

Bogachiov S.V., Tarasevich E.V. LABOUR MOTIVATION SYSTEM IN UKRAINE: GLOBAL EXPERIENCE, ISSUES, PROSPECTS. //Economy and Management.—2012.—№4.—P.8.

The article deals with utilization of global experience in setting up labour motivation system at Ukrainian enterprises.

Vetrova N.M., Tsopa N.V. METHODOLOGICAL APPROACH TO EFFICIENCY ESTIMATION OF ADVERTISING OF A MANUFACTURING ENTERPRISE. //Economy and Management.—2012.—№4.—P.16.

Methodological approach to efficiency estimation of advertising of a manufacturing enterprise has been put forward. Integrated approach to estimation of advertising efficiency consists of economic and communicative approaches, with subsequent prognostication of probability of repeated purchases after advertising effect.

Nagorskaya M.N. FORMING OF TOURISM INDUSTRY IN CRIMEA. //Economy and Management.—2012.—№4.—P.24.

Research of formation of integral system of tourism industry has been carried out on the base of theoretical works and practical experience, including questionnaire survey of tourist business specialists.

Abdrakhmanova A.A. CHARACTERISTICS OF NATIONAL PERFORMANCE MANAGEMENT FOR THE UKRAINIAN STATE ENTERPRISE OF POSTS «UKRPOSHTA». //Economy and Management.—2012.—№4.—P.30.

The article provides critical analysis of the concept of performance management for the company. The features of the process of performance management have been determined regarding the Ukrainian State Enterprise of Posts «Ukrposhta» based on development and implementation of system of key performance indicators, calculation of the integral indicator, and estimation of the balanced development of the company.

Dron V.S. MODIFICATION OF LINEAR REGRESSIVE MODELS OF INTERDEPENDENCE BETWEEN SOCIAL AND ECONOMIC VALUES. //Economy and Management.—2012.—№4.—P.36.

Utilization of modification of linear regressive models for research and forecasting of social and economic values in the presence of additional information on relationship between values has been offered. In the case of the known value of dependent variable at certain combination of independent variables, a regressive model with fixed point is created. The example of application of method for research of power consumption on the water-way enterprises of the Chernivtsi region has been given. Comparison of basic criteria of quality of regressive models, obtained by classic and modified methods has been carried out.

Martjakova E.V., Galinskaja K.V. THE ROLE OF MARKETING IN ACADEMIC INSTITUTIONS TO COMPETE IN EDUCATION MARKET. //Economy and Management.—2012.—№4.—P.42.

The article analyzes the role of marketing for academic institutions in constant competition in the education market and major factors of competitiveness of a university. Segments of its activity, the interaction of a university with labour market and the rating system have been defined.

Grishnova O., Brintseva O. RESPONSIBILITY OF ENTERPRISE TOWARDS EMPLOYEES AS A NEW FORMAT OF SOCIAL AND LABOR RELATIONS. //Economy and Management.—2012.—№4.—P.49.

The essence and value of company's social responsibility towards employees has been considered, its indicators have been put forward; difficulties of social reporting distribution in Ukraine, problem aspects in displaying of labour indicators in non-financial reports have been analysed. Directions for strengthening of social responsibility of enterprises and improving transparency of non-financial reporting have been set forward.

Prokhorov Y.V. EFFECTIVENESS OF OPERATING CAPITAL MANAGEMENT AT RAILWAY ENGINEERING ENTERPRISES: STRATEGIC ASPECT. //Economy and Management.—2012.—№4.—P.56.

Problems of availability, utilization and functioning of operating capital of an enterprise have been reviewed. Ways to improve effectiveness of operating capital management have been defined.

Tryfonova O. DEVELOPMENT OF BASIS CONCEPT OF MANAGEMENT OF SUSTAINABLE FUNCTIONING OF COAL MINES. //Economy and Management.—2012.—№4.—P.60.

Definition “sustainability of an enterprise” and “sustainable functioning of an enterprise” has been improved on the basis of generalization of scientific outlooks on the main categories of theory of sustainable systems in economy.

Vorobyova E.I. FUNCTIONING OF MECHANISM OF SHORT-TERM CREDITING IN AGRICULTURE. //Economy and Management.—2012.—№4.—P.67.

The article deals with mechanisms of short-term crediting in agriculture.

Prokhorova V.V. MECHANISM OF GOVERNMENT CONTROL OF REGIONAL DEVELOPMENT. //Economy and Management.—2012.—№4.—P.72.

Description of basic elements of the system of government control of regional development has been developed. The mechanism of co-operation of state and business structures for the cause of regional development has been demonstrated. Concept «Mechanism of government control of regional development» has been defined.

Boronos V.G. EXPLORING THE ESSENCE OF FINANCIAL POTENTIAL OF A TERRITORY. //Economy and Management.—2012.—№4.—P.77.

The article outlines the position of financial potential in the economic potential of a territory; four scientific approaches to understanding of its essence have been selected. Author's definition was proposed with due account for basic characteristics of financial potential of a territory.

Kuzmynchuk N. V. MECHANISM OF ORGANIZATION AND FUNCTIONING OF INTER-BUDGET RELATIONS IN UKRAINE. //Economy and Management.—2012.—№4.—P.85.

The article has exposed existent problems of economic development of Ukraine, which block eurointegration processes. Modern mechanism of organization of inter-budget relations has been considered. Directions of further reformation of inter-budget relations in Ukraine have been set forward.

