

SUMMARY

ENTERPRISE, MARKETING AND MANAGEMENT

Balabanits A.

Mechanism of strategic management of interaction marketing

In article need of a strategic approach to management of marketing interaction of the enterprises is caused, is characterized key processes of the mechanism of strategic management of the enterprises, opened a technique of an assessment of efficiency of realization of a strategic set of management by marketing interaction.

Key words: *strategic management marketing vzai-modeystviye, strategic zone of marketing interaction, strategic set of management of marketing interaction, corporate system of marketing interaction.*

Velichko A.

Definition of the target market and its structure for the enterprise

In article the essence of the target market of the enterprise was carried out, segmentation of the market and assessment of the attractiveness of the segments, the structure of the target market for these enterprises.

Key words: *the target market, market segmentation, the attractiveness of target segments, the structure of the target market.*

Voityushenko N.

Problems and prospects of using cloud computing for enterprises in Ukraine

The article presents an analysis of the state and problems of calculations in clouds for the enterprises in Ukraine and prospect of their decision.

Key words: *calculation in clouds, models of Iaas, PaaS, SaaS, software.*

Germanchuk A.

Logistic audit of biznes-processov of marketing logistic

The substantive provisions of logistic audit are considered in the article, his value, aims and tasks, is certain; the conceptual model of logistic audit of biznes-processov of marketing logistic is offered, the system of logistic audit is developed in the cut of key biznes-processov of marketing logistic.

Key words: *marketing logistic, logistic audit.*

Gurzhiy N.

The process of benchmarking of the marketing complex enterprises

The article is due to the need for benchmarking of marketing complex enterprises, based on the systematization of different approaches, presents the author's approach to the formalization of the concept of marketing complex, characterized by the stages of the process benchmarking research.

Key words: *complex of marketing, benchmarking, process benchmarking of the marketing complex.*

Lykova A.

Problems of the transition to information technology outsourcing for commercial enterprise

The article is touching upon the possible problems of outsourcing information technology that can occur in during transmission management of information technologies for servicing external outsourcing company. The classification of these problems is proposed, the types in various stage the transition to outsourcing and the mechanisms combating are defined.

Key words: *outsourcing of information technology, information technologies, the process of transition to the outsourcing of information technology.*

Malovychko S.

Preconditions of occurrence of marketing of relations. A paradigm of relations

In article the paradigm of relations which has arisen as consequence of necessity of addition of the previous paradigms of marketing is considered, the events which have affected its occurrence are characterized, the comparative analysis of marketing paradigms, gemralise preconditions of occurrence and development of marketing of relations is carried out.

Key words: *marketing, marketing of relations, a paradigm of relations, system of marketing relations*

Mytrokhina Yu.

Skilled providing of sale activity of enterprise

The beautures of the skilled providing of sale activity of enterprise are exposed in the article, the analysis of competence of sale personnel of enterprises is carried out.

Key words: *skilled providing of sale activity, competence of sale personnel.*

Radkevich L., Lugovskaya I.

The education of consumers in marketing-oriented management structure of the company

The features of consumer research in enterprise marketing orientation, based on which offered biheviorist-individualist approach to the formation of consumer behavior.

Key words: *consumer, marketing tools, approaches to the formation of consumer behavior, consumer behavior management, marketing-oriented structure of management.*

Rvachova I.

Monitoring of efforts of enterprises from forming of marketing jurisdiction

In the article the necessity of monitoring is exposed during research of efforts of enterprises from forming of marketing jurisdiction, offered the proper model and grounded methodical approach to conducting of monitoring of efforts of enterprises from forming of marketing jurisdiction.

Key words: *marketing conduct, marketing jurisdiction, effort of enterprises from forming of marketing jurisdiction, model of monitoring.*

Rotter M., Cherevatskij D.

The strategy of information collecting for business needs

The article deals with the strategic choice of adequate informational cycle. For this purpose cycle of Montgomery – Weinberg is selected. To determine the boundaries of potentially useful information, the triple military paradigm is chosen. The importance of correct identification of key competencies of the organization is marked.

Key words: *collection of information, informative cycle, key jurisdictions, competition secret service, chainlet of values.*

Simenco I., Paltsun I.

Emotional intellect: problems of evaluation

In the article meaningfulness of emotional intellect for modern top-managers and managers of middle link is well-proven. The basic approaches to the estimation of quality of emotional intellect of managerial staff of an enterprise are considered; their advantages and failing are selected.

Key words: *emotional intellect, emotional potential, methodologies, based on self-report and implementation of tasks, methods of estimation of emotional intellect.*

Spitsyna N.

Theoretical aspects of the virtual enterprise as a sector of global economics

In this article are considered theoretical aspects of occurrence of the virtual enterprises, the mechanism, advantages and lacks of their functioning. The conceptual device is specified.

Key words: *a global network, the virtual enterprise, the Internet, resources, information-communication technologies.*

Kholod V.

Strategic monitoring of competitive marketing environment of enterprises

Maintenance of competitive marketing situational analysis in certain in the article, market position of priority competitors of user market of city of Donetsk of relatively competition forces of business is studied on the basis of the strategic monitoring of competitive marketing environment.

Key words: *marketing situational analysis, research of competitors, competitive environment, market segmentation.*

Yuzik L.

Forming of responsible marketing of enterprise strategy

In the article the necessity of the strategic going is considered near social responsibility of marketing of enterprise and development of responsible marketing strategy that is based on strategy of corporate social responsibility of enterprise.

Key words: *enterprise, marketing, social responsibility, strategy.*

Vynogradov V.

Conceptual base of information resource optimization in system of marketing management of the trade enterprise

In article are determined essence, the main component and conceptual schemes of the calculation to efficiency of the introducing the information system for optimization

information resource in system of marketing management trade enterprise.

Key words: *information, information facility, optimization information resource, marketing information system.*

SOCIO-ECONOMIC PROBLEMS OF DEVELOPMENT OF NATIONAL ECONOMY

Azarian O.

Problems of providing of food safety in system of factors of development of industries and territories

Within the framework of the given article the nature of state food policy are analyzed, theoretically thought and elaborated the approaches to food policy as the component part of state managerial system, provision of economic safety. Also the place of the food complex in system of national facilities in conditions of regional development is investigated, the motivated role of different subjects of food complex on distribution of food products to consumers is grounded.

Key words: *food policy, economic safety, food complex, subjects market, food safety, regional development.*

Avetisova A., Paliy N.

Socialization of market labour

Essence and forms of socialization of labour-market is exposed in both the world on the whole and in Ukraine in particular. The special attention is spared basic directions optimization of situation in Ukrainian realities.

Key words: *market labour, socialization, capitalism, ettlings.*

Belenky A.

The nature and specificity of control systems within the food industry under the contemporary economy

The paper focuses on the determination of the nature and features of the formation of enterprise management system of food industry and stages of its formation through the process of systems engineering.

Key words: *enterprise management system, organization, food processing, structure of information systems, process systems engineering.*

Bocharova U.

Diagnostiques of the foreign trade of Ukraine

The article examines condition and features of the development of foreign trade in Ukraine in 2000-2011, features of transformation processes taking place in the foreign trade of the country, which determine its position and the vector of development at the beginning of the second decade of the XXI century.

Key words: *foreign trade, trade in goods, trade in services, export, import, geographical structure of foreign trade, commodity structure of foreign trade, trading partners.*

Kukhtiy L.