

# SUMMARY

## ECONOMY OF TRADE AND SERVICES

**Avetisova A.**

*Restoratory come out of crisis: experience and problems*

The consequences of main blows of the crisis are analyzed in article, the possibilities of the enterprises of restaurant economy in increase of competitiveness of production are considered, marketing concepts of loyalty of consumers concerning the enterprises of various types are offered.

**Key words:** *restaurant facilities, crisis, subsidiary facilities, marketing policy, personnel, material interest, awarding.*

**Bezpartochnii M.**

*World Eexperience of Functioning of Trade Enterprises*

World experience of functioning of trade enterprises is considered. The modern state, conditions and the environment of functioning of subjects in trading sphere in different countries of the world is investigated. Directions of improvement of activity of national retail trade enterprises taking into account the world experience are offered.

**Key words:** *trade enterprise, integration, market, assortment, service, expenses, needs, solvent demand, consumer, quality, price, competitiveness, efficiency.*

**Golovinov N., Babkin D.**

*Factors, determining economic potential in trade*

The article defines and describes a system of factors that stipulate the development of trade enterprise potential and influence their balance and effectiveness of usage.

**Key words:** *potential, economics potential, management potential, classification of factors, classification sign.*

**Malovichko A.**

*Role, place and values of export of transport services in international and foreign trade*

In the article the necessity and the importance of research of export of transport services is considered, the role, the place and values of export of transport services in international and foreign trade is shone.

**Key words:** *transport, export, transport services, export of transport services, international trade, transport work, the market of transport services.*

**Martinov I.**

*Features of marketing of services are in the field of rest and entertainments*

The features of marketing of services are examined in the field of rest and entertainments, and also segmentation of users on the basis of psychology-graphic and socially-demographic descriptions. The found segments of users can be applied to activity of entertaining centers.

**Key words:** *rest, attractions, marketing of services, entertaining centers, segmentation of users, oriented to the client.*

**Pokintelitsya V.**

*The systematization and estimation of risks of taxes administration of trade enterprises*

The methodical taxes determination of risk oriented control, tax risk, distributing of taxpayers according to risks is given. On the basis of generalization of these tax legislation violations by trade enterprises an estimation of risks is given. The accents in taxes administration of enterprises according the risk groups are offered.

**Key words:** *tax risk, risk oriented to control, payer, group, legislation, violation, administration.*

**Mihajlenko T.**

*Substantiation of technique of the margin analysis at trade enterprises carrying out*

In the article the theoretical bases of a substantiation of necessity of margin analysis using and the technique of its carrying out at trade enterprises for the purpose of increase of operational activity management efficiency are considered.

**Key words:** *goods turnover, profit on realization, the income of realization, the margin income, a break-even point, margin efficiency.*

**Roshka M.**

*Research of intercommunication and influence of innovative activity on increase of competitiveness of trade enterprise*

The substantive issues of the influence's system of innovative activity on the increase of competitiveness through determination of application sphere's of innovations are considered in the article.

**Key words:** *innovation, innovative activity, competitiveness, competitive edge, competition defect, application sphere.*

**Simonova V.**

*Condition formation features of the competitive potential of the trading enterprises of Consumer Cooperatives in Ukraine*

Study of social and economic nature of consumer cooperatives system and trends of competitive capacity formation brought to conclusion that consumer cooperatives is an attractive outlook in the market economy conditions.

**Key words:** *consumer cooperatives, share, competitive potential, retail trade, competitive advantages.*

**Soboliev V.**

*Development of market trade in the Donetsk region: tendencies, problems and ways of their solving*

The analysis of modern tendencies of development of market trade is done in Donetsk region, the features of its functioning are reflected; problems, that complicate the development of market trade on the modern stage of economic development of the country are revealed.

**Key words:** *market trade, auction network, auction enterprises, development, problems.*

**Yurchenko Yu.**

*Methodological approaches to concept formation of wholesale trade*

Uses of multidimensional research space for concept formation of wholesale trade that allows to open its potential are offered. Also it helps to find out additional levers of influence on wholesale trade.

