

Prokhorova. V.V. INTEGRATION DEVELOPMENT OF AVIATION ENTERPRISES: THEORETICAL AND METHODOLOGICAL FRAMEWORK. //Economy and Management.–2013.–№6.–P.8.

This paper analyzes the peculiarities of integration processes in the modern post-industrial society. The author has come up with suggestions for improving the efficiency of aviation enterprises integration as practical recommendations aimed at creating business integration structures. Theoretical and methodological tools to maximize the efficiency of the integration of aviation enterprises have been elaborated.

Tsopa N.V. INFLUENCE OF MARKETING COMPETENCE ON THE COMPANY DEVELOPMENT. //Economy and Management.–2013.–№6.–P. 12.

The existing approaches to the interpretation of the terms "company development", "marketing competence" were considered. Correlation between marketing competence and development of the enterprise has been proved. The author has modified the formula of estimation of the level of usage of enterprise marketing competence.

Bezuglaya J.E. OPTIMIZATION OF ENTERPRISES' CAPITAL STRUCTURE THROUGH THE USE OF OPERATING AND FINANCIAL LEVERAGE. //Economy and Management.–2013.–№6.–P.16.

Optimization of enterprises' capital structure through the use of operating and financial leverage has been carried out. It has been established that the price of borrowed funds of industrial enterprises is somewhat lower than that of internal funds, and that is why there is an optimal capital structure that minimizes their weighted average price and maximizes qualification of an enterprise. The limits of the maximally cost-effective and minimally risky capital structure make it possible to determine the right choice of its specific values for the planning period. The author has determined that critical sales volume and constant expenses of industrial enterprises grow at the cost of cost-effectiveness of internal funds, leverage ratio. A conclusion has been made that the reasonableness of the capital structure ratios, assessment of their dynamics can be established through long-term comparisons of groups of related businesses.

Kuzmynchuk N. V., Pisarevskaya A. I. PERSONNEL DEVELOPMENT MANAGEMENT AT INDUSTRIAL ENTERPRISES. //Economy and Management.–2013.–№6.–P. 20.

The article presents a scientific-methodical approach to personnel development management at industrial enterprises, which presupposes that personnel development management is carried out on the basis of clearly defined functions and management principles and depending on correlation between the level of worker development, his actual utilisation and development level which meets the enterprise's needs and conditions of fast-changing external environment. The author has exposed the problems in the field of personnel development management at domestic industrial enterprises; the following directions have been proposed as the means of overcoming the problems with personnel development: administrative studying and technical training.

Fomenko A. V. MONITORING THE LEVEL OF POTENTIAL OF A BUSINESS AS A COMPONENT OF ITS DEVELOPMENT CONTROL SYSTEM: THEORETICAL AND METHODOLOGICAL ASPECTS. //Economy and Management.–2013.–№6.–P.28.

The author has improved theoretical and methodological tools for monitoring the level of potential of domestic businesses, which are based on the use of certain scientifically proven set of tools and a clear algorithm of evaluation of effective use of existing and potential businesses opportunities that can provide a comprehensive progressive development. The optimal structural and methodical totality of elements of theoretic and methodological tools for monitoring the level of potential of domestic businesses has been worked out as a component of the enterprise development control system.

Kharchuk T. V. TARGET CHARACTERISTICS OF COMPETITIVENESS MANAGEMENT IN THE SYSTEM OF ECONOMIC MANAGEMENT OF AN ENTERPRISE. //Economy and Management.–2013.–№6.–P.32.

Current approaches to competitiveness management of an enterprise were investigated and generalized. Correlation between target characteristics of economic management and competitiveness management of an enterprise has been determined. The essence of the main types of competitiveness according to the nature of management objectives of competitiveness of an enterprise and the level of development of potential opportunities

of the company has been revealed.

Protsenko V. N. ORGANIZATION OF ADMINISTRATIVE INNOVATION ACTIVITY AT AN ENTERPRISE. //Economy and Management.–2013.–№6.–P.38.