Pasieka S.R. NATURE AND INDICATORS OF INNOVATION DEVELOPMENT OF SOCIAL AND LABOUR POTENTIAL OF A REGION. //Economy and Management.—2012.—№4.—P.91.

The article systematizes and analyzes scientific approaches to determining the nature of innovation development of social and labour potential in the context of the modernization in the state. The author has presented a list of indicators of innovative assessment of social and labour potential.

Shvets Y.Y. CLUSTERING OF TOURIST REGION THROUGH INTRODUCTION OF CLUSTER FRANCHISING. //Economy and Management.—2012.—№4.—P.98.

The basic characteristics of tourist region clustering by way of introduction of cluster franchising have been viewed. The article also considers the impact of management and self-organization on the functioning and development of a cluster. The structure of self-organization of the functioning and development of a cluster, the main characteristics of Territorial Production Complex in planned economy and clusters in modern economy.

Andreeva N.N. INSTITUTIONAL APPROACHES TO THE TRANSFORMATION IN NATURAL RESOURCE PROPERTY RELATIONS: ECONOMIC AND ENVIRONMENTAL DIMENSION. //Economy and Management.—2012.—№4.—P.103.

The article deals with evolution of scientific approaches and modern international practices in relation to the ecologization of the institutional approaches to beneficial ownership of property taking into account the peculiarities of transformations on the natural resources market.

Petrushenko M.M. ANALYSIS OF THEORETIC AND METHODOLOGICAL PRINCIPLES OF ENVIRONMENTAL CONFLICT ECONOMICS. //Economy and Management.—2012.—

№4.—P.109.

Theoretical and methodological principles of environmental conflict economics have been summarized in the article. Particular attention has been given to the role of political and economic factors in theoretical ground of environmental conflicts research.

Bezuglaya Y.E. TEORETIC AND METHODOLOGICAL FOUNDATIONS FOR FINANCIAL MANAGEMENT STRATEGIES IN ENTERPRISE RESTRUCTURING. //Economy and Management.—2012.—№4.—P.116.

Theoretical and methodological aspects of the strategy of financial restructuring of enterprises have been reviewed. The concept of «financial management strategy in restructuring of enterprises» has been defined.

Vasilenko D.V. BASIC DETERMINANTS OF DIAGNOSTICS OF FUNCTIONING OF REGIONAL ECONOMIC SYSTEM. //Economy and Management.—2012.—№4.—P.121.

Characteristics of diagnostics of functioning of regional economic system have been considered. Algorithm of establishment of diagnosis has been offered for the separate element of subsystem of productive forces. The obtained calculated indexes can be viewed as threats for the economy of a certain region.

Demyanenko T.I. INNOVATION AND INVESTMENT DEVELOPMENT AS ECONOMIC NECESSITY FOR FORMING OF ENTERPRISE ADAPTIVE CONTROL SYSTEM. //Economy and Management.—2012.—№4.—P. 126.

The paper proposes a dynamic market environment influencing the need to explore opportunities to create competitive advantages and support businesses. Implementation of these possibilities contributes to the successful competition, is steadily increasing, by creating a system of adaptive management.

Yegorchenko T. I. INSTITUTIONAL SUPPORT OF ENERGY SECURITY OF A REGION. / //Economy and Management.—2012.—№4.—P.133.

The paper proposes a system of institutional energy security in a region (e.g. Crimea), based on the interaction between subsystems and sub-regulatory impact of regulation.

Kucherova Y.K. DEVELOPMENT OF THREE COMPONENT METHOD OF TURNOVER EVALUATION WITH CONSIDERATION OF DEMAND ELASTICITY. //Economy and Management.—2012.—№4.—P.140.

The article deals with main approaches to pricing that are used in today's market situation, matters of demand regulation; the formulation of criteria for product evaluation pricing at the time of «top» demand with lack of financial support of the goods' procurement. It has been shown that the creation of optimized seller's behaviour model will allow the seller to calculate his behavior in such a way that at the «top» demand for a product and with limited financial support he will be able to get maximum downside profit justifiable decrease in the cost of the goods by means of trading margin.

Makotseba N. V. INTEGRATED ASSESSMENT, RATING AND CLUSTERIZATION OF UKRAINIAN REGIONS ACCORDING TO LEVEL OF HUMAN DEVELOPMENT PROGRESS. //Economy and Management.—2012.—№4.—P.144.

The system of social and economic indicators for display of progress in human development has been offered in the article. The integrated assessment has been carried out, the rating and clusterization of Ukrainian regions on level of human development progress has been implemented.

Iarmosh O.V. MODEL OF DEPENDENCE OF DEMAND ON SERVICES' COST FOR UNIVERSITY EDUCATIONAL SERVICES. //Economy and Management.—2012.—№4.—P.151.

The paper proposes economic mathematical model of dependence of demand for educational services on cost; influence of cost on the demand by the elasticity coefficient has been studied and also the results of numerical simulation have been given.

Pashentseva A. THE FINANCIAL SUPPORT OF THE ECOLOGICAL SAFETY OF THE RECREATIONAL AREAS OF CRIMEA. //Economy and Management.—2012.—№4.—P.155.

Various sources of funding conservation of recreational areas have been analyzed, the share of costs for environmental safety of these areas in the total expenditure on environmental protection of Crimea has been determined. Экономика и управление № 4 - 2012г.