

***Bashta A. I.* CHARACTERISTICS OF THE RECREATIONAL ENTERPRISES MANAGEMENT WITH CONSIDERATION FOR ENERGY AND ECOLOGICAL CONSTRAINTS.**

//Economy and Management.–2013.–№4.–P.8.

The article reveals the characteristics of recreational enterprises management with consideration for energy and ecological constraints. The socio-economic role of energy saving technologies and the necessity to use renewable energy sources for development of recreation system is shown. The main stages for implementation of energy conservation and energy efficiency program there have been proposed.

***Dovbnya S.B., Gulyk T.V.* DIAGNOSTICS OF LONG-TERM ECONOMIC SECURITY OF AN ENTERPRISE.** //Economy and Management.–2013.–№4.–P.11.

The necessity to assess the long-term economic security has been substantiated. The author has put forward a methodical approach to diagnosis of perspective economic security in the following areas of evaluation: the dynamics of market conditions, the stage of the industry life cycle, the level of competition, prediction of the company condition, the potential of the enterprise and the efficiency of its use. A system of local indicators characterizing long term economic security in each direction has been elaborated. A method for integrated assessment of economic security has been proposed.

***Kovtunen K.V.* HOW AN INDUSTRIAL ENTERPRISE USES THE RESULTS OF ITS INNOVATIVE ACTIVITY.** //Economy and Management.–2013.–№4.–P.15.

Ways of using the results of innovative activity of an industrial enterprise are considered. Characteristics of utilizing the results of innovative activity of an industrial enterprise are defined. Depending on the kind of method, the results of using innovations are traced. The most effective ways of using results of innovative activity from the standpoint of innovation development have been defined by the author of the article.

***Tsopa N.V.* APPROACH TO FORMING THE STRATEGY OF MARKETING COMPETENCES MANAGEMENT OF AN ENTERPRISE IN THE MODERN CONTEXT.** //Economy and Management.–2013.–№4.–P.19.

The existing approaches to interpretation of competence are considered, a concept of marketing competence is formulated. On the basis of the researches the algorithm of forming the management strategy of marketing competences has been set forward. The basic stages of the algorithm have been grounded.

***Shvets I. Y.* PRECONDITIONS OF PRICING OPTIMIZATION AND DETERMINATION OF ITS FREE AND CONTROLLED AREAS.** //Economy and Management.–2013.–№4.–P.23.

Pricing being a complex, dynamic, multifactorial process of highly knowledge-intensive character is at odds with the actual practice of price fixing, which is based mainly on a subjective approach with prevailing cost-based nature. Analysing the price elasticity of demand of industrial enterprises for the products one should take into account not only the change in overall production in industrial enterprises, but their solvency as well. For products of elastic demand the current situation has worsened to a greater extent. Improvement of pricing processes and mathematical models of their optimization for the area of regulated pricing should be based on analysis of the system of technologically interconnected enterprises with system-wide optimality criterion; for the area of free pricing mathematical optimization models can be based on local criteria within the commodity producing enterprise (seller).

***Shvets Y. Y., Novokhatskaya O. A.* FINANCIAL MANAGEMENT TOOLS IN IMPROVING FINANCIAL AND ECONOMIC ACTIVITY OF MANUFACTURING ENTERPRISE.** //Economy and Management.–2013.–№4.–P.29.

The paper analyzes the use of financial techniques at Joint Venture «Amtek Ltd», the main focus of which is the production of prefabricated window and door units, construction and finishing work, design, engineering, branded cafe chain under registered name «Amigo» as well as manufacturing of confectioneries using proprietary technology. And also utilization of other tools and techniques of financial management, such as leasing, factoring, franchising.

***Artyschuk I.V.* GENERALIZED APPROACH TO BUILDING RISK PROFILE OF A COMMERCIAL ENTERPRISE.** //Economy and Management.–2013.–№4.–P.35.

The approaches to buildup of the risk-profile of modern trading enterprise are studied. Risk profile

serves as a major reference normative document of an enterprise that demonstrates the overall scheme of risk management in the organization. Creation of risk profile is a fundamental problem in the construction of risks protection management of the company and an important element of the overall strategy of risk management. This article reveals the need for a risk profile and proposes the author's technique of mapping risks of an enterprise.

Kovalenko E. V. SOME ASPECTS OF CONTEMPORARY CRISIS MANAGEMENT FOR INDUSTRIAL ENTERPRISES. //Economy and Management.–2013.–№4.–P.41.

The article discusses a need for crisis management in current economic conditions; provides definitions of the «crisis management for enterprise» and essential measures to prevent the crisis. The preventive crisis management can be defined as a process of building a desirable future, where a use of scenario planning is an important element.

Kuzmenko R. V. RESTRUCTURING OF INDUSTRY IN UKRAINE FOR EFFECTIVE ECONOMIC DEVELOPMENT. //Economy and Management.–2013.–№4.–P.46.

