OF ESTIMATION OF BRAND EQUITY (BY THE EXAMPLE OF CRIMEAN WINERIES). //Economy and Management.-2011.-№6.-P.124.

Multicriteria method of estimation of brand equity on the basis of cash flow discounting approach and Brend Beta™ analysis has been offered. The author has given a clearcut presentation of the results of approbation by the example of Crimean wineries.

Mirgorodskaya A. P. ECONOMIC DIAGNOSTICS OF FACTORS OF ENTERPRISE POTENTIAL FORMATION. //Economy and Management.-2011.-№6.-P.131.

Basic principles of economic diagnostics of factors which influence development of enterprise potential of an organization have been considered. Classification of diagnostics of factors of enterprise potential formation has been offered.

Mushnikova S.A. EFFECTIVE INTRODUCTION OF MANAGEMENT INNOVATION IN THE SYSTEM OF AN ENTERPRISE BASED ON SYNERGETIC PRINCIPLES. //Economy and Management.-2011.-№6.-P.135.

The author has put forward evaluation of effectiveness of introduction of managerial innovations in industrial enterprises in the current operating conditions based on the synergetic principles in consideration of the factors of internal influence.

Osadchaya M. A. DIAGNOSTICS OF FOREIGN ECONOMIC ACTIVITY OF CIVIL AVIATION ENTERPRISES. //Economy and Management.-2011.-№6.-P.141.

The article presents the results of research of foreign economic activity of a transport system of Ukraine, the structure of export and import of services of civil aviation of enterprises, volumes of transit traffic through the territory of Ukraine.

Svyderskyy P. V. FINANCIAL PROVISION OF INNOVATION DEVELOPMENT OF INDUSTRIAL ENTERPRISES. //Economy and Management.-2011.-№6.-P.145.

Financial support in the context of general theoretical and practical level has been recognized a integral process that includes its own financial provision, possibility of accumulation and reproduction of financial resources as well as its regulatory potential. Bearing in mind that the economic basis of financial provision lies in financial resources, its main problems are seen in their availability.

Sevastyanova O.V., Veryutina A.V. PROSPECTS OF INTRODUCTION OF CASS OF MANAGEMENT AUTOMATED CONTROL SYSTEM IN THE HOTELS OF UKRAINE. //Economy and Management.-2011.-№6.-P.152.

The features of automated control systems in modern hotels have been considered in the article, their advantages and drawbacks have been exposed. The authors have compiled a rating of the software programs and hotels.

Emiruseinova E.N. PECULIARITIES OF METHODICS OF TEACHING TRANSLATION ON THE BASIS OF COMPARATIVE ANALYSIS OF VERBAL SOMATIC FRAZEOLOGICAL UNITS OF ENGLISH, RUSSIAN AND CRIMEAN TATAR LANGUAGES. //Economy and Management.-2011.-№6.-P.157.

Comparative analysis of verbal somatic phraseological units of English, Russian and Crimean Tatar languages has been conducted in the article. Common and specific features in the structure, lexical and morphological content of English, Russian and Crimean Tatar verbal somatic phraseological units have been defined. The regularities in their structural organization have been revealed.