

Balabanits A.V. RELATIONSHIP MARKETING: EVOLUTION OF THE CONCEPT AND MODERN TRENDS. //Economy and Management.—2012.—№5.—P.8.

The article reveals essence and substantiates practical importance of relationship marketing concept; it shows its evolutionary development, describes basic principles and defines the main tasks of relationship marketing of enterprises on different levels of management in the current market conditions.

Havkalova N.L. RESTRUCTURISATION AS A MEANS OF FINANCIAL RECOVERY OF ENTERPRISES. //Economy and Management.—2012.—№5.—P.14.

Restructurisation as a means of financial recovery of enterprises has been considered. Factors that cause financial restructuring and stages of restructuring companies that fully meet the requirements and priorities of the enterprise, high adaptability and competitiveness of products have been defined.

Krulikovsky A. P. SCENARIO APPROACH TO SALES PLAN OF AN ENTERPRISE. //Economy and Management.—2012.—№5.—P.17.

This paper considers the influence of inventory management process on formation of sales plan of a modern enterprise. The author has put forward an algorithm for implementing the procurement control module which uses scenario approach to budgeting of an enterprise. Efficiency of the algorithms developed for the procurement control module has been demonstrated on the manufacturing and commercial enterprise.

Prokhorova V.V., Slastyanikova A.I. CRITICAL REVIEW OF METHODOLOGICAL APPROACH TO ASSESSING RESOURCE POTENTIAL OF INDUSTRIAL ENTERPRISES IN MODERN ECONOMY. //Economy and Management.—2012.—№5.—P. 22.

The article analyzes the advantages and disadvantages of different methodological approaches to the problem of assessment of resource potential of an industrial enterprise. The problems that arise in resource potential quantitative assessment of a company have been made clear.

Rozmyslov A.N. INFLUENCE OF RISK AND UNCERTAINTY FACTORS ON INVESTMENT PROJECTS EFFICIENCY ASSESSMENT. //Economy and Management.—2012.—№5.—P. 27.

The paper deals with influence of uncertainty and risk on the choice of investment project. According to the results of the research it has been proposed to create certain scenarios in the form of set of constraints for determination of the key technical, economic and other parameters of a project.

Tsopa N.V. MECHANISM OF COMPETITIVENESS MANAGEMENT IN A THERAPEUTIC RESORT ENTERPRISE. //Economy and Management.—2012.—№5.—P.32.

Specifics of competitiveness management mechanism in therapeutic resort enterprise have been revealed in the article. The system of indicators to assess competitiveness of a therapeutic resort enterprise which is based on qualitative and quantitative measuring has been proposed.

Burdenko I.N. MARKET MICROSTRUCTURE THEORY AND MARKET LIQUIDITY OF DERIVATIVE FINANCIAL INSTRUMENTS. //Economy and Management.—2012.—№5.—P.37.

The article deals with basic theoretical principles of the new theory of financial economics – market microstructure theory. We have surveyed main characteristic components of market microstructure, namely trade execution systems. Interrelation between market microstructure and market liquidity of derivative financial instruments has been substantiated.

Grishko N.V., Lubenchenko O.E. STATE REGULATION IN FOREIGN TRADE ACTIVITIES: TAX ASPECT. //Economy and Management.—2012.—№5.—P.42.

The article deals with peculiarities of application of regular prices for goods and services (hereinafter – goods) in foreign trade transactions and their impact on taxation of domestic enterprises. Phases of regular prices determination, which are used by the tax authorities during the inspection of business entities, have been studied.

Gurzhiy N.N. CONCEPTION OF STRATEGIC MARKETING RISK MANAGEMENT. //Economy and Management.—2012.—№5.—P.47.

The article analyses modern approaches to risk management in strategic marketing and gives the author's definition of risk management in strategic marketing. The author has put forward methods and techniques for strategic marketing risks management and composition of factors of the using risk to obtain competitive edges.

Kundytskiy O.O., Chopko N. S. FACTORS AGRARIAN ENTERPRISES DEVELOPMENT IN

UKRAINE. //Economy and Management.—2012.—№5.—P.54.

Basic factors that influence development of agricultural sector enterprises have been defined by the authors. Using SWOT analysis the strengths and weaknesses of the agrarian sector enterprises have been assessed; threats and prospects for development have been identified.

Nikiforova L.A., Shiyan A.A., Ilkova D.V. GAME-THEORETIC MODELS OF EFFECTIVE MOTIVATION OF MANAGEMENT PERSONNEL ON THE PART OF SHAREHOLDERS. //Economy and Management.—2012.—№5.—P.58.

A game-theoretic model of effective motivation of key personnel shareholders has been elaborated. The results obtained from the use of this model can optimally allocate profits between senior staff, as a reward through the introduction of the system of participation in profits and paying dividends to shareholders.

Fomenko A.V. PROBLEMS OF ASSESSMENT OF ORGANIZATIONAL AND MANAGEMENT POTENTIAL OF FINANCIAL SAFETY OF AN ENTERPRISE: METHODIC ASPECTS. //Economy and Management.—2012.—№5.—P.64.

The article has improved methodological support of assessment of the organizational and management potential of financial safety of railroad transport on the basis of a clear estimation algorithm and metrics.

Kramarenko V.I. SOCIAL AND EMPLOYMENT POTENTIAL: REGIONAL DEVELOPMENT PRIORITIES. //Economy and Management.—2012.—№5.—P.71.

The article researches the essence of social and employment potential. The role of individual components of social and employment potential has been revealed. Characteristics of regional human development by the example of the Crimea have been analysed. The author has determined target priorities of social and employment potential of Crimea.

