

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 presents 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

modern business in the country studied. Most important for the economy in general and innovation in the ICT sector in Ukraine factors identified. Promising way to develop ICT business models are considered.

Key words: *innovation, business model, the global competitiveness index, information technology, canvas.*

Orlov V.

Estimation of commodity innovative force of enterprises

The estimation of commodity innovative force of enterprises is carried out; the matrix of determination of commodity innovative force level of enterprise is offered in the article.

Key words: *commodity innovative force of enterprise, management by innovations in marketing commodity politics.*

Palchuk M.

Updating – the way to shaping of vocational education

Updating of vocational education and training contents, the peculiarities of the ways of innovative changes in current VET institutions is highlightea.

Key words: *innovative converting, professional standard of competence, educational standard.*

Shepcina N.

Forming of strategy of innovative development metallurgical enterprise

In the article pidgrounttya is explored that essence of strategy of innovative development of industrial enterprise, the varieties of strategies of innovative development are generalized, the matrix of estimation of risks of strategy of innovative development of industrial enterprise of I is developed methodical approach is offered to the ii use, methodical approach is improved to forming of strategy of innovative development.

Key words: *innovation, strategy, innovative development, innovative strategy, matrix the estimation of risks of strategy of innovative development, industrial enterprise.*

FINANCES, RECORD-KEEPING, CONTROL AND AUDIT

Omelyanovich L.O.

State finances: distributing and use of budgetary resources

In the article is lighted up principles of allocation of budgetary resources of Ukraine and their use. Definite basic state organs, that carry out a budgetary process. Conclusions of – rountouyotsya on treatment of official financial statistics of Ukraine.

Key words: *The state budget, profits, charges, managers, programs, optimization, effect.*

Amigud A.

Problems of key performance indicators used in the system of strategic management accounting