

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.**

*Display in economic theory of consumption relationship and savings in system of macroeconomic proportions*

The problem of macroeconomic equilibrium in a market economy plays a significant role. Achieving macroeconomic equilibrium is closely related to the achievement of full employment, price stability and economic growth.

**Key words:** *balance, consumption, savings, income, investment, unemployment, inflation.*

**Ozarina O., Grishnyacova C.**

*Modern innovations in infrastructure of market gold*

Innovation is considered in infrastructure of market gold. The investment attractiveness of gold is explored at the international market. The offered forms of investment of assets in gold in Ukraine.

**Key words:** *gold, investment attractiveness, infrastructure of market gold, innovations.*

**Permitina S.**

*Globalization and its impact on the economy of the country with linking*

In the article have been viewed the aftermaths of influence globalization's processes on the economy the World's countries, their positive and negative effects. The role National's state in globalization conditions was defined and regionalization of economical activity between countries was proposed.

**Key words:** *globalization, globalization's influence, positive and negative effects of globalization, global economy, international institutes, national state, regionalization.*

**Rekhteta O.**

*The Problem of Accumulation of Ukrainian External Public Debt*

The article deals with the problem of accumulation of external debt in Ukraine, gives the analytic estimation of the external public debt for the years 2007-2012 and identified negative consequences of the accumulation of foreign debt.

**Key words:** *public external debt management, external debt, external borrowing, gross external debt of Ukraine.*

**Samosionok L.**

*Dialectic Unity Of Innovations' Fragmentation And Integration*

Features of formation and functioning of closed and open innovative systems are considered. Dependence of integration of spatially detached fragments of innovative process from bifurcation of the innovative development is proved.

**Key words:** *innovative system, innovative integration, bifurcation of the innovative development, a fragmentation, technological mode.*

**Semenov A.**

*The monetary policy of the EU*

In the article questions, related to the analysis of modern *monetary policy* of European Union; essence, basic directions, methods, forms and influence of that policy on socio-economic development of EC are determined.

**Key words:** *monetary policy, euro, eurozone, targeting, currency intervention,*

*exchange rate, ECB, forex and gold reserves.*

**Sheremet T.**

*Differentiation of regions of European Union after level of economic development*

Regional policy of European Union, its main grounds and principles are characterized. Criteria of differentiation of regions have been studied. Goals and tasks are defined that are implemented in the process of regional classification EU countries.

**Key words:** *region, regional policy, European Union, transboundary cooperation, NUTS, Common Classification of Territorial Units for Statistics, criteria for differentiation of regions.*

## **ECONOMIC MACHINERIES OF MANAGEMENT BY AN ENTERPRISE**

**Bedzay O.**

*Informative providing of the system of management by a corporation*

The article is devoted to the study of construction of the informative providing of the system of management by a corporation, to determination of his structural elements and their rich description in content.

**Key words:** *informative providing, management, subject-objective approach.*

**Barantseva S.**

*Factors which influence at choice to strategy of management by income taking into account conception of life cycle of enterprise*

In the article the concept of life cycle of enterprise of foreign and domestic scientists has been investigated and analyzed. The features of these models have been selected and factors that influence the formation of profits have been allocated.

**Key words:** *income, life cycle of enterprise, factors.*

**Vorobyeva E.**

*Crisis management strategies in the conditions of sustainable development of the enterprises*

In the article disclosed the essence of the marketing concept of crisis management, the function of anti-crisis marketing, defined strategic directions anti-crisis management of the personnel, the stages of the process of development of the financial strategy of the enterprises.

**Key words:** *strategic anti-crisis marketing management, crisis management staff, strategy of anti-crisis financial management of an enterprise.*

**Garkusha A.**

*Development and competitiveness of the enterprise: main terms and concepts*

In the article the expediency of application of basic provisions of the theory of competitiveness at creation of the mechanism of enterprise development in the conditions of the competitive environment is proved. It is proved that determination of competitiveness of the enterprise should be based on complex research of its static and dynamic signs.