

# SUMMARY

## SOCIO-ECONOMIC PROBLEMS OF DEVELOPMENT OF NATIONAL ECONOMY

**Abrashka O.V.**

*New directions of stimulation of innovative activity are in Ukraine*

In the article legal principles of state support of innovations are considered in Ukraine, certainly its failings and oriented of perfection. New directions of stimulation of innovative activity are selected in Ukraine.

**Key words:** *innovations, innovative activity, measures of stimulation.*

**Bilozubenko V.S.**

*Global paradigm of innovative development: new directions is for Ukraine*

In the article the features of innovative development are considered in the conditions of globalization. Certainly and additional measures on providing of innovative development of economy of Ukraine.

**Key words:** *globalization, innovative development, global innovations, international scientific and technical cooperation.*

**Votchenikova O.V.**

*International custom cooperation as strategic direction of makroekonomic development of Ukraine*

In the article the features of the use of partner approach are considered in conception of international custom cooperation. Essence of loyalty is considered in international custom cooperation. The complex index of partner relations in an international custom environment and strategic tool of international custom cooperation is offered.

**Key words:** *international custom cooperation, partner approach, index of partner relations, is in an international custom environment, strategy of development of international custom cooperation.*

**Gvasaliya D.S.**

*Problems of ADM of population social blessings and services*

The basic problems of material well-being of population social wealth and services are considered in the article, determination of concepts is given «social wealth» and «services», considered basic principles of providing social services, the basic types of social services are investigational.

**Key words:** *social wealth, social services, level of material well-being of population, quality of life, social defence.*

**Davidova I.O.**

*Institutional transformation and institutional mechanism of employment of population*

The analysis of transformation of employment as co-operations of formal and informal institutes of employment is given in the article, and also the aspects of functioning of institutional mechanism of employment are considered.

**Key words:** *employment of population, institutes of employment, transformation of employment, institutional mechanism of employment.*

**Dronova A.Yu.**

*Import duties as an element of indirect state regulation in the oil market in Ukraine*

In the article the duty of the system of state regulation is considered at the market of oil products of Ukraine. Analyzed the key challenges and implications associated with the possibility of introducing duties on imports of petroleum and petroleum products. The above trends in the oil and providing for the fuel market in Ukraine.

**Key words:** *duty, oil products market, government regulation, fuel.*

**Ermilova K.V.**

*Foreign trade of Ukraine: modern state and directions of development*

In the article the modern state of external point-of-sale relations of Ukraine is considered with the states of different level of development and certainly directions of subsequent development and expansion of relations of foreign trades in the modern terms of instability.

**Key words:** *foreign trade, balance of trade, regional and commodity patterns of trade, export, import.*

**Ishkov S.V.**

*Power policy of European Union: principles of realization and directions of perfection*

Principles of realization of the energy policy of European Union are considered in the article. Certainly basic directions of its perfection in the context of providing of power safety.

**Key words:** *power policy, power safety, infrastructure, power markets, alternative energy.*

**Koleno I.V.**

*State and basic tendencies of development of private*

The modern state and progress of tendencies of development private enterprises of Ukraine are considered, financial-economic indicators of their activity are analysed.

**Key words:** *growth rates, quantitative estimation, high-quality indexes, efficiency of enterprise environment*

**Kuz'menko V.V.**

*Innovative process as basis of steady development of economy of Ukraine*

In the article the theoretical and practical problems of transition of economy of Ukraine are considered on the innovative model of development. Attention is spared to innovative potential, forming of innovative ideology and decision-making problems in an innovative sphere.

**Key words:** *innovative model of development, innovative potential, ideology, decision-making, innovative process.*

**Mann R.V.***Problems and features of process of socialization regional management*

The article is devoted determination and analysis of problems and features of process of socialization of regional management. The key problems of market of labour, employment, social capital development are considered at the level of region. Directions of scientific development of the system of knowledges of regional management are offered.

**Key words:** *process of socialization of regional management, labour, employment, social capital.*

**Prodanova L.V.***Potential of development of national economy: landed resources and relations*

The state and dynamics of the landed resources of national economy as most ponderable element of naturally-resource potential of its development is considered. Generalized problems of reformation of the landed relations in the context of the modern stage of development of national economy.

