

**Amosov O.Y. SYSTEM OF ASSESSMENT OF FINANCIAL SECURITY OF A COMPANY.** // Economy and Management.-2012.-№1.-P.8.

The author has proposed various approaches to the assessment of financial security of a company, identified the criteria of financial security of an enterprise in various economic conditions.

**Balabanits A. V. THE MECHANISM OF INFORMATION AND TECHNOLOGICAL SUPPORT OF MARKETING INTERACTION.** // Economy and Management.-2012.-№1.-P.13.

The article shows the role of information technology in the enterprises' marketing interaction channel. The key mechanisms information and technological support of marketing interaction have been disclosed; information technology architecture of marketing interaction processes for the enterprises under consideration has been proposed.

**Kapchenko R.L. THEORETICAL ASPECTS OF PLANNING OF THE SYSTEM OF LABOUR FORCES TRAINING FOR INVENTORY SPHERE.** // Economy and Management.-2012.-№1.-P.20.

The article deals with theoretical aspects of planning of work of vocational educational establishments, enterprises, organizations and establishments that render educational and professional services related to forming of labour for inventory sphere on the state and regional levels.

**Kokodey T. A. FORECASTING ENTERPRISE ENVIRONMENT UNDER UNCERTAINTY.** // Economy and Management.-2012.-№1.-P.24.

In this study the author has proposed a set of integrated quantitative and qualitative forecasting methods for the enterprise environment in shaping the strategy of a company. The suggested prognostic tools optimally combine complementary factual and expert forecasting methods. Features and versatility of implementation have been considered for each method.

**Tsopa N.V. FORMING THE MODEL OF INNOVATION PROCESS MANAGEMENT AT AN ENTERPRISE.** // Economy and Management.-2012.-№1.-P.30.

Existing approaches to innovation process management at enterprises have been considered, their prominent features have been revealed. On the basis of research the model of innovation process management of an enterprise has been put forward. The stages of innovation process management at micro level have been established.

**Bogacheva A. V. PECULIARITIES OF DEPLOYMENT OF MANAGEMENT ACCOUNTING AS CRISIS MANAGEMENT MEASURES FOR UKRAINIAN MANUFACTURING ENTERPRISES.** // Economy and Management.-2012.-№1.-P.36.

The author expounds theoretical grounds, methodical and practical approaches to management of cost of goods manufactured at domestic enterprises against the backdrop of a crisis. On the basis of the discovered peculiarities of planning and product costing at Ukrainian manufacturing enterprises the author has improved the mechanism of calculation of expenditures for manufacturing work that employs principles and methods of managerial accounting.

**Pashentsev A. I., Pashentseva L.V. METHODICAL APPROACH TO ASSESSMENT OF ECONOMIC DAMAGE FOR HEAT AND POWER SUPPLY COMPANIES IN THE CASE OF MALADJUSTMENT IN HEAT SUPPLY SYSTEM.** // Economy and Management.-2012.-№1.-P.39.

The authors have presented the methodical study of economic damage calculation for utility heating grid due to hydraulic instability of heat supply system, caused by the disconnection of consumers from district heating system. It has been proved that reliability of heat supply system is dependent on changes in hydraulic stability, increased maintenance costs of heating systems being caused by lower level of reliability.

**Semenov V.F., Basyuk O.V. STRATEGIC GUIDELINES FOR REGIONS IN FORMING AND INCREASING THE POTENTIAL OF NEW ECONOMY.** // Economy and Management.-2012.-№1.-P.47.

The process of forming and increasing the potential of new economy of a region has been considered in the article. The ways to create effective infrastructure in regions have been defined. Creation of a regional center of new economy has been suggested and grounded; the types of strategies for forming and increasing of potential of new economy of regions according to the indexes of potentials of knowledge, technologies and information

have been developed. Optimization model for innovation investments has been drawn and analysed.

**Tkachenko Y.V., Alekseev V.V. PRIORITIES OF INNOVATION DEVELOPMENT IN UKRAINE.** //Economy and Management.-2012.-№1.-P.53.

The article is devoted to research of priorities and ways of innovation development in Ukraine, the detection of possible growing points for Ukrainian economy. The article presents suggestions for improvement and development of current innovation policy of the state.

**Efremov A. V. LOGICAL AND MATHEMATICAL ESSENCE OF MODEL ANALYSIS METHODS.** //Economy and Management.-2012.-№1.-P.57.

The article deals with the following questions: the necessity of development of economic model analysis methods; their importance in revealing the essence of functioning of economic systems; trends in economic model analysis processes; the place of optimization economic model analysis in the general system of analysis; role of cybernetics in economy optimization.

**Bayura D.A. ORGANIZATIONAL AND ECONOMIC MECHANISM OF CORPORATE SOCIAL RESPONSIBILITY MANAGEMENT IN GLOBALIZATION PROCESSES.** //Economy and Management.-2012.-№1.-P.65.

This article studies approaches to research of processes and trends in development of corporate social responsibility of business in Ukraine and specific features of organizational and economic mechanism of management of this area at the enterprise level.

**Shvets Y. Y. CONCEPTUAL APPROACHES TO CREATION OF INNOVATION-ORIENTED SYSTEM THAT PROVIDING EDUCATIONAL SERVICES AND TECHNOLOGICAL SUPPORT OF INNOVATION PROCESSES IN TERRITORIAL REPRODUCTIVE COMPLEX.** //Economy and Management.-2012.-№1.-P.69.