**Key words:** *concept, system, institute, transformation, interpretative model, multidimensional research space, research program, target system.*

## **SOCIO-ECONOMIC PROBLEMS OF DEVELOPMENT OF NATIONAL ECONOMY**

**Aliksieiev S.**

*Essence of the economic stabilization*

The article is devoted to the question of interpretation of the concept «Economic stabilization». «Stabilization» contains various determinations of categories, «economic stabilization» and their critical characteristic.

**Key words:** *stabilizing, economic stabilization.*

**Bril E.**

*The principal bases of the money circulation in the modern system of economic institutions*

The article considers the theoretical approaches to the definition of money circulation, on the principles, which constitute the fundamental basis of monetary circulation in the modern system of economic institutions, the relationship of the monetary circulation with the pace of development of the industrial sector of the economy of the country.

**Key words:** *monetary circulation, economic institutions, principles, development, economy of the country.*

**Valinkevich N.**

*State adjusting and planning of development of enterprises of food retail industry of Ukraine*

Obrruntovano theoretical positions in relation to the necessity of state support of enterprises of food retail industry taking into account objective conformities to the law and specific features of functioning of industry

**Key words:** *state support, charges, food retail industry, agriculture.*

**Golovinov O.**

*Basic functions of venture capital in the context of development of innovative economics*

The differences between the main features and basic functions of venture capital as a starting point for analyzing the effects of their use is discussed in the article.

**Key words:** *venture capital, features of venture capital, private investing, functions of venture capital, synergetic effects.*

**Zaremba P., Shestov L.**

*Diagnosis of Ukrainian Hospitality infrastructure in modern conditions*

The article examines Ukrainian modern hotel market status in comparison with the requirements for Euro 2012, the infrastructure was analyzed, the reasons hindering the market entry of international operators on the domestic market of hotel services was identified, the proposals as for improving of the infrastructure were given.

**Key words:** *infrastructure, hotel market, diagnostics, Euro 2012, management.*

**Litvin V., Korolyova N.**

*The living standard and households savings in Ukraine*

The article explores the effects of living standard parameters on dynamics of households savings. It is shown that the current state of saving process in Ukraine inherits a number of negative trends caused by the overall decline in the quality of living. The authors conclude that growth of households' real income in the long run, on the one hand, and creation of favorable saving climate, on the other hand, will contribute to transformation of people savings into organized forms, enhance investment capacities of the national economy, and increase the Ukrainian society well-being.

**Key words:** *households savings, saving rate, living standard, real income.*

**Palii N.**

*Formation of capitalist system in Ukraine: social aspect*

The most significant changes of socioeconomic system in Ukraine are analysed in the article. On the basis of the analysis the negative influence of economic and political reforms upon the social development of the state is done.

**Key words:** *capitalism, business (enterprise), free market, social phobias.*

**Rad N.**

*Some methodological aspects of the pension system in Ukraine under the conditions of underground economic relations are analyzed*

The range of problematic issues is defined. The proposals to improve the concept of pension reform in the context of socio-economic development are given.

**Key words:** *pension system, reform, underground economy, conception, development.*

**Rasulova U., Reginya O.**

*Problems of labour migration in Ukraine and ways of their overcoming*

Principal reasons of labour migration of Ukrainians are considered in the article, the dynamics of migration is watched during the last years, the basic ways of decline of emigration of population are outlined.

**Key words:** *labour migration, external migration, internal migration, emigration.*

**Rasulova U., Yatsishina I.**

*Oil-processing complex of Ukraine: problems and ways of their decision*

In the article investigational dynamics of production of basic types of products of oil-processing complex of Ukraine, financial results of enterprise of analysable industry, problems and prospects of their decision are lighted up.

**Keywords:** *oil-processing complex, gross domestic product, financial results, operating activity, profitability.*

**Fomina M.**

*Theoretical-methodological bases of development of the socio-economic systems*

In the article are analyzed in detail the investigational existent economic theories of the socio-economic systems development: are analyzed from liberal to institutional. The analysis of their compatibility with the purpose and tasks of steady development taking into account influence of global world transformations is conducted.