**Key words:** *resource potential of development of national economy, landed resources, landed relations.*

**Soloviyova Yu.M.***World experience of fiscal policy*

The features of construction and functioning of the budgetary systems of the developed powers of the world are considered in the article, the characteristic signs of budgetary process are analysed in foreign countries, the tendencies of priorities of interbudgetary relations and feature of realization of budgetary management are reflected in a world concord.

**Key words:** *budget, budget system, budget system, budget policy, intergovernmental relations, the United Kingdom, France, Germany, Japan, USA.*

**Sorokina O.M.***The modern legal ground of ADM of financial safety is in Ukraine*

In the article the characteristic signs of the modern legal field of providing of financial safety open up in Ukraine, the aspects of economic influence of introduction of the Internal revenue code of Ukraine are analysed on financial safety of country and enterprise.

**Key words:** *financial safety of the state, financial safety of enterprise, Internal revenue code of Ukraine.*

**Finagina O.V., Khrapkina V.V., Koneeva Yu.O.***Investment potential of region*

In the article basic approaches are considered to maintenance of concept «investment potential of region» and his constituents.

**Key words:** *investment potential of region, region.*

**Fomina M.V., Mishina I.G.**

*Global economic security: essence and tendencies*

In the article investigational essence, factors, contradictions and tendencies of economic globalization; the objectivity is grounded and author determination of category is given «global economic security is given».

**Key words:** *globalization, economic globalization, steady development, global economic security.*

**Fomina M.V., Prikhod'ko V.V.**

*World financial-economical crisis: factors and consequences*

On the basis of complex research of achieving different schools of economic theory essence description of the phenomena of crises is given in the article, certainly specific of modern world crisis and his feature, it is analysed and grouped after directions world anticrisis measures.

**Key words:** *phenomena of crises, financial-economical crisis, specific of crisis, antikrisis measures.*

**Chernega O.B., Ozarina O.V., Molnar K.O.**

*External debt of countries of European Union*

In article analyzed external debt of countries of EU, investigational reasons of promissory crisis in the separate countries of EU, the methods of prevention and exit are considered from promissory crisis are considered.

**Key words:** *external debt, debt instruments, methods, tasks.*

**Yarkova N.I., Makarenko A.V.**

*Problems of attracting foreign investments in energy sector*

The article deals with issues of functioning of the energy sector in low funding from the government and foreign investors. It was analyzed the condition and quality of population and energy sources found necessary to cover the shortcomings of the enterprise management of the energy sector through foreign investment and international cooperation.

**Key words:** *investment attractiveness, investment climate, leasing, energy production.*

**Soloha D.V.**

*Theoretic-methodological principles of research of innovative development of potential of socio-economic systems of region*

In the article investigational basic component structures of functional relations of the socio-economic systems of region, certainly at theoretic-methodological level basic principles of innovative development of potential of the socio-economic systems of the industrially developed regions, his cycles are resulted.

**Key words:** *development, system, region, potential, socio-economic system, cycle, innovations.*

**Futalo Yu.R.**

*Mortgage crediting as institute of adjusting of socio-economic development of the state*  
A concept and essence of the mortgage crediting is exposed in the article; justified role of mortgage market of habitation as to the institute of adjusting of socio-economic development of the state.

**Key words:** *mortgage crediting, adjusting institute, socio-economic development.*

## **ECONOMY OF TRADE AND SERVICES**

**Sadekov A.A., Yermak S.O.**

*Organizational principles of working capital management of retailers of goods domestic destinations based on process-oriented approach*

In the article are investigated and the organizational principles of working capital management of retailers of household equipment, with its features using a process-oriented approach, which considers the contextual chart and compositional model of working capital management.

**Key words:** *process-oriented approach, working capital management, a context diagram, where the compositional model, components, gyre.*

**Bakunov O.O., Sergeeva O.V., Raspopova V.A.**

*Grounded of theoretical approaches to determination of essence of point-of-sale network*

In the article the looks of different scientists-economists are considered to determination of essence of concept «point-of-sale network», three theoretical approaches are selected and generalized, their basic features are exposed, the author understanding of essence of point-of-sale network is given.