Voroshilo V.V. CHARACTERISTICS OF PRIVATE HOUSEHOLD TAXATION AT THE PRESENT STAGE. //Economy and Management.—2012.—№5.—P.76.

The existing system of private household taxation has been considered and its features have been outlined. Subsystems of private household taxation at the present stage have been defined and described.

Rogatenyuk E.V. AIMS OF CRISIS MANAGEMENT IN RELATION TO THE FORMS OF MANIFESTATION OF CRISIS IN ACTIVITY OF AN ENTERPRISE. //Economy and Management.—2012.—№5.—P.79.

The article reviews evolution of approaches to determination of aims of crisis management in relation to interpretations of essence of crisis and forms of its manifestation in activity of an enterprise: crisis developments, crisis situation, crisis state.

Shtofer G.A., Vorobets T.I. ECONOMIC IMPORTANCE OF INTRODUCTION AND USE OF SECTORAL INDICES ON THE STOCK MARKET OF UKRAINE. //Economy and Management.—2012.—№5.—P.84.

The paper gives a theoretical justification of specifics of creation of stock market indices on the domestic stock market. Current state of the stock market has been analysed. Peculiarities of the calculation methods of modern stock market indices have been disclosed.

Prokhorova V. RESOLUTION STRATEGY IN THE CRISIS OF FINANCIAL MANAGEMENT ENTERPRISE. //Economy and Management.—2012.—№5.—P.84.

Considered rehabilitation strategy in the crisis of financial management as the process of resolving the conflict between the company and the environment, and is focused on short-term measures, provides rapid effect of overcoming the crisis, reducing debt company

Glushchenko L.D. DEVELOPMENT OF SCIENTIFIC AND TECHNOLOGICAL INTEGRATION. //Economy and Management.—2012.—№5.—P.93.

The paper addresses theoretical issues of analyzing integration in science and technology and the role of government institutions in innovation process. Measures that facilitate development of small enterprises of scientific and technological sphere have been proposed. The prospects of scientific and technological sphere in modern Ukraine have been outlined. The author has substantiated directions of state assistance in formation of the national innovation system.

Damaskin M.O. SIMULATION OF HIGH-TECH PRODUCTS PROMOTIONAL SUPPORT. //Economy and Management.—2012.—№5.—P.100.

The article proposes the model of innovation as a process, dividing it into two large blocks: research and development and also promotion and sale. It enables to approach promotion of innovation on the early stages of innovation projects development. Conditions and methods of promoting high-tech products to the consumer market have been defined.

Demyanenko T.I. FORMING OF STRATEGY OF ADAPTIVE MANAGEMENT OF INNOVATIVE INVESTMENT DEVELOPMENT OF ENTERPRISES OF RAILROAD TRANSPORT. //Economy and Management.—2012.—№5.—P.105.

The article presents a strategic map of adaptive management of innovative investment development of enterprises of railroad transport and strategy of adaptive management of innovative investment development of enterprises of railroad transport. Requirements in relation to implementation of process of economic development of enterprises of railroad transport, adaptive management of investment development of enterprises have been considered.

Druzhinina J.A. ANALYSIS OF ENVIRONMENT OF INTEGRATED BUSINESS STRUCTURE FOR STRATEGIC DECISION MAKING. //Economy and Management.—2012.—№5.—P.110.

The article describes structure of environment of integrated structure operating of business structure. Summarizes and describes the main methods of strategic analysis. The importance of the analysis of decision-making has been shown.

Zekiryaeva E.A. COMPLEX ESTIMATION OF INVESTMENT DEVELOPMENT LEVEL OF REGIONAL ECONOMY. //Economy and Management.—2012.—№5.—P.117.

The lacks of estimation methods of investment development level of a region are revealed in the article, integral approach to this estimation has been set forward and approved; it is based on the use of scoring method in the form of calculation of the corresponding rating.

Lapteva V. RESEARCH OF FACTORS REDUCING RISK IN INVESTMENT PROJECTS. //Economy and Management.—2012.—№5.—P.123.

The author expounds redetermined risk classification and methods and discloses their analysis in today's investment projects. Preference is given to the method of peer review, in which the risks are among the external factors, the change of which the company is not affected. The conditions for the emergence of risks in industrial production in the investment activity in transformation economy have been defined.

Magomedova A.M. FRANCHISING AS A FORM OF PARTNERSHIPS AMONG BUSINESS ENTITIES. //Economy and Management.—2012.—№5.—P.127.

The basic signs of partnerships are determined. Franchising as one of such forms of enterprise connections has been considered. Statistical information about branch development of franchising partnerships in Ukraine and dynamics of appearance of franchisors have been submitted.

Malyk O.V. THE STRUCTURE OF FINANCIAL SECURITY OF ENTERPRISES IN TERMS OF GLOBALIZATION. //Economy and Management.—2012.—№5.—P.132.

The article analyses the financial security of enterprises in the context of integration process. It defines the structure of financial security of companies and main criteria that can indicate its growth. Also it proposes a number of measures, which must be taken at the state level to ensure adequate financial security of domestic enterprises.

Semko V.M. MECHANISM OF CALCULATION AND ESTABLISHMENT OF LIMITS AT INTERBANK MARKET. //Economy and Management.—2012.—№5.—P.137.

The article researches the economic substance and process of setting limits on interbank transactions in order to adequately assess the credit risk for a portfolio of loans. The appropriateness of the methodology of calculation of limits based on market indicators of financial institution that is an extension of the universal search for methods of calculating the limit on interbank transactions has been substantiated.

Churilov S.V. LOGISTICS NOW: THEORETICAL ASPECT. //Economy and Management.—2012.—№5.—P. 142.

The paper analyzes the main scientific approaches to determining the nature of concepts such as logistics management. Also the author proposed his own definition of the term «logistics management».