**Keywords:** *socio-economic system, model of development, globalization, sustainable development.*

**Sheremet T., Zhylenkova K.**

*Trends in Ukraine foreign trade in high-technology products under the influence of factors which form state of the market*

In this paper definition of state of the market of high-technology products and classification of its analysis indicators are given, *foreign trade of Ukraine in the international market of high-technology products and factors which influence on the Ukraine export of high-technology products* are estimated.

**Key words:** *international market of high-technology products, foreign trade of high-technology products, factors which influence on the Ukraine export of high-technology products.*

**Shemaeva I.**

*Influence of commodity structure of export and import on economic security of Ukraine*

The analysis of modern commodity structure of export and import of Ukraine is done in the context of its influence on the constituents of economic security of the state. The ways of improvement of pattern of trade and reduction of negative foreign trade balance are offered.

**Key words:** *commodity structure, export, import, economic security.*

**Gorina G.**

*Strategies of development of hotel internetworks: Theoretical principles and mechanism of realization*

In the article investigational basic strategies of development of hotel internetworks. The mechanism of forming of hotel internetworks is offered.

**Key words:** *hotel internetworks, hotel enterprises, strategies of development.*

## ECONOMIC MECHANISMS OF MANAGEMENT ENTERPRISE

**Balabanits' A.**

*Mechanism of reflexiv management by a competitiveness*

In the article on the basis of systematization of present approaches essence of reflexiv management of enterprises a competitiveness is exposed; the mechanism of decision of tasks of reflexiv management a competitiveness is offered in the field of marketing co-operation on the basis of technology of system dynamics.

**Key words:** *reflexiv management a competitiveness, force of reflexiv influence on the marketing conduct of competitors, system-dynamic reflexiv case a competitiveness frame in the field of marketing co-operation.*

**Barantseva S., Plakida S.**

*A management of enterprise income is from influence of risks of his activity*

The article is devoted the problem of account of influence of risks of activity of enterprise on an income, and also to development the form of expert estimation of degree of influence of risk factors on the income of enterprise, measures are offered for prevention and protecting from risks.

**Key words:** *income, risk, management, risk factors, enterprise, an income.*

**Bliz'kiy R.**

*Design of control activity of fruit and vegetable industry of industry system*

The questions of design of management of fruit and vegetable production marketing activity are examined on the base of approach of the systems to the analysis of co-operation of enterprise and market. Study and analysis of functional dependence of elements of the got model to transport-dispatch allows activity of the marketing system to select in it characteristic levels and to describe specificity of co-operation of its constituents.

**Key words:** *approach of the systems, fruit and vegetable industry, analysis of co-operation, case frame, market competition, logistic.*

**Voytyushenko N.**

*Informative providing of activity of enterprises of restaurant economy and his perfection*

The results of analysis of problems of the informative providing of activity of enterprises of restaurant economy and facilities of their decision are resulted in the article.

**Key words:** *informative providing, restaurant economy.*

**Vorobyeva O.**

*A comprehensive system of anti-crisis management of trading enterprises*

The article discloses the goals, objectives and structure of the integrated system of anti-crisis management; defines the main functions of the portfolio of activities and of the subsystem of diagnostics of the enterprises survival, and directions of increasing the efficiency of the system of crisis management.

**Key words:** *diagnostics of the enterprises survival, external and internal factors of the crisis, comprehensive system of anti-crisis management.*

**Voskoboeva O.**

*Analytical providing of management the capital assets of enterprises of retail business*

The ways of perfection of the analytical providing of management the capital assets of enterprises of retail business are considered in the article.

**Key words:** *enterprise, capital assets, retail business, efficiency, analytical providing.*

**Gasilo O.**

*Principles of construction of controlling system at the enterprise*

The article suggests a classification of principles of construction of controlling system at the enterprise. The structure of controlling system at the enterprise according to the functional principle is considered.

**Key words:** *system of controlling, principles of controlling, the principles of the system approach, controlling functions.*

**Denisenko A.**

*Logistics as the tool of activity efficiency increase of the enterprises*

Basic conditions of logistical management, indications of logistical system, basic principles of integration and possibility of implantation of logistical management for economic efficiency increase are considered in the article.

