

Andreeva N. N., Kozlovtsseva V. A. ENVIRONMENTAL FRANCHISING AS A FORM OF BUSINESS ACTIVITY PROMOTION IN FOOD PROCESSING INDUSTRY: ECONOMIC AND LEGAL ASPECT. //Economy and Management.–2013.–№2.–P.8.

The article reveals through systemic understanding of essence and definition of its typological characteristics the economic and legal feasibility of environmental franchising as a form of business activity promotion in Ukraine.

Efremov A. ASSESSMENT OF FUTURE SCIENTIFIC POTENTIAL OF SCIENTISTS. // Economy and Management.–2013.–№2.–P14.

The importance and essence of definition of future scientific potential of a scientist (scientists) have been exposed, the mechanism of assessment of scientist's (scientists') potential is set forth which is based not on results of their activity but on expectation from the activity in the future, depending on a number of capabilities (high level of logical thinking, perfect command of mathematical tool, high level of conviction and creative self-organization combined with patient labour).

Machuga N. Z. ECONOMIC ISSUES OF QUALITY MANAGEMENT IN MEDICAL SERVICES. //Economy and Management.–2013.–№2.–P25.

The paper considers economic issues of health care quality. The role of quality as an economic category has been investigated. The typology of quality problems has been presented. Dependence of quality of medical services on their prices on the medical market has been established. Economic causes of quality issues have been disclosed. Aspects of quality management in the context of life cycle of medical services have been analyzed.

Prohkorova V. V., Yarmolyuk V.I. INNOVATIVE TRANSFORMATIONS AS STRUCTURAL ELEMENT OF ANTI-CRISIS MANAGEMENT OF AN ENTERPRISE. //Economy and Management.–2013.–№2.–P28.

The article examines the concept of “anti-crisis management”, “innovation” and defines the types of anti-crisis innovations.

Shvets I. Y. MANAGING THE COMPETITIVENESS OF OBJECTS. //Economy and Management.–2013.–№2.–P33.

The article describes the main directions of improving the competitiveness of objects within the cluster model, which is based on the creation of value for the consumer and all members of the cluster. Regulatory mechanism of a cluster and its functions has been exposed. The author has put forward a program plan of restructuring of economic complex of a region.

Bogun E.V. ALGORITHM OF CREATION AND REALIZATION OF MARKETING AND BRANDING OF CITIES. //Economy and Management.–2013.–№2.–P40.

The article is devoted to problems of utilization of marketing technologies in city management, realization of its interests and creation of positive image. The author has generalized existing experience and given recommendations as to improvement of the algorithm of elaboration and implementation of marketing and branding program of a city.

Gavkalova N.L., Shuteeva O. Y. FACTORS INFLUENCING THE DEVELOPMENT OF FINANCIAL PROVISION OF SECURITY MARKET OPERATION IN UKRAINE. //Economy and Management.–2013.–№2.–P45.

The current state of security market in Ukraine is investigated. According to the results of factor analysis it has been proved that financial capacity of the state and quality of corporate governance, efficiency of stock policy and control on the security market and riskiness of stock market trading affect the development of financial provision of its operations.

Grishnova O.A, Samartseva A.E., RECENT GRADUATES ON LABOUR MARKET: ISSUES OF COMPETITIVENESS AND EMPLOYMENT. //Economy and Management.–2013.–№2.–P49.

Specific features of competitiveness of recent graduates are studied; gaps in establishment of competitive conditions and problems of job placement of higher educational institutions graduates are analyzed. The authors have outlined priority measures aimed at increase of effectiveness of education system and further employment of specialists with higher education.

Zalunin V. F. Kirnos O. I. WAYS TO INCREASE PRODUCTIVITY AND INTENSITY OF LABOUR IN SOCIALLY RESPONSIBLE ECONOMY. //Economy and Management.–2013.–№2.–P 55.

The article determines the influence of labour productivity and labour intensity on the level of human development index. Measures to raise labour productivity and labour intensity in socially responsible economy have been investigated. The question of profit increase for employers by means of investment into production modernization and in-service training has been considered. Government's decisive role in social and labour relations has been proved. The challenges of productivity increase and labor intensity growth in socially-oriented market economy have been specified.