The article presents an improved administrative innovation activity, which should be targeted at rationalization of existing production processes, enhancement of efficiency and quality of all aspects of production and economic activities. It has been determined that the ultimate goal of administrative innovation activities is to ensure the long-term operation of a business, performing innovation based on effective organization of innovation processes, and ensuring the competitiveness of innovative products through rational utilisation of material, labor and financial resources. The author has established that due to innovation management, companies create unique competitive advantages that open up entirely new opportunities on the market, or create conditions for the development of the market segments ignored by other competitors. It has been concluded that companies that successfully conduct administrative innovation activities, show that the main motivation for innovation development is the desire and willingness to take strategic steps in general and conduct innovation activities in particular.

Arefiev V.A. ECONOMIC FACTORS OF FINANCIAL SECURITY OF AN ENTERPRISE. // Economy and Management.–2013.–№6.–P. 42.

This article analyzes the factors influencing the formation of financial security, systematizes classification attributes, which define the economic security of an enterprise and influence the formation of financial security with definition of specific features in moving financial resources and provision of financial interests. The author has put forward certain practical recommendations for the improvement of the general algorithm of financial security of a company based on the risk creating factor concept that makes it possible to take into account the uncertainty of the external and internal environment in all forms of its manifestation.

Gavkalova N. L., Nisfayan S. S. EVALUATION OF EXTERNAL AND INTERNAL FACTORS OF ENVIRONMENT IN CONTROLLING THE COST OF STAFF MANAGEMENT AND DEVELOPMENT. //Economy and Management.–2013.–№6.–P.48.

External and internal factors of environment in controlling the cost of management and development of staff have been considered. Their impact on the staff management and development has been evaluated. The author has separated the factors, which are primarily to be taken into consideration in programs of staff development for early diagnosis of signals of negative factors of internal and external environment.

Boychenko N. V. ANALYSIS OF TENDENCIES IN INJURY RATE AND PROFESSIONAL DISEASES IN UKRAINE. //Economy and Management.–2013.–№6.–P.54.

The article contains analysis of tendencies of level of injury rate and professional diseases in Ukraine. Changes of structure of regions with high injury rate, dynamics of severity of injuries, age distribution of the injured have been investigated. Distribution of occupational risk according to the types of activity has been considered. Key reasons causing industrial accidents have been analysed. The author has defined positive and negative changes of risks in the field of health and safety for the purpose of revealing main trends and developing measures to reduce risks in this sphere.

Gerashchenko I. A. KEY ASPECTS OF ERCHANDISING KNOWLEDGE DEVELOPMENT. //Economy and Management.–2013.–№6.–P.59.

The article describes theoretical aspects of merchandising, systematizes the concept of merchandising, considers the classification of merchandising and main qualification symptoms and presents comparative analysis of hierarchical and facet classification methods.

Sushko N.A., Buzni A.N. BUILDING AN INDICATIVE MODEL OF EFFICIENT MANAGEMENT OF FISHING INDUSTRY IN UKRAINE. //Economy and Management.–2013.–№6.–P.65.

The author has considered the current crisis in fishing industry of Ukraine and offered an indicative model, the achievement of indicators of which will allow to overcome the crisis in this sector and start its steady development. The economic effect of achievement of these indicators for fisheries and the state budget of Ukraine has been determined.

Panichkina M. V. PECULIARITIES OF FINANCIAL ACTIVITIES OF RUSSIAN

UNIVERSITIES IN THE CONTEXT OF LIMITED BUDGET FUNDS. //Economy and Management.–2013.–№6.–P.73.

The article considers the nature and reveals the main content of contemporary mechanism of financial provision of Russian institutions of higher professional education in the context of reorientation of state model of budget management from cost-based to cost effective approach. The problems of financing of the activities of universities from alternative sources have been considered; a significant part of them is provision of paid educational services.

Rogatenyuk E.V., Seit-Ablaeva E.R. MODELS OF CASHFLOW OPTIMIZATION OF AN ENTERPRISE. //Economy and Management.–2013.–№6.–P.77.

The article considers models of optimization of balance of money of an enterprise, reveals their common features, advantages and disadvantages; defines the levels and aims of optimization of balance of money on the current account of an enterprise.