The article deals with the questions of restructuring of industry with the purpose of overcoming the crisis phenomena specific for the states with transitional economy. Basic directions towards creation of effective mechanism of restructuring of industry in the economy of Ukraine are traced.

Masliy N.D. DEVELOPMENT OF LETTER OF CREDIT PAYMENT METHOD IN GLOBALIZING WORLD ECONOMY. //Economy and Management.–2013.–№4.–P.49.

The article deals with theoretical and methodological foundations of cashless payments on the national and international markets. The analysis of the advantages and disadvantages of letter of credit payments has been carried out. The influence of globalization of the world economy on the development of letters of credit payments in Ukraine has been characterized. The all around mechanism for cashless settlement with due regard to the national banking system has been elaborated.

Tkachenko S.A. CONTENTS OF INFORMATION INTERCONNECTION OF ACCOUNTING SUBSYSTEM IN FUNCTIONALLY DEVELOPED MANAGERIAL SYSTEMS OF SPECIAL PURPOSE. //Economy and Management.–2013.–№4.–P.53.

Information interconnection of accounting subsystem in functionally developed managerial system of special purpose is considered. The approach is applied to the display of information communication within accounting subsystem in the functionally developed managerial system of special purpose, which is based on study of internal interconnection of the subsystem that forms it as a whole and external information exchange.

Skvortsov I. B., Zagoretska O. Y., Zaverbna M. S., Shved L. R. BUDGETING THE COST OF GOODS MANUFACTURED WITH REAL ACCOUNT FOR TIME FACTOR. //Economy and Management.–2013.–№4.–P.59.

Principal reason of failure to take time factor into account when planning expenditures of enterprise has been determined – misconception of «constant expenditures». It has been substantiated that basic essence of constant expenditures is that they do not depend on the volumes of goods manufactured, but they do depend on time. The authors have set forward the way this dependence can be taken into account in planning of corporate activities.

Shvets, Y. Y., Patrashku S. O. RECEIVABLES MANAGEMENT AT TELECOMMUNICATION BUSINESSES. //Economy and Management.–2013.–№4.–P.65.

The paper presents analysis of receivables by the example of Crimean branch of telecom company «Ukrtelecom», whose main activity is the provision of Internet services, mobile services, local, long distance and international communications service payphones and wired broadcasting. The authors have also developed schemes to reduce receivables to improve the performance of the enterprise by increasing the liquidity of current assets as a whole.

Derevyanko E.G. REGULATION OF THE BUSINESS PROCESS «COMPANY REPUTATION MANAGEMENT». //Economy and Management.–2013.–№4.–P.71.

The essence of business-process of strategic level «Company Reputation Management» is considered. Reporting requirements are developed, key indicators of management efficiency are defined. Registers of resources, inputs and outputs of business process «Company Reputation Management» have been grounded. Perspectives

of introduction of the author's proposals at food-processing industry enterprises have been substantiated.

Butyrina V.N. IMPACT OF SOCIO-ECONOMIC FACTORS ON THE DEVELOPMENT OF REGIONAL INSURANCE MARKETS IN UKRAINE. //Economy and Management.–2013.–№4.–P.78.

The author expounds the main socio-economic factors of development of the insurance market of Ukraine in regional context, analyzes the impact of these factors on the provision of the population of regions with insurance services. The problems of regional disparities have been identified.

Galushkina T.P., Sidorchenko T.F., Krinitska O.O. CONCEPTUAL PRINCIPLES OF LAND MARKET IN UKRAINE AS A BASIS OF SUSTAINABLE DEVELOPMENT OF TERRITORIES. //Economy and Management.–2013.–№4.–P.83.

The article reviews the conceptual principles of land market in Ukraine. The necessity for further development of effective forms of land relations and sustainable land use, namely through the formation of integrated land and property complexes.

Gudz M.V., Vertegel R. S. PROBLEMS AND PROSPECTS FORMATION TOURIST BRAND OF THE CITY OF ZAPORIZHZHYA. //Economy and Management.–2013.–№4.–P.87.

It has been proposed to consider problems and prospects of tourist destination and brand of the city of Zaporozhye, branding goals that reflect the interests of consumers, investors, tourists, the public interest. The challenges and opportunities related to the support and management of branding of Zaporizhzhya and increase of brand awareness have been highlighted.

Lunkina T. I. DEVELOPMENT OF ECONOMY OF UKRAINE: THE CURRENT STATE. //Economy and Management.–2013.–№4.–P.91.

The current state of economy of Ukraine is investigated. The basic indicators of development of the country are analyzed and rating of country is considered as compared to other countries of the world in various aspects of development. It has been found out, that during 2007-2012 Ukraine has demonstrated the positive dynamics of development. At regional level on all levels Kyiv occupies the leading place, where unemployment rate is minimal and investment rate is higher than in other regions. As to agricultural commodities, in 2012 Ukraine is in the first place in the world in of sunflower seed production and in the second place in barley production.