Karapetyan E. T., Kvasovskiy A. R. MARKET ANALYSIS OF RESIDENTIAL REAL ESTATE MARKET OF THE CITY OF TERNOPOL AND TERNOPOL REGION. //Economy and Management.–2013.–№2.–P59.

In this article the authors with the help of logical reasoning have discovered the peculiarities of residential real estate market of Ternopol region. The dynamics of basic indexes which characterize the processes of housing market development in the city of Ternopol and Ternopol region over the past few years has been analyzed. Short-term prospects for development of regional housing market of Ternopol region have been outlined.

Mikhurinska E. A., Shinkarchuk S. A. FUNDAMENTAL STUDY OF SOCIAL, ECOLOGICAL AND ECONOMIC SYSTEMS IN THE CONTEXT OF TEHNOGENESIS. //Economy and Management.–2013.–№2.–P70.

The authors examine approaches to the study of functioning of social, ecological and economic system in the context of technogenesis. They also refine the essence of definitions «social-ecological-economic system» and «technogenesis» and substantiate the need to analyze transformation of a single socio-ecological-economic system, which is characterized by emergent properties under the influence of anthropogenic factors.

Romanyuk S. A. MAIN TRENDS IN EU REGIONAL POLICY TRANSFORMATION. // Economy and Management.–2013.–№2.–P76.

The article deals with the major changes taking place in the EU regional policy, the content of the new approaches in the policy in the forthcoming programm period.

Goncharenko Y. Y. LEAKAGE CHANNELS OF ECONOMIC INFORMATION OF AN ENTERPRISE. //Economy and Management.–2013.–№2.–P83.

The author considers the concept of information economic system as a tool of enterprise management and some aspects of preservation of commercial classified information. Short description of basic channels of information leakage is given.

Ozhyganova M. I. INFORMATION SECURITY MANAGEMENT AS A COMPONENT OF BUSINESS MANAGER ACTIVITY. //Economy and Management.–2013.–№2.–P86.

Theoretical aspects of possible loss due to leakage of commercial and technological information, and also optimal investments into prevention of such losses are analyzed. The questions of information security in everyday activity of a business manager are examined.

Tsugunyan A. M. BASIC MEASURES TO IMPROVE THE SYSTEM OF EXPENDITURE OF LOCAL BUDGETS. //Economy and Management.–2013.–№2.–P89.

The author describes ways to enhance efficiency of local expenditures, problems of financial decentralization, fiscal autonomy, introduction of local costs performance monitoring and the influence of medium-term planning and result oriented budgeting system on spending at the local level.

Pashentsev A. ECONOMIC ASPECTS OF PREVENTIVE PROTECTION OF ENVIRONMENT. //Economy and Management.–2013.–№2.–P96.

The author proves the necessity of further improvement of economic approaches to solving the problem of reducing the negative impact of the economic entities on the environment through the introduction of innovative technologies and the promotion of environmentally friendly products in the market regulation of environmental protection.

Pushkaryov B. A., Kononov V. P. HIGHLIGHTS OF ECONOMIC VIABILITY ASSESSMENT

OF BUILDING MATERIALS. //Economy and Management.–2013.–№2.–P100.

Analysis of the techniques and characteristics of economic evaluation of building materials has been performed. A comprehensive estimation formula of comparative cost-effectiveness of materials and structures costs in relation to their rated life has been developed. More simplified approaches to the estimation of comparative cost-effectiveness of materials and structures have been proposed.

Chobitok V.I. PRINCIPLES OF BUDGET SYSTEM FORMATION IN UKRAINE. //Economy and Management.–2013.–№2.–P103.

The article focuses on the study and substantiation of principles of budget system formation in Ukraine. Analysis of economic essence of the concept “budget system” has been carried out.

Bayura D. A., Kutovoy A. V. STRUCTURAL CHANGES IN GERMAN MODEL OF CORPORATE GOVERNANCE. //Economy and Management.–2013.–№2.–P107.

The paper discusses the historical perspective and the structural changes in German corporate governance model in terms of globalization and integration processes in the European Union. Author singles out the prerequisites, stages of development and adaptation of the corporate environment, characteristics of the reaction of corporations to the state intervention. The contradictions of the legislative introduction of gender quotas in German corporations are identified.

Rogatenyuk E.V. THE ESSENCE OF RISK AREAS IN THE CONTEXT OF SECURING FINANCIAL STABILITY OF AN ENTERPRISE. //Economy and Management.–2013.–№2.–P113.