Statsenko E. V., Ruban H. S. CAUSES OF INFLATION IN NATIONAL ECONOMY. //Economy and Management.–2013.–№6.–P. 85.

The authors systematize various scientific approaches to the definition of inflation; identify the causes of inflation in the national economy, which will allow to determine the best ways of cash emission in crisis situations. The essence of various ways of cash emission in the state has been disclosed.

Bozhanova E.V. FINANCIAL AND ECONOMIC MANAGEMENT OF INDUSTRIAL ENTERPRISES IN FINANCIAL CRISIS. //Economy and Management.–2013.–№6.–P.90.

The main theoretical approaches to financial and economic management of industrial enterprises in the financial crisis have been viewed. The problems arising in the management of the company during the crisis have been identified.

Dyshlovoy I. N. ANALYSIS OF ECONOMY OF CRIMEA ON THE BASIS OF NATIONAL ACCOUNTS. //Economy and Management.–2013.–№6.–P.94.

The author has carried out analysis of Crimean economy based on the use of national accounts and made conclusions as to further development of the region.

Efremov A. V. FORMATION OF OPTIMAL MUNICIPAL ORGANIZATIONS STRUCTURES . //Economy and Management.–2013.–№6.–P.100.

The article considers the characteristics of an optimal structure of municipal organization. It reveals the essence of the municipal utility models. The autgor has reviewed characteristics of resources of municipal services and refined general rules of local self-government functioning.

Oshovskaya N.V. ROLE OF ENVIRONMENT CONSERVATION IN THE CONCEPT OF SUSTAINABLE DEVELOPMENT. //Economy and Management.–2013.–№6.–P. 109.

The article reviews existing scientific approaches to determination of essence of sustainable development, as pre-requisite of environment conservation for future generations; investigates the system of rational use of natural resources in regard to socio-economic development in the conditions of existent natural-resource capacity of a territory. Modern vision of rational use of natural resources is presented within the framework of sustainable development

Andreeva E. L. THEORETICAL BASE OF FORMING OF ORGANIZATION AND ADMINISTRATIVE POTENTIAL OF COMPETITIVENESS OF MACHINE BUILDING ENTERPRISES. //Economy and Management.–2013.–№6.–P.113.

The author has improved the set of concepts and categories on the issue of research of forming of organizational and administrative potential of competitiveness of machine building enterprises by establishing logical interrelation between fundamental concepts of «sustainability», «competitiveness of an enterprise», «organizational potential», «administrative potential», «organizational and administrative potential», which, unlike existing ones, is based on interrelation and complementarity of functional and essential characteristics of separate concepts and enables to refine theoretical and methodical bases of research.

Druzhinina J.A. FLEXIBILITY AND ADAPTABILITY AS BASIC CHARACTERISTICS OF INTEGRATED BUSINESS ENTITIES OF MACHINE BUILDING ENTERPRISES. //Economy

and Management.—2013.—№6.—P.119.

The article reveals theoretical approaches to evaluation of flexibility and adaptability as the main characteristics of integrated business entities. General approach to the formation of flexibility has been considered. The author has outlined aspects of flexibility of integrated business entity and described the relationship between them; summarized indicators of financial flexibility and exposed the basic sources of production system flexibility.

Kobets S.P. EVALUATION OF COMPETITIVENESS OF INDUSTRIAL ENTERPRISES AS BASIS OF THEIR COMPETITIVE STRATEGY. //Economy and Management.—2013.—№6.—P.125.

Basic principles of evaluation of competitiveness of industrial enterprises and their products have been defined. Methodological approaches to evaluation of competitiveness of industrial enterprises and their products have been analysed and classified. The special emphasis is given to the methods of competitiveness evaluation which provide an opportunity to get specific, quantified evaluation of competitiveness. Advantages and disadvantages of the discussed methods have been described. The author has considered possibility to utilize the methods of competitiveness evaluation as bases of competitive strategy of enterprises.

Kolesnichenko A. S. STRUCTURAL AND FUNCTIONAL BASIS OF INTERACTION BETWEEN ENERGY MARKET PARTICIPANTS. //Economy and Management.—2013.—№6.—P.129.

