

**Arefieva E.V., Mirgorodskaya A.P. ANALYSIS OF TRENDS IN COMPANIES' RESOURCE POTENTIAL USE.** //Economy and Management.-2012.-№2.-P.8.

The article explores the structure of the forest and operating resources as potential of companies in different regions of Ukraine and Chernihiv region, including analysis of dynamics of basic indicators of forest management, reforestation, afforestation and the establishment of protective vegetation, research of investment in fixed assets of industrial forestry.

**Yelets'kiy S.Y. STRUCTURE OF MANAGEMENT MECHANISM OF FINANCIALLY STABLE DEVELOPMENT OF AN ENTERPRISE.** //Economy and Management.-2012.-№2.-P.15.

On the basis of analysis of approaches to determination of «economic mechanism» of an enterprise basic components of mechanism of development management have been exposed, its place in the economic mechanism of organization management has been defined. The structure of financial stability management mechanism of an enterprise has been developed.

**Kuzmina N.V. SCIENTIFIC AND METHODOLOGICAL BASES OF DIAGNOSTICS TOOLS IN ECONOMY.** //Economy and Management.-2012.-№2.-P.22.

Comparative analysis of existent methods of estimation of results of activity of enterprise as economic system has been carried out. The author has revealed the advantages and drawbacks of using existent methods under uncertainty and as a result the method of diagnosing of the state of an enterprise within the framework of achieving the tasks of economic diagnostics has been grounded.

**Tumanova E. A. TENDENCIES IN REINSURANCE BUSINESS IN UKRAINE.** //Economy and Management.-2012.-№2.-P.27.

The essence of reinsurance has been analyzed in the article, forms and kinds of reinsurance contracts have been considered, analysis of reinsurance market in Ukraine has been carried out, problems and prospects of its development have been revealed.

**Kharchuk T.V., Khmel T.V. PROCESS OF COMPETITIVE STRATEGY GENERATION FOR AN ENTERPRISE.** //Economy and Management.-2012.-№2.-P.32.

Current approaches in the development of competitive strategies generation for enterprises have been reviewed and summarized. The essence of basic types of competitive strategies of the enterprise has been revealed. The main stages of generation and implementation of competitive strategies for enterprises have been investigated. The requirements to generation of competitive strategies of enterprises and the determining factors have been identified.

**Shulzhenko L.E. STRATEGIC ALLIANCE HIERARCHY: RULE OR NECESSITY.** //Economy and Management.-2012.-№2.-P.37.

The author has proven possibility of practical implementation of hierarchy analysis method, as being an tool capable regularize mutual relations in alliance. Adequacy of co-operation of enterprises of different types within alliance has been grounded. The criteria of selection of participants of alliance have been formed and arranged according to their significance. Candidates for alliance have been ranked according to the totality of the selected criteria and efficiency of types of possible alliances.

**Yachmeneva V.M. Kamenskaya E.A. DEGREE OF COMMUNICATIONS, COORDINATION OF TWO AND MORE QUALITATIVE VALUES OF FACTORS OF HUMAN CAPITAL.** //Economy and Management.-2012.-№2.-P.41.

Factors of human capital which affect its quality have been defined. Description of human capital arranged according to regions and quantitative indexes has been given. The authors have presented criteria which make it possible to adequately compare qualitative characteristics of human capital.

**Kramarenko V., Onischenko S. INTEGRATIVE TRANSFORMATION OF TOURIST AND RECREATION ENTERPRISES IN SOCIALLY ORIENTED MARKET ECONOMY.** //Economy and Management.-2012.-№2.-P.49.

This article examines the impact of integrative transformation on the process of forming a cluster in tourist and recreation industry.

**Melnikova N.V. THEORETICAL GROUNDS OF FORMING OF ECOLOGICAL AND**

**ECONOMIC SYSTEM OF RESORT TERRITORY.** //Economy and Management.-2012.-№2.-P.55.

Theoretical grounds for forming the ecological and economic system of resort territory have been examined. On the basis of the conducted theoretical researches we have specified a concept «resort territory»; ecological and economic system of resort territory has been structured.

**Petrunya Y.E. TAX POLICY IN THE CONTEXT OF HARMONIZATION OF NATIONAL, REGIONAL AND CORPORATE INTERESTS.** //Economy and Management.-2012.-№2.-P.60.

The article considers the main issues of harmonization of interests of participants of economic relations in terms of state tax policy implementation. The author has formulated the main principles of state tax policy, implementation of which will provide a balance of national, regional and corporate interests and will create conditions for sustainable social and economic development of the country and its regions.

**Vetrova N.M. PECULIARITIES OF CORRELATION BETWEEN ECONOMY AND LAW AT THE PRESENT STAGE.** //Economy and Management.-2012.-№2.-P. 66.

In the article the author has specified peculiarities of correlation between economy and law in modern society on the basis of analysis of theory of types of socio-economic systems relative to legal grounds of their functioning. Specifics of formation of legal grounds of national social system in the sphere of social and economic processes regulation have been considered.

**Bardas A.V., Boychenko N.V., Kazimirenko A.V. DEVELOPING THEORETICAL RULES OF ENVIRONMENTAL FACTORS REGISTRATION IN LOGISTIC MANAGEMENT.** //Economy and Management.-2012.-№2.-P.71.

