

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.

Key words: *competition, competitive environment, development, functioning, competitiveness, enterprise.*

Gasilo E., Gribinukova V., Polons'ka L.

Features of management of intellectual resources of the commercial enterprise

In this article are considered the essence and kinds of intellectual resources of the commercial enterprise. Defined features and suggest the system of management of intellectual resources of the commercial enterprise.

Key words: *intellectual resource, intellectual capital, management of intellectual resources.*

Goloborodco A.

Tendencies of development of confluence and absorption on Ukrainian enterprises

In the article there are the considered basic reasons and forms of uniting and absorptions to Ukraine, features and tendencies of market development of uniting and absorptions are selected in different industries of economy.

Key words: *confluence, absorption, form, reasons, tendencies, industry.*

Golovinov M., Litvinov O.

Strategic planning of development of enterprises

General bases and stages of the strategic planning of development of enterprises are exposed, each of which is important for effective realization of production and economic activity. The differences of strategies of development of enterprises are resulted. A new approach is definite to essence of the strategic planning of development of enterprises.

Key words: *enterprise, strategy of development, strategy of conduct, strategic planning, external and internal environment, advantages having a special purpose, and mission.*

Dyadechko L., Nosova T.

Intellectualization workforce – the basis of economic development enterprises

The article identified the problem of intellectualization of labor resources, which affect the development of Ukraine. The essence of the concept of «intellectual capital of the company». It also revealed a system of one of the three most important elements of intellectual capital. Ways of improving the efficiency of use of labor potential of the company in the contemporary economy.

Key words: *intellectualization of labor, intellectual capital business, labor, labor potential, structure, knowledge, innovation potential, human potential.*

Zabarina D.

The principles of strategic management of transformation of the industrial enterprise

The article deals with the methodological principles and objectives of the strategic management of the transformation of industrial enterprises, it defines by the dialectic of the company and its business, as well as how to integrate companies in the business space.

Key words: *enterprise systems, transformation, strategy, management, system,*

stabilization, planning, integration, business space.

Cravchenco O., Ivanova A.

Funding strategy of working capital assets as an important factor of enterprises effective

In the article an estimation and choice of the most effective sources of circulating assets financing from the possible strategic alternatives on the basis of the use of hierarchy analysis method (MAH), at the account of the stage of life cycle and financial potential of an enterprise is offered.

Key words: *financial strategy, sources of financing, circulating assets, alternative, efficiency, enterprise.*

Cravchenco O., Shchryada N.

Estimation of level of management by financial firmness of enterprise on the basis of the unclear set theory

In the article the essence and advantages of the unclear set theory is considered the that conducted estimation of level of financial firmness with application of the given method on the example of industrial enterprise.

Key words: *financial firmness, unclear set theory, financial state, management, enterprise.*

Lebid D.

Improving management systems to stimulate sales by the wave theory

The article examines the approach to the concept of sales management by means of stimulation, recommendations for improving management system to stimulate sales by the wave theory are offered, the competitive positions of enterprises using the wave theory in the management of sales promotion are analyzed.

Key words: *management, sales promotion, sales promotion campaign, wave analysis, the wave theory, trend, support / resistance level, the competitive position.*

Raspopova V., Gulakova N.

Performance evaluation of business administration operation costs

The essence of the concept of management of recurrent costs, the need to assess the effectiveness of current expenditure and assess the efficiency of current spending by companies rated.

Key words: *operating costs, management of current expenditure, rating the effectiveness of the management of recurrent expenditure.*

Storozhuk R., Kardayeva I.

Modern Aspects of Labour Motivation

The article examines the major approaches to motivation as a function of management. It is shown the directions of application of motivational mechanism, its association with increased productivity in new economic conditions. The proposals of use motivation in the management of the organization are worked out.

Key words: *motivation, management, organization management, productivity, economic conditions.*

Folomkina I.

Optimization model of organizational change management in enterprises

In the article the necessity of formalizing tasks of organizational change management is grounded, the mathematical model for managing organizational changes based on the theory of non-distinct sets is proposed, and the possibility of using this model to optimize the organizational change management is considered.

Key words: *organizational changes, organizational change management, organizational change management model, the theory of non-distinct sets.*

Chymiris S.

The assessment of the adaptively degree the trade enterprise financial resources anticrisis management

The necessity of further improvement of adaptive mechanism of management and methods of analysis of degree of adaptiveness of auction enterprises in relation to management financial resources has given possibility to systematize present scientific achievements and define basic 5 stages of estimation of degree of adaptiveness of management of auction enterprises financial resources.

Key words: *adaptivnist, degree of adaptivnosti, financial resources, analysis of degree of adaptivnosti, indexes of the state of financial resources, general index of degree of adaptivnosti, scale of evaluation of degree of adaptivnosti.*

ECONOMY OF TRADE AND SERVICES

Sadekov A., Bratus A.

Method of estimation of efficiency of activity of enterprises of military trade of Ukraine on the basis of ecs-pres-analysis

The article describes the methodology and technology of economic valuation of the efficiency of the military trade enterprises of Ukraine based on the matrix method as a part of the system of comprehensive evaluation.

Key words: *evaluation of efficiency, matrix analysis, enterprise, military trade of Ukraine.*

Azarian O., Sobolev V.

Competitive edges of enterprises of retail business in modern terms

In the article the price and not prices competitive edges of enterprises of retail business, three-dimensional function of demand and division of charges of buyer, are reflected on groups that helps to define the possible sources of competitive edges.

Key words: *price competitive edges, not prices competitive edges, enterprises of retail business, function of demand, charges of buyer.*

Egorkina T.

Insurance of trade enterprises

In the article the risks typical for trade enterprises are considered, their classification is given, their necessity is proved and advantages of insurance of risks of trade enterprises are defined; insurance products which are offered by the insurance market