The role of energy market of Ukraine in provision of energy security of the state has been defined. On the basis of system analysis the author has conducted a research of functions of energy market participants as its main building block.

Mushnikov A. A. GENERAL THEORETICAL ISSUES OF SUSTAINABILITY OF INNOVATION AND INVESTMENT DEVELOPMENT OF A COMPANY. //Economy and Management.—2013.—№6.—P.136.

Main concepts of development sustainability has been put forward, definition of sustainability of innovation and investment development of companies has been generalized. The necessity to prioritise innovative component of a company development has been grounded.

Pashentseva A. A. ON THE DEFINITION OF A CLUSTER IN THE TOURIST INDUSTRY. //Economy and Management.—2013.—№6.—P.140.

The article presents the author's vision of the essence of the cluster concept in the tourist industry, which, unlike the existing ones, is based on the association of various field-oriented enterprises, functioning on the same territory, without creating a single legal entity. The positive and negative characteristics of functioning of a cluster in the tourist industry have been specified.

Slastyanykova A. I. FORMATION OF STRATEGIC FUNDING GUIDELINES OF RESOURCE POTENTIAL OF CONTROLLED AND ORGANIZATIONAL DEVELOPMENT OF AN ENTERPRISE. //Economy and Management.—2013.—№6.—P.144.

The author has improved formation of strategic funding guidelines of resource potential of controlled and organizational development of an enterprise. It has been established that the activity of an enterprise on the market is aimed at achieving specific strategic goals and tactical objectives that will ensure efficient operation, profitability, survival and competitiveness in the market. The article investigates the interdependence purposes of resource potential of business and profits, which involves nine stages. Kinds of cyclical crises in the process of controlled and organizational development of a company have been considered; the last stage of which is operation of the business, based on cooperation; during this stage limit crisis is overcome, the staff of the enterprise is united in one business team; common interests and values are established, a new impetus to controlled and organizational development emerges. The study has found that given the current level of resources, the company can quite easily select the most appropriate option to increase production through efficient use of funding resources of potential controlled and organizational development.

Stupina J. J. CHANGE MANAGEMENT AS A FACTOR OF SUSTAINABLE DEVELOPMENT OF A COMPANY. //Economy and Management.—2013.—№6.—P. 150

The article describes the different interpretations and reveals the essence of the concept of "change" with the general philosophical system characteristics and features of a modern enterprise. It substantiates the term "change" as providing a foundation and driving force of adaptive functioning and development of a modern

enterprise. The main signs of change and the factors causing them in today's micro and macro environment. The analysis determined that in current management practices, a company always encounters various kinds of changes, both of internal and external environment. It has been found that it's impossible to prevent changes in the company due to causes of the changes being beyond company management's control. In an unstable economy there is an acute problem of providing an effective response to changing internal and external environment of an enterprise through change management.

Churilov S. V. STRATEGY OF LOGISTICS MANAGEMENT OF COMPETITIVENESS OF MACHINE BUILDING ENTERPRISE POTENTIAL. //Economy and Management.–2013.–№6.–P.154.

Strategy of logistics management of competitive potential of a company has been improved. It has been determined that the activity of an enterprise on the market is aimed at achieving specific strategic goals and tactical objectives that will ensure efficient operation, profitability, survival and competitiveness in the market. The author has substantiated that strategy formation is a complex process that requires high skills and competence of performers. The essence of the concept of strategy of logistic management of competitive potential of machine building enterprises has been formulated; three main types of strategies and the stages of strategy development have been identified.

Shvets Y., Tolubko A. DIRECTIONS IMPROVE THE EFFICIENCY OF MANAGEMENT INFORMATION SYSTEM OF INNOVATION DEVELOPMENT. //Economy and Management.–2013.–№6.–P.160.

The article discusses ways of increasing the effectiveness of management information system the efficiency of innovative development. We consider the system of decision-making and coordinating the implementation of innovation policies, mechanisms for effective cooperation between all levels of the information system of the country. Main objective is to ensure the effectiveness of policies of innovation development and coordination at all levels of the national innovation system at the national, spectral and regional levels.