

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

of Ukraine for trade enterprise are investigated; corporate insurance of activity of trade enterprises, as the perspective direction of development of the insurance market of Ukraine is picked out.

Key words: *insurance, risks, minimization of risks, insurance companies, insurance compensations, trade enterprises, insurance policy.*

Zozulya P.

Retail tendencies Donetsk region

The article is devoted to analyzes the development of commercial enterprises in the Donetsk region at the present stage, namely, monitored and analysis of the performance of commercial enterprises in the region, defined retail tendencies in the region, identified problems and their causes in the present conditions of the region.

Key words: *commercial business, commercial enterprise, retail and trade.*

Zorin E.

Forming of high-quality is the components of the informative providing of management by the expenses of trade enterprise

A concept and advantages of quality of the informative providing for the aims of management by the expenses of trade enterprise, methodical approach, to estimation of level of quality of the informative providing of management by expenses on the basis of multiattributive conception is grounded in the article, the circle of problems of low quality of the informative providing and recommendation in relation to his increase is certain.

Key words: *quality, informative providing, management by expenses, trade enterprise, attributes of quality.*

Korenitsyna T.

Theoretical and methodological framework of the strategic management of financial and economic stability of the trading companies

The article deals with the theoretical and methodological foundations of strategic set of financial and economic stability of the trade enterprises management to improve strategic decision-making and strengthen the financial and economic balance.

Key words: *strategy, strategic set, decision-making matrix, general and functional strategy, management, financial and economic stability.*

Loktev E., Garkusha D.

Calculation of the provision of retail space construction materials market in Donetsk region

In the article examined|consider|: types of point-of-sale spaces |space|of city|town|, method of estimation |appraisal|them economic |economical|attractiveness, factors, criteria and principles of placing of point-of-sale networks|net|, from trading in build commodities|primage|.

Key words: *point-of-sale area, build commodities, point-of-sale network, retail.*

Lutay A.

The informative systems are in hotel business

In the article the analysis of management informations is given by hotels in Ukraine, showing large prospects in this direction, because at the Ukrainian market there are

more than ten modern systems of high quality for automation of management, originally worked out by the Ukrainian companies.

Key words: *management information systems, hotel and restaurant business.*

Onosov N.

State of retail trade network of Sevastopol

The article examines the dynamics and trends in regional supply of trade area, specialty retail outlets in the condition of transformation of market relations in the city of Sevastopol.

Key words: *retail business, retail trade network, retail commodity turnover, trade area, specialization of shops.*

Pavlova V., Garmyder L.

Typology of trade enterprises and model of forming their staff potential

In the article of features of enterprises type of retail business are considered and the model of forming their staff potential is offered.

Key words: *staff potential, type of store, forming of staff potential, typology.*

INNOVATIVE AND INVESTMENT MANAGEMENT

Gladkova O.

The current state of the innovation-investment processes of national business enterprise

The article represents an assessment of the current state of the innovation-investment processes in Ukraine's economy in general and trade in particular. Particular attention is paid to the financial crisis and its development in the investment field. A comparative analysis was performed for *innovation-investment* activity of business enterprise in the national pre-crisis (2004-2008 years) and crisis (2009-2010 years) periods.

Key words: *investments, investments in innovation, innovation-investment process, the sources of finance for innovation, the financial crisis.*

Lokhman N.

Improving financial investment company on the basis of portfolio financial investments

Article is devoted to determining methods of building a portfolio of investments to improve the financial investment on the basis of monitoring the dynamics of companies issuing their financial condition, the degree of risk and investment opportunities of the enterprise-investor.

Key words: *issuer, financial investment, Investments, investment analysis, the stock market.*

Makoveichuk K.

Analysis of factors depending on the competitive economy of innovation in the ICT sector

In this paper the global competitiveness index levels of development of information society, knowledge economy, innovation and compliance with the requirements of