**Key words:** *point-of-sale network, theoretical approaches, aggregate of point-of-sale enterprises, chains of shops, principles of networks.*

**Vlasova N.O., Mikhailova O.V.**

*Methodical approaches are to determination of necessity in circulating assets on enterprises of retail business*

In the article it is considered methodical approaches to determination of necessity in circulating assets on the enterprises of retail business, and also possibility of their use in the conditions of application of modern point-of-sale-technological and technologies of informations.

**Key words:** *setting of norms of circulating assets, method of direct calculation, method of large-sized calculation, method of calculations, economic-statistical method, economic-mathematical methods, method of expert estimations.*

**Grosul V.A., Antonova O.V.**

*Estimation of financial safety of trade enterprises in a short-term prospect*

Grounded approaches of authors in relation to the estimation of financial safety of trade enterprises on the basis of research of necessity in a floating capital.

**Key words:** *financial safety of enterprise, property circulating asset, loan capital, working capital, point-of-sale networks.*

**Krivoshey V.V.**

*Classification of services of enterprises of restaurant economy is on modern stages of development of manage*

The features of forming of classification of services of enterprises of restaurant economy are examined in the article, the analysis of present approaches is conducted to determination of features of forming of services of enterprises of restaurant economy.

**Key words:** *enterprises of restaurant economy, favour, services of restaurant economy, classification, classification of forming of services of enterprises of restaurant economy.*

**Lugovska I.A.**

*Economical progress of user market of Ukraine trends*

The dynamics of changes of economical indexes which characterize functioning of user market is analysed in the article, certainly problems of functioning of wholesale and retails enterprises within the limits of separate regions, the factors of development and possibility of growth of activity of user market of Ukraine are discovered in a prospect.

**Key words:** *user market, wholesale and retails enterprises, wholesale and retail trade, factors of user market development.*

**Stasyuk N.V.**

*A role of organs of local self-government is in management retail commodity turnover*

The activities of trade enterprises are managed at the different levels of hierarchy: an enterprise, a region, a state. The current trade management system is characterized by the absence of top management and the weakness of middle management. Improving the turnover management mechanism at all levels will favour the development of a socially oriented market economy.

**Key words:** *commerce, retail turnover, local government, management mechanism, dataflow.*

**Aleshkin S.L.**

*Theoretical approaches are to determination of domestic consumer services and his place in economy*

In the article modern interpretation of concepts of domestic consumer services and domestic favour and existent contradictions is reflected on that score. Author determination of domestic favour is offered. The legislative adjusting of domestic consumer services in Ukraine and modern state is also considered.

**Key words:** *favour, domestic favour, domestic consumer services.*

**Gladkiy N.A.**

*Essence and composition of culture of point-of-sale enterprise*

The concepts of organizational culture are considered in the article, generalization of theoretical researches and front-rank practice of management in the field of point-of-sale business for determination of signs of organizational culture.

**Key words:** *organizational culture, demand of population, innovations, progressive technological mode, functions of culture.*

**Bratus G.A**

*Estimation of efficiency of activity of enterprises of military trade and actuality is balanced*

In the article the theoretical and methodological questions of development of the balanced system of indexes are exposed for the estimation of efficiency of activity of enterprises of military trade of Ukraine in accordance with four balanced constituents: finances, point-of-sale processes, client constituent, constituent of studies and development.

**Key words:** *military trade, estimation, efficiency, balanced system of indexes.*

**Frolova I.V., Bodnaryuck E.O.**

*Diagnosis of the profitability of enterprises based on the rating*

In the article need to assess the profitability of the enterprise using one of the Diagnostics is the rating. Rating provides an opportunity to identify shortcomings and advantages in comparison with the companies-competitors, especially for those enterprises, which tend to be competitive, and this helps to ensure their economic stability, and in accordance with the relevant provisions of methodological and practical guidelines for disclosure of the subject.

**Key words:** *earnings, venture, rating, evaluation, performance management.*

## ENTERPRISE, MARKETING AND MANAGEMENT

**Sadekov A.A., Prudnikova G.I.**

*An estimation of influence of diversification of economic activity is on competitiveness of enterprise*

In the floor methodological approach is offered to the estimation of efficiency of diversification of economic activity of enterprise, which foresees the calculation of integral index of competitiveness of enterprise with the use of elements of matrix analysis and modern receptions of economic diagnostics.

**Key words:** *strategy of diversification of activity, matrix analysis, competition strategy, integral index, competitiveness.*

**Azarian O.M., Zenina I.B.**