The article defines conceptual approaches to the creation of innovation-oriented systems that provide educational services and technological support of innovation in territorial reproduction complex. The discovered features of educational innovation management in university centres and their impact on the region have made it possible to create the classification of educational innovations in higher professional education. Thus quality management system of a university center has been put forward.

**Bandorina L. N., Skorokhod A. B., Savchuk R. V. BASIC DIRECTIONS OF TRANSITION TO INNOVATIVE SOCIALLY ORIENTED TYPE OF ECONOMIC DEVELOPMENT OF A COUNTRY.** //Economy and Management.-2012.-№1.-P.74.

The article presents theoretical aspects of realization of transition of Ukrainian economy to the innovative pattern of economic growth. The authors have conducted analysis of the current conditions for creation of the innovative socially oriented type of economic development. Basic directions and tasks for development of innovative policy in Ukraine have been suggested.

**Golovanenko M.V. PROSPECTS FOR APPLICATION OF MODELING TOOLS IN THE ACTIVITIES OF AGRO-INDUSTRIAL ENTERPRISES.** //Economy and Management.-2012.-№1.-P.78.

The article deals with problems and prospects for deployment of economic and mathematic modeling tools for increasing the efficiency of business processes of Ukrainian agro-industrial enterprises under uncertainty.

**Amosov O.Y. CONTROLLING MECHANISMS IN ENTERPRISE MANAGEMENT.** //Economy and Management.-2012.-№1.-P.82.

The article studies controlling mechanisms for managerial decision making at domestic enterprises.

**Andryuschenko E. S. THEORETICAL APPROACHES TO FORMING OF OPTIMAL FUEL AND ENERGY BALANCES OF REGIONS.** //Economy and Management.-2012.-№1.-P.87.

Theoretical approaches to optimization of fuel and energy balances have been considered in the publication. Approaches to creating and optimizing fuel and energy balance of a region have been identified on the basis of the analysis and comparison of scientific researches on optimization of fuel and energy balances of regions.

**Bondarenko A. V. SYSTEM CHARACTERISTICS OF INVESTMENT MARKET.** //Economy and Management.-2012.-№1.-P. 93.

The essence and basic characteristics of the system have been considered in the article. The author has defined system characteristics of investment market, peculiarities of its elements – subjects of investment activity, and also influence of interaction of the elements on additional effect on functioning of subjects of investment process that can be applied in further activity of each of participants of investment activity.

**Bortnyk L. V. RESEARCH OF DEMAND AND SUPPLY ON HOTEL SERVICES MARKET OF UKRAINE.** //Economy and Management.-2012.-№1.-P.97.

Demand for hotel services in Ukraine on the state and regional level has been studied in the article. The article contains analysis of the main indexes of hotel industry in Ukraine: number of hotels, room stock and hotel capacity. The pricing policy of domestic hotel enterprises and peculiarities of state regulation of hotel industry have been considered. The main tendencies of Ukrainian hospitality industry have been highlighted.

**Veretyokhin A. V. MARKETING RESEARCH AS A MODERN MANAGEMENT TOOL.** // Economy and Management.-2012.-№1.-P.102.

The article reveals the importance of marketing research as an effective tool of modern enterprise management. A Methods, processes and procedures for conducting a research have been briefly analyzed.

**Halperina S. A. METHODOICAL SUPPORT OF SIMULATION MODEL FOR ASSESSING THE RESORT REGION'S DEMAND FOR LABOUR POTENTIAL.** //Economy and Management.-2012.-№1.-P.108.

The article presents methodical support of simulation model for assessing the resort region's demand for labor potential taking into account the dynamics of the tourist traffic, as well as the kind of specialization of recreational facilities. This model allows determining the real level of demand for labour potential of the resorts and tourist enterprises of Crimea.

**Glenbotskaya O. G. GENESIS OF QUALITY MANAGEMENT THEORY.** //Economy and Management.-2012.-№1.-P.112.

The article analyzes the development of the Western school and Japanese school of theoretical aspects of quality and reviews the basic approaches of the founders of the theory of quality management – American scientists: D. Deming and J. Juran, A. Feigenbaum, F. Crosby, and representatives of the Japanese school: K. Ishikawa, H. Taguchi, S. Shingo.

**Mushnikova S. A. SCENARIOS OF MANAGEMENT DEVELOPMENT FOR RAILWAY ENTERPRISES WITH THE USE OF MANAGEMENT INNOVATIONS.** //Economy and Management.-2012.-№1.-P.116.

The author has proposed scenarios of management system development for railway enterprises with the use of administrative innovations with regard to their level of perception and adaptive flexibility of the enterprises.

**Osadcha E. A. ASSESSMENT OF CIVIL AVIATION SERVICES.** //Economy and Management.-2012.-№1.-P.121.

The article presents the results of assessment of services rendered by civil aviation enterprises.

**Filippova O. S. ESSENTIAL CHARACTERISTICS OF OPERATING EFFICIENCY OF HOUSING AND COMMUNAL ENTERPRISES.** //Economy and Management.-2012.-№1.-P.129.

The paper generalizes the main approaches to the interpretation of the category «efficiency» and systematizes key criteria for its determination in accordance with the features of operation of production and non-production enterprises. The author has given her own definition of operating efficiency of housing and communal enterprises and formed its criteria from a perspective of key parties concerned.

**Chobitok V. I. MANAGERIAL DECISION MAKING ON THE BASIS OF FORECAST OF COMPETITIVENESS POTENTIAL OF RAILWAY TRANSPORT INDUSTRIAL ENTERPRISES.** //Economy and Management.-2012.-№1.-P.135.

The article investigates forecast methods and suggests a concept of modeling a decision making process in competitiveness potential management of railway engineering enterprises.