

Priority directions of strengthening of economic safety of the real sector of national economy

In the article the priority directions of stimulation of the real sector development are outlined.

Key words: *the real sector of economy, economic security, institutional mechanism.*

ECONOMIC MACHINERIES OF MANAGEMENT BY AN ENTERPRISE

Andriushkina M., Frolova L.

Estimation of Efficiency and Optimization of Enterprise of Capital Structure

This article studies the problems of the manages of the capital structure of enterprises, dependence of their financial and economic state from the capital structure, and also it is given an operative estimation of financial and economic state of the enterprise.

Key words: *optimal capital structure, owned capital, borrowed capital, operative estimation of financial and economic state of the enterprise.*

Babenko A.

Essence of concept «Management changes» in scientific diskurse

In the article determinations of essence of concept «Management changes» are analyzed and conceptions the authors of which offer going near a decision this problem are certain.

Key words: *changes, resistance changes, management, motivations of changes, innovations, organizational changes*

Varfolomeeva E.

The mechanism of optimizing the potential of controlling information

The article examines the stages of optimization potential of controlling information, defines directions and principles of optimizing the potential of controlling information in the system of enterprise management.

Keywords: *optimization of the information potential of controlling, the mechanism of optimizing the potential of controlling information, the principles of optimizing the information potential of controlling, net present value.*

Glotova D.

Theoretical aspects of cost approach to management by enterprise

In the article theoretical principles of management by an enterprise on the basis of cost approach are defined, his basic advantages are certain. The objects of value-based management are certain, exposed intercommunications between them.

Key words: *management, enterprise, cost approach.*

Grygorash O.

Growth reserves of economic potential of the enterprise in conjunction with its

structural elements

The article describes the main ways to optimize the economic potential of enterprise. Offered the method of determination the unused capacity of potential growth due to its structural elements.

Key words: *economic potential, non-used features, reserves, strategic management, econometric model of correlation-regression analysis.*

Dutchak R.

Improvement of organization of internal control charges on industrial enterprises

In the article investigational essence of economic threat of enterprise. Position is developed risk oriented to going near organization of internal control of charges for protecting of enterprise from the risks of economic threat. The structure of the internal checking of charges system is improved on an industrial enterprise.

Key words: *internal control of charges, economic threat, risk of overruns, risk of corporate swindle, risk estimation, control of risk, development of alternatives of administrative decisions.*

Donets A.

Theoretical and methodological basis of competitiveness of hospitality industry management: a conceptual approach

The paper examines the theoretical approaches to the definition of the enterprise management competitiveness through various interpretations of the concept of competitiveness, it proposes a conceptual approach to the management of the hotel enterprise competitiveness.

Key words: *competitiveness, competitiveness management, hotel business, conceptual approach.*

Kolotiy V.

Strategy for the sustainable development of a trade enterprise at construction materials market. Organizational and economic aspects

The article considers the technique of choice justification of strategies for sustainable development of a trade enterprise at the market of construction materials in the modern world. The article proposes indicators for evaluation of the trade enterprise stability, which ensure competitiveness and sustainable development at the market of construction materials.

Key words: *strategy, sustainable development, enterprise stability, competitiveness, construction materials market.*

Kornilova O.

Correlation of variable and permanent part of ettlings

In the article research of optimum correlation of permanent and variable part of ettlings and dependence of variable ettlings is presented from influence of internal factors of activity of enterprise.

Key words: *permanent part, variable part of earnings, factors, bonus, reward, payment of labour.*

Stelmashenko E.

Assessment of development of the personnel of the enterprise

In article the essence of system of development of the personnel which represents the many-sided and difficult concept covering a wide range of interconnected psychological, pedagogical, social and economic problems is opened.

Key words: *system of development of the personnel; personal, professional and social development of the personnel.*

ECONOMY OF TRADE AND SERVICES

Berezin A., Shovkova O.

Internet technology as a factor of development of the commercial enterprises of consumer cooperation in Ukraine

The article deals with the trends and problems of trade enterprises of consumer cooperation in Ukraine, proposed the introduction of Internet technology, identified the benefits of its use.

Key words: *food market, consumer cooperatives of Ukraine, Internet technologies, mechanism.*

Crivoshey V., Grek A.

Methodical approaches to conducting of analysis of effectiveness of activity of enterprises of restaurant economy

A method of constructing three-factor and five-factor model of industrial efficiency of restaurant businesses.

Key words: *employment equity, enterprise restaurant management, the efficiency of enterprises, enterprise performance management of restaurant.*

Crivoshey V., Gorpichenko A.

Features of development of restaurant economy: tendencies and prospects

The article analyzes the trends in the restaurant sector, identified indicators of human capital businesses at restaurants.

Key words: *restaurant management, enterprise development, trade, development indicators.*

Mishchuk I.

Essence and peculiarities of logistic processes and flows in retail trade enterprises

The article deals with logistic processes in complex of retail trade enterprises logistic activity, species diversity and peculiarities of main logistic flows, which are the object in retail trade logistic management system, are identified.

Key words: *retail trade, enterprise, logistic, logistic activities, logistic flow, logistic processes.*

Olinichenko E.

The procedure of forming stock trading company

The factors influencing the formation and inventory identified the main directions of