The article considers changes in the essence of logistic management in the context of discussion of determination of main guidelines of business enterprises and the influence of ecological factors on theoretical rules of logistics. The possible impact of environmentally oriented logistical management on the enterprise's financial income has been analyzed. The existing model of logistic management is modified by adding information flow and implementing recycling process at every stage of enterprise's logistic chain.

**Velichko O.P. DEVELOPMENT OF COOPERATIVE AGRILOGISTICS IN UKRAINE.** //Economy and Management.-2012.-№2.-P.76.

Modern trends and problems in spreading of cooperative logistics in Ukrainian agribusiness have been studied. Most typical peculiarities of their development have been defined and generalized using SWOT analysis. Mechanisms of financial provision and stimulation of development of cooperative agrilogistics through special regime of taxation of agricultural trading activity have been proposed.

**Kharytonova O.V. EXPERIENCE OF COOPERATION OF THE NATIONAL BANK OF UKRAINE WITH INTERNATIONAL FINANCIAL AND LENDING AGENCIES.** //Economy and Management.-2012.-№2.-P.83.

The author analyzes the experience of collaboration of the National Bank of Ukraine with international financial and lending agencies, educes basic directions of the current and long-range programs of cooperation.

**Shvets Y. Y. STAGES AND CONTENT OF STRATEGIC MANAGEMENT OF INNOVATION DEVELOPMENT OF AN ENTERPRISE IN RECREATION SYSTEM.** //Economy and Management.-2012.-№2.-P.90.

The paper considers the relevance of strategic management of the recreational enterprise competitiveness, the main stages and content of the strategic management of innovation development of a company in recreation system.

**Belyayev A. S. ANALYSING METHODS OF ENTERPRISE COMPETITIVENESS ASSESSMENT.** //Economy and Management.-2012.-№2.-P.94.

The article contains an overview of current methods of enterprises competitiveness assessment. Analysis of assessment methods has been carried out, on the base of which the author has developed an alternative classification. The main reasons for the multiplicity of current assessment methods of enterprise competitiveness have been singled out.

**Glenbotskaya O. G. MODEL OF DISPARITY OF SERVICE QUALITY.** //Economy and Management.-2012.-№2.-P.99.

The basic task of tourist service quality is satisfaction or exceeding of consumers' expectations. The basic sources for creating of expectation of level of quality for the consumer have been studied. The author has worked out a model of tourist services quality on the basis of criteria of disparity of level of quality.

**Gulakova I.A. DIALOGUE OF CULTURES AT THE ENGLISH LESSONS OF THE ECONOMIC DEPARTMENT STUDENTS WITH A NATIVE SPEAKER.** //Economy and Management.-2012.-№2.-P.103.

The article describes the role of the socio-cultural component in foreign language teaching. Special attention is paid to enhancing the educational process by organizing lessons with a native speaker. A native speaker is a priori a representative of the whole complex of characteristics of a vertical context of the linguistic-cultural information. The article deals with the forms of study with a native speaker in order to form a communicative and intercultural competence of students.

**Yegorchenko T.I. COMPREHENSIVE CHARACTERISTIC OF FACTORS GUARANTEEING POWER SAFETY OF A REGION.** //Economy and Management.-2012.-№2.-P.110.

The paper presents a comprehensive description of factors guaranteeing power safety of a region with due account for natural resource and technical and economic components, reflecting specifics of functioning of fuel-energy complex of a region.

**Kikot V.I. APPROACH TO DETERMINATION OF CONTRIBUTION TO REGIONAL DEVELOPMENT MADE BY SMALL BUSINESS.** //Economy and Management.-2012.-№2.-P.116.

This paper proposes a methodical approach to determination of contribution of small businesses to regional development on the basis of the developed system of indicators which assesses the status and contribution of small businesses in the improvement of the organizational and economic mechanism of state regulation of the economic subsystem under study.

**Pashentseva A.V. PRINCIPLES OF PARITY OF RECREATION AREAS DEVELOPMENT IN THE CONTEXT OF ENVIRONMENTAL SAFETY.** //Economy and Management.-2012.-№2.-P.123.

Within ecological approach of balanced development the author has formulated and disclosed the principles of parity of recreation areas. The essence of the concept of parity development of territories has been exposed.

**Pustovit M.V. THE IMPROVEMENT OF INFRASTRUCTURE FOR LABOUR POTENTIAL PROVISION OF A REGION.** //Economy and Management.-2012.-№2.-P.129.

Current types and forms of infrastructure for labour potential provision have been considered, basic elements of existent infrastructure of labour potential provision at regional level have been analysed, a plan of the improved infrastructure for labour potential provision of socio-economic development of a region of country has been offered.

**Rodivilov S. O. NATURAL RESOURCE POTENTIAL AS A BASIS FOR RECREATIONAL AREA DEVELOPMENT.** //Economy and Management.-2012.-№2.-P.135.

The main task of this study is to examine the specifics of development of recreation sphere with due consideration of environmental aspects of use of natural resource potential.

**Emiruseinova E.N. METHODS OF EXPRESSING PLURALITY ON THE SYNTACTIC AND PHRASEOLOGICAL LEVEL IN DIFFERENT SYSTEM LANGUAGES AS LINGUISTIC BASIS IN TEACHING TRANSLATION.** //Economy and Management.-2012.-№2.-P.141.

Different syntactic constructions expressing plurality are considered in the article. There are words and phraseologic units in them which express plurality lexically or semantically. The models with maximum functioning in different system languages are considered in the article.