**Key words:** *logistical management, «8R» complex, logistical integration, logistical system, efficiency of logistical management.*

**Donets' L., Kravchenko Yu., Chmarina V.**

*Motivational strategy as factor of increase of competitiveness of enterprise*

In the article grounded expedience of development of motivational strategy, the results of research reflected that influence on the labour conduct of workers of enterprise, the chart of increase of competitiveness of enterprise is offered through the use of motivational strategy.

**Key words:** *motivational strategy, labour conduct, competitiveness of enterprise.*

**Dyadechko L., Pantio A.**

*Diagnostic instruments of the estimation effektivnosti management incom enterprises*

Role income is considered in article in activity of the enterprise, as well as are analysed main diagnostic instruments of the estimation to efficiency to economic activity of the enterprise, which base is an income.

**Key words:** *income, economic diagnostics, enterprise, complex system of the factors, balanced system of the factors.*

**Emtseva L., Travkina M.**

*Analysis of practice of forming and division to the income of joint-stock company «OAT-FLAKES»*

In the article backlogs of increase of income of Joint-stock COMPANY are examined «Oat-flakes» through the analysis of structure and dynamics of profits of enterprise, structure of forming of income, directions of the use of income of enterprise.

**Key words:** *income, structure and dynamics of profits, forming of income, directions of the use of income.*

**Zhyliaieva I.**

*Place recruitment personnel in process of production activity of the enterprise*

The Article dedicate to consideration to need of the selecting the personnel (frames) as factor to success to activity of the enterprise. The Considered elements of the shaping the personnel and main stages of the selecting the personnel, as well as place of the selecting the personnel in managerial system by personnel of the enterprise.

**Key words:** *recruitment, selecting the personnel, personnel, enterprise.*

**Zaika Y.**

*Evolutional approach to determination of economic behavior of an enterprise*

The essence of economic behavior in the cut of different historical scientific flows is considered in the article. The essence of economic behavior of a trade enterprise in substantiated.

**Key words:** *economic people, economic behavior, economic behavior of enterprise, choice, adaptation, rationality.*

**Ziablitsev D.**

*Adaptation of methods of motivation according to type and necessities of worker*

In the article the differences between notions «motivation» and «stimulation» are exposed, forms and methods of stimulation depending on the motivational type of a worker are selected, the variant of adaptation of methods of motivation according to the types of workers necessities is developed and grouped.

**Key words:** *adaptation, motivation, necessity, type of worker, forms of stimulation.*

**Ilienکو Yu.**

*Organizational-economic mechanism of the information support of an enterprise management based on an agent approach*

The organizational-economic mechanism of agent simulation models implementation into the information support management systems of trade enterprises based on the regulations of the information communication subjects interaction and appropriate software and hardware that allows to provide the depth and breadth of the control system functionality, flexibility, high integration degree of all its components, timely critical factors recording are investigated in the article.

**Key words:** *information support, trade enterprise management, agent imitation modelling.*

**Kornilova O., Klimenko O.**

*Bonus system of payment*

In the article the possibilities of application of the bonus payment system at the modern enterprises on the principles of current labour legislation of Ukraine are considered.

**Key words:** *motivation, stimulation, encouragement, reward, bonus, salary, premium.*



**Kravchenko O., Ivanchuk K.**

*Informative case the resources of commodities frame*

In the article of obruntovano value of information in a management the resources of commodities, certainly basic aspects of forming of informative model, an informative case of point-of-sale enterprise the resources of commodities frame is offered.

**Key words:** *resources of commodities, informative case the resources of commodities frame, informative stream, even managements the informative system.*

**Krivenko A.**

*Estimation of managerial staff competitiveness*

Essence of estimation of managerial staff competitiveness is exposed, the method of score estimation of high-quality indexes of managerial staff competitiveness is developed in the article.

**Key words:** *managerial staff competitiveness, single indexes of managerial staff competitiveness, general index of managerial staff competitiveness.*

**Lykova A.**

*Analysis of models of outsourcing information technology*

The article is touching upon the main categories of sourcing in an enterprise management system. The models of outsourcing information technology reveals the essence of these models, the main advantages and disadvantages that affect the decision on the introduction of outsourcing in an enterprise.