Approaches to determination of risk areas of an enterprise are considered in the article. Reasons of financial instability of enterprise are exposed: violation of balance between property and sources of its formation; decline of liquidity and solvency; deficit of sources of forming of working capital; disproportions of material and financial flows; diminishing of net assets as a result of profitability crisis aggravation; monetary capital deficit.

Arefiev S.O. BUSINESS PROCESSES RESTRUCTURIZATION STRATEGY. //Economy and Management.–2013.–№2.–P119.

The stages of introduction of business processes restructurization strategy have been specified. The industry-specific aspect of influence of restructurization transformations characteristics has been considered. The author has defined a concept “business processes restructurization strategy”.

Andryuschenko E. S. BASIC CONCEPTS OF ECONOMIC MECHANISM FORMATION OF FUEL AND ENERGY SECTOR OF A REGION – THEORETICAL ASPECT. //Economy and Management.–2013.–№2.–P122.

The article addresses the basic definitions and approaches to understanding of the essence of “economic mechanism” as economic category. The evolution of scientific views of the “economic mechanism” concept content has been analysed. The content of the “economic mechanism of fuel and energy sector of a region” concept has been revealed. Organizational and administrative problems of fuel and energy sector related to transition to the market system of management have been exposed.

Vlasova N.N. RAISING HUMAN RESOURCE MANAGEMENT EFFICIENCY IN TOURIST INDUSTRY ENTERPRISES. //Economy and Management.–2013.–№2.–P 126.

The problem of efficient human resource management as the factor of competitiveness growth of an enterprise is considered in the article. Methods of efficient human resource management, which provide effective economic activity of the enterprise are considered. Also the author has shown the structure of efficient human resource management of enterprises.

Golovko V. INFLUENCE OF HUMAN RESOURCE MANAGEMENT ON PERFORMANCE OF COKE-CHEMICAL INDUSTRY. //Economy and Management.–2013.–№2.–P130.

The necessity of research of the influence of management on the level of efficiency of coke-chemical industry is justified, in particular the influence of factors of human resource management. A chart of management influence on company efficiency has been built. Measures to improve the efficiency of company activities have been proposed.

Grygoryeva S.V. STRUCTURAL POLICY AND SOME CONTRADICTIONS OF CONTEMPORARY FORMS OF ITS IMPLEMENTATION. //Economy and Management.–2013.–

№2.–P136.

Research of structural policy in the economy of Ukraine is carried out on the basis of analysis of contradictions of modern forms of its implementation in business practice. Taking into account the potential of domestic ship and aircraft construction resources, the article emphasizes that exactly these fields of economy are the most adequate ones for implementation of measures of structural policy.

Pashentseva A. V. COMPARATIVE ANALYSIS OF CONCEPTS OF ENVIRONMENT AUDIT AND ENVIRONMENT INSPECTION OF RECREATIONAL TERRITORIES. //Economy and Management.–2013.–№2.–P140.

The author has carried out comparative analysis of the essence of two concepts – environment audit and environment inspection – in methods and forms of implementation, realization, objects of research, information support with special attention to peculiarities of their application to recreational territories.

Ryazantsev V. M. THE METHODOLOGICAL BASIS OF RESEARCH THEORETICAL ISSUES OF ECONOMIC DEVELOPMENT. //Economy and Management.–2013.–№2.–P146.

The paper analyzes interrelation between entrepreneurship and creative work and their role in economic development. We explain the connection of factors of production development with economic disequilibrium. Economic development is presented as a unity of opposing factors of production – creativity and entrepreneurship.

Yasonova M.A. CURRENT TRENDS IN TOURIST INDUSTRY OF CRIMEAN REGION. // Economy and Management.–2013.–№2.–P151.

The problem of tourist and hospitality complex evolvement is viewed. The author discloses current trends in tourist and hospitality services with due account for regional factors and distinguishing features of Crimea.

Khirs O. V. FORMS AND FEATURES OF INTERCOMPANY COOPERATION OF ENTERPRISES. //Economy and Management.–2013.–№2.–P154.

In this paper the author studies the current level of intercompany cooperation of enterprises, including the identification of forms and features of intercompany cooperation system. One of the factors in the spread of intercompany cooperation is globalization. In a globalized world intercompany cooperation is the method affecting the opportunity to promote businesses on the market without significant risks.