

SUMMARY

ENTERPRISE, MARKETING AND INVESTMENT MANAGEMENT

Shubin A., Mahnonosov D.

Notions and reasons of application of mechanism of steady development of enterprises of small business

The article deals with problems of concepts and motives of using the sustainable small business development mechanism in today's conditions. The ways of resolving this matter in compensatory capacity view of small business are proposed.

Key words: *compensation opportunities, sustainable development, international standard, management system, quality, small business, competition.*

Shubin A., Titova K.

Competitive analysis of producers frozen food

The paper presents the results of a comprehensive competitive analysis of key frozen products enterprises based on the scheme of competitive analysis.

Key words: *competitive analysis, competitive advantages, concordance coefficient, experts findings.*

Azarian O., Belenkiy O.

Usage of marketing tools of food enterprises in the contemporary economy

Legitimate purposes and objectives of the marketing approach to managing the food industry are grounded, the proposed scheme of cyclic planning to following principles of marketing, organized structuring purposes and functions of strategic marketing of the food industry are proposed.

Key words: *marketing approach, management, food industry, cyclical planning, principles of marketing, strategic marketing.*

Balabanova L., Lichodedova O.

Model of controlling the personnel of the enterprises

The article discusses the model of controlling the personnel of the commercial enterprises. Defines the major structural elements of the proposed model of the controlling the personnel.

Key words: *model of controlling personnel, personnel management, tools for controlling personnel.*

Volcogon S.

The state and problems of state registration of subjects of small business of taxpayers

The analysis features mechanism influence of tax management is carried out on tax collection, and also developed recommendations in relation to the increase efficiency methods of tax collection.

Key words: *Internal revenue code, small business, consideration of subjects of small business, principle of implicit agreement, stopping of subjects of small business.*

Zaremba V.

Audit of the resource providing of marketing management activity of enterprises

In the article the audit of the resource providing of marketing management activity of enterprises is carried out in the cut of separate types of resources (informative, skilled and material and technical).

Key words: *audit of the resource providing of marketing management, informative providing, skilled providing.*

Logvina J.

Essence and value of integrated system of strategic management of marketing activity of enterprise

In the article essence of the integrated system of strategic management is exposed by marketing activity of enterprises, it is worked out management subsystem of strategic management by marketing potential, management subsystem by strategic management.

Key words: *strategic management by marketing activity, activity of strategic management by marketing activity of enterprises, integrated system of strategic management by marketing activity of enterprises.*

Olshansky O., Tkachenko O., Tkachova A.

The electronic commerce in direction of modern enterprises

State and prospects of e-commerce in different countries are studied. Suggestions for improving the components of e-commerce industrial and commercial enterprises developed.

Key words: *e-commerce, B2C-e-commerce, S2C-e-commerce, online shop, food, Web-site, social networking*

Panchuk A.

Analysis of strategic marketing climate of enterprises

The strategic marketing management of enterprises is analyzed in the article. The stages of process of analysis of strategic marketing climate are defined. The assessment methodology of analysis of strategic marketing climate is recommended in the article.

Key words: *strategic marketing climate of enterprises; strategic marketing management; STEEPLE-analysis.*

Petrychenko P.

Development of marketing technologies of management mutual relations

In the article is considered role of marketing technologies of management mutual relations, the resulted models of loyalty of clients and their description.

Key words: *models of loyalty of clients, satisfaction of users, benefits, inclination of users, to perception of actions of competitors.*

Prorochuk Z.

Logistical management as a factor of increasing the competitiveness of a commercial enterprise

The article provides a theoretical analysis of the nature and contents of the logistical management of a commercial enterprise. The place of logistics in the overall strategy of a commercial enterprise is defined.

Key words: *logistics, logistical management, commercial enterprise.*

Rotter M.*Collection and treatment of information for the needs of competitive intelligence*

Collection of information, necessary for the acceptance of valuable administrative decisions is examined in the article. Merits and demerits of primary and secondary information are described. The necessity of combination of both kinds of information is marked. The type of information (primary, secondary) should be chosen correspondingly to every concrete task.

Key words: *competition secret service, administrative decisions, primary, second information.*

Saveljeva E.*The evolution of concepts and models of imagology*

In the article contains the results of the analysis of the stages of development of imagology, systematization of the different scientific going are expounded development of imaginary conceptions, models and theories of imagology; identified key trends and challenges of the domestic imagology.

Key words: *image studies, the concept of imagology, models of imagology, the evolution of imagology.*

Sardak O.*Management system by HR-potential of enterprises in the conditions of market economy*

In the article the role of HR-potential in forming of key competences of enterprise is specified. The use of category «HR-potential of enterprise» in three measurings is offered. Essence and purpose of management by HR-potential in the conditions of marketing orientation of enterprises are curtailed. Composition of management system by HR-potential of enterprise is presented.

Key words: *personnel; competences of workers; competences of enterprise; HR-potential; real HR-potential; necessary HR-potential; desired HR-potential; management by HR-potential; management system by HR-potential.*

Filiakova T.*Spatial-temporal and quantitative-qualitative characteristics of Economic dynamics*

The economic dynamics is considered as ratio logic through its spatial-temporal and quantitative-qualitative characteristics. The significance of the cost's movement, which represents the spatial localization of the good's reproduction social – required time as a deep ground of economic dynamics is revealed.

Key words: *quality, quantity, space, time, economic dynamics.*

Havrova K.*Evolution of looks on nature, maintenance and essence intelectonomic*

The article revealed and systematized trends in economic relations under the growing influence of the factor «knowledge» in the modern economy.

Key words: *intelektonomic, knowledge, knowledge economy, intellectual capital, intellectualization activity.*

Chatskis Y., Fedorets M.

Scientific grounding for the criteria evaluation of the master class

The article is devoted to study of a single item of a master class as the criteria for evaluation of its participants. The scientific approach involves a comprehensive and systematic study of this component on various grounds that during creating a real master class will develop enough quality indicators for general evaluation studies, the effectiveness of the Master and others.

Key words: *workshop, educational process, the participants, the concept, evaluation criteria, accounting discipline.*

SOCIO-ECONOMIC PROBLEMS OF DEVELOPMENT OF NATIONAL ECONOMY

Azarian O.

Methodology of development of system of food safety of region

In the article questions of complex estimation of food safety level on the base of the development and descriptions of the correlation its actual economic parameter with border importance of the criterion, defining food safety of the region in modern condition of food production for population, as well as development of strategies of to food safety provision of the country on regional level are considered.

Key words: *food safety, regional policy, factors of development, agrarian policy, strategy of provision.*

Blizkiy R.

Prospect design of development of garden-stuffs and vegetables canning complex

The mechanism of development of garden-stuffs and vegetables canning complex is examined, the economic and mathematical model of calculations of necessary production volumes is offered for providing of necessity of region in fresh and canned garden-stuff and vegetable products.

Key words: *relations of markets, garden-stuff and vegetable products, garden-stuffs and vegetables complex, imitation design, optimization of the production program.*

Davydova I.

Informal employment in the labor force during the post-crisis development

The analysis of the transformation of informal employment in the post-crisis period is given, the theoretical aspects of the formation of informal employment are considered.

Key words: *informal employment, informal economy, labor market*

Klokar O.

Socio-economic mechanism of forming of labour potential of agrarian sphere.

In the article the considered phases and efficiency of development of socio-economic mechanism of labour potential of agrarian sphere, certainly leading measures on his improvement. It will provide the increase of the personal interest of peasants in the results of the labour.