**Key words:** *outsourcing of information technology, information technologies, models of outsourcing of information technology.*

**Mizyuk B., Il'chuk O.**

*Features of forming of strategy of management economic potential are on a point-of-sale enterprise*

In the article authors are offer new approach to forming of strategic management economic potential on the basis of forming of strategy. Depending on the levels of development of resource and client constituents, the matrix of choice of strategy of management of point-of-sale enterprise economic potential is formed.

**Key words:** *management strategy, point-of-sale enterprises, economic potential.*

**Prorochuk Z.**

*Informational streams in management system of commercial enterprise*

In the article the analysis of informational streams of commercial enterprise is fulfilled. The main principles of organization and project process of logistical informational system, connected with informational streams of enterprise are considered.

**Key words:** *informational streams, logistics, logistical informational system, commercial enterprise.*

**Raspopova V., Volkova K.**

*Personnel administration efficiency stipulation by information systems introduction*

In this article problems of accounting information concerning personnel are considered, the information systems grouping is made, personnel administration efficiency dependence from information systems introduction is substantiated.

**Key words:** *personnel administration, information systems, efficiency, accounting information.*

**Rudenok A.**

*Methodical providing of estimation of social development of labour group*

The necessity of estimation of social development of labour group is grounded in the article. On the basis of essence study of methodologies of social development of labour group (enterprise) their positive and negative basic descriptions are determined. Suggestion on determination of criteria of standard methodology of social development of labour group of an enterprise are worked out.

**Key words:** *social development of labour group, social development of enterprise, methodology, advantages, defects, criteria.*

**Sergeieva O., Krasnonosenko M.**

*Forming of strategic changes of an enterprises on the basis of the balanced system of indexes*

In the article the essence and the role of the balanced system of indexes is considered as an instrument of realization of strategy of an enterprises, and also the balanced system of indexes I developed for a concrete enterprise, on the basis of which strategic changes and measures of their realization are determined.

**Key words:** *strategic changes, the system of indexes, strategy enterprise, measures of realization.*

**Serdiuk-Kopchekchi Yu.**

*Comparative approach to flexibility of economic systems management*

The paper focuses on the fundamental problems of economic systems, the comparative analysis of their components and parts, is made and the comparative approach to the implementation of strategic change at the enterprise as an economic system based on the creation of flexible structures development is proposed.

**Key words:** *comparative approach, analysis, economic system, strategic changes.*

**Simenko I.**

*Emotional intellect as constituent of enterprise management potential*

The concept of emotional intellect is examined in the article. The constituents of management potential are determined and description of each elements. Is given The value of emotional intellect successful work of modern managers is shown in providing.

**Key words:** *administrative potential, emotional competence, intellect, control system, management vehicle.*

**Simenko I., Sukharieva L.**

*Subjective and objective interrelation in the system of administration as precondition of subjective components optimization*

The essence of the component «subjective component's optimizations» is disclosed. The character of interrelation of administration system's elements «subject-object», the degree of influence of diversity and complication of objects (content characteristics) on determination functions: planning, accounting, control, analysis is analysed. The dependence of subjective component's optimization from the character of interrelation of elements of the system «subject-object» is substantiated.

**Key words:** *administration subjects, subjective and objective interrelation, optimization, conceptual reconstruction of object of administration.*

**Folomkina I.**

*Management of the resistance to the strategic changes on the base of forces field's conception*

In the article the necessity of managing resistance to the strategic changes is grounded, the forces field's conception as a base of managing resistance to the strategic changes is examined; the procedure of managing resistance to the strategic changes is proposed, its stages and content are determined; the results of using the proposed procedure in the modern enterprises are presented.

**Key words:** *resistance to the strategic changes, management of the resistance to the strategic changes, forces field's conception.*

**Frolova L., Volkova K.**

*Necessity of application of the balanced system of indexes as a basic instrument of objective estimation of efficiency of activity of enterprise*

Essence and necessity of application of the balanced system of indexes is considered in the article, and also the results of introduction of this instrument of estimation are resulted on the example of concrete enterprise.

**Key words:** *the system of indexes, directions of the use of ZSP, advantages and difficulties of introduction of ZSP, is balanced.*

**Frolova L., Travkina M.**

*Diagnostics of financial results of enterprise activity*

The article examines significance of diagnostics in control system of enterprise financial activity and the system of indexes for diagnosticating of management financial results efficiency is developed.