Pavlov K. V. ANALYSIS AND USE OF INVESTMENTS AND INNOVATIONS OF INTENSIVE AND EXTENSIVE TYPE IN RUSSIA. //Economy and Management.–2013.–№4.–P.96.

The article deals with social and economic characteristics of utilisation of investments and the innovations that promote intensification of public reproduction. Issues of analysis and use of investments and innovations of intensive type in economy of the Russian Federation are mainly considered.

Polyakov I.V., Binkovska O.V., Bulysheva D.V. ECOLOGICAL AND ECONOMIC PROBLEMS OF TERRITORIES WITH RESTRICTED UTILISATION STATUS. //Economy and Management.–2013.–№4.–P.102.

Problems of efficient use of areas with restricted utilisation status are in the focus of research conducted by scientists of different scientific schools. The paper has identified some theoretical, methodological and applied aspects of these territories (including natural and anthropogenic) on the basis of ecological and economic approach.

Semyonov V.F., Frolina K. L. DEVELOPMENT PROBLEMS AND INTENSIFICATION OF INVESTMENT INFRASTRUCTURE: REGIONAL ASPECT. //Economy and Management.–2013.–№4.–P.107.

Economic essence of investment infrastructure is considered, its necessity at regional level is generalized, and authors' definition of the infrastructure is set forward.

Romaniuk M.D., Romaniuk D.M. SOCIAL INEQUALITY OF REGIONS OF UKRAINE AND SOCIAL DISPROPORTIONS OF UKRAINIAN SOCIETY: DIRECTIONS OF LEVELLING-OFF AND REDUCTION. //Economy and Management.–2013.–№4.–P.112.

The article investigates the problems of social inequality of regions of Ukraine and existence of large social gap between classes in modern Ukraine. The author also highlights one of the most debatable questions of economy in relation to the increase of labor compensation ratio in GDP and reprivatization with the purpose of

correction of social inequality, the basis of which lies in inequality of possibilities. Directions of social inequality leveling-off of regions and reduction of social disproportions of society have been defined.

***Vaisman E.Y.* MODERN APPROACHES TO THE RESEARCH OF DEPRESSED REGIONS.**

//Economy and Management.—2013.—№4.—P.118.

Modern approaches to the research of development of depressed regions are studied in this article. In order to improve mechanisms of regional policy the author has grounded the necessity of generalizing the results of theoretical and applied surveys of depressed areas, including the development of criteria for assessing depression and regional disparities, rehabilitation programs, as well as mechanisms of state regulation.

***Volkov D. V.* ENSURING EFFICIENCY OF AN ENTERPRISE AT THE CURRENT STAGE.** /

//Economy and Management.—2013.—№4.—P.121.

The paper analyzes the performance evaluation of company efficiency, develops alternative integrated indicators and considers possible ways to ensure efficient operation in competitive business environment.

***Vaysman V.* DEVELOPMENT OF REGIONAL INFRASTRUCTURE: PROBLEMS AND SOLUTIONS.** //Economy and Management.—2013.—№4.—P.125.

The approaches to determining the essence and functions of the definition infrastructure of the economy are considered. The expediency of the use of public-private partnerships in infrastructure projects, the use of which provides for the creation of conditions for investment and business development initiatives, are revealed.

***Drobysheva O.* THE ENTERPRISE'S SOLVENCY ESTIMATION IN THE SYSTEM OF CRISIS MANAGEMENT.** //Economy and Management.—2013.—№4.—P.129.

There're considered the features of the enterprise' solvency estimation in the crisis management. The problems linked with the accuracy of the enterprise' solvency estimation restriction, with the quality of information for its users' reduction and, therefore, with the adequacy of management decisions are solved. The directions of the solvency estimation improvement to prevent crises are determined.

***Sereda E.A.* METHODS OF REGULATION OF A CAPITAL STRUCTURE OF AN ENTERPRISE.** //Economy and Management.—2013.—№4.—P.133.

The article proves the possibility of using optimization methods for the regulation of a capital structure of an enterprise. The directions and advantages of the systematic using of these methods are defined. The correlation factors of capital formation and methods of optimization of capital structure are shown. The sequence of regulating the capital structure of the enterprise is suggested.

***Cherkas A.* THE ISSUE OF CONTROLLING THE IMPLEMENTATION OF DOMESTIC ENTERPRISES.** //Economy and Management.—2013.—№4.—P.140.

The article outlines the need for controlling activities in enterprise management system, defines the concept of controlling his appointment, determines the location and role in the system of management of domestic enterprises. Indicated the row of questions that prevent to the proportional introduction of controlling in management system by an enterprise.