**Key words:** *diagnostics, management, financial results, income.*

**Chmarina V., Romanenko N.**

*Diagnostics of the life cycle as a tool of enterprise strategic management*

In the article the peculiarities of development of business enterprise in different periods of its life cycle are lighted up; the impact of the life cycle period on formulation of the main goals and tasks of the enterprise is grounded; the stipulation;

of strategic management by the period of life cycle of an entity by means of evaluation of its results in each period is proved.

**Key words:** *strategic management, life cycle, diagnostics, stipulation.*

**Shumaeva O., Savel'eva O.**

*Sinergizm of management a personnel and quality is on a modern pharmaceutical enterprise*

In the article the synergistical effect of co-operation of subsystems of management and quality management a personnel is considered on a pharmaceutical enterprise in the modern terms of menage. The special attention is spared intercommunication of development of human potential with effectiveness of work of enterprises of pharmacies of retails.

**Key words:** *human potential, quality management, standards of quality, stages of management a personnel, synergistical effect, effectiveness.*

## INVESTMENT AND INNOVATIVE MANAGEMENT

**Gladkova O.**

*An improvement of innovative-investment processes is in financial samorozvitku of enterprises*

In the article the questions of construction of effective case innovative-investment processes frame are examined in trade. The offered model includes for itself three vzaemopov'yazani blocks, successive realization of which will enable investors to choose from the great number of investment alternatives those projects which will be instrumental in the increase of financial constancy and acceleration of financial samorozvitku of enterprises of industry.

**Key words:** *point-of-sale enterprise, innovative-investment process, financial samorozvitok, model of innovative-investment processes.*

**Kravchuk L.**

*Directions and sources of investment into human capital*

The sources of investments into a human capital on different levels (personality level, level of enterprise, regional, national, intergovernmental) are considered and generalized: description of directions of investing on different constituents of human capital is given.

**Key words:** *capital, human capital, investments, sources of investing.*

**Obertaylo M.**

*Normatively-legal frameworks of innovative-investment activity are in Ukraine*

The most unfolded list of normatively-legal acts which regulate innovative-investment activity in Ukraine is given in the article. Also certainly major problems, related to the legislative base, and the ways of their decision are offered.

**Key words:** *innovation, investment, innovative-investment activity, normatively-legal framework, legislative base, innovative infrastructure, business-incubator, innovative cluster.*

**Olifirov A., Dorokholsky V.**

*Investment decision support system on foreign exchange market*

This article is the study of decision support systems on the currency market. The necessary decisions are taken by investors to determine the direction of price movement and open the best positions in the process of currency buying and selling.

**Key words:** *currency market, investing, computer-aided analysis, technical indicators, moving average.*

**Poddubnyak D.**

*Problems of development of funds of financing of building are in the conditions of crisis*

The quantitative and high-quality indexes of development of funds of financing of building, activity of principals of facilities, financial companies-managers are analysed. An estimation is given to the dynamics of bringing in of facilities from the principals of funds of financing of building. Generalized market problems and the ways of their decision are offered.

**Key words:** *fund, financing of building, crisis, principal, financial company, manager.*

**Sarbash L., Verbitska Yu.**

*Estimation of capitalization of enterprise*

In the article the different aspects of category are considered «capitalization». An analysis and certainly trends of capitalization of ten enterprises of food retail industry of Ukraine is carried out. Investigational ways of increase of level of capitalization in the modern terms of development of country.

**Key words:** *capitalization, estimation of capitalization, fund market, index of market capitalization, chartered capital, methods of estimation of cost of companies, coefficient of capitalization, model of estimation of capitalization.*

**Serdyuk-Kopchekchi Yu., Shakura O.**

*Innovative structures and their role are in forming of strategic priorities of economic development of country*

In the article orienteer of strategy of stimulation of innovative activity is selected in Ukraine, the features of business incubators and technical park are reflected as basic innovative structures development of which substantially influences on strategic priorities of economic development of country.

**Key words:** *innovative structures, strategic priorities, economic development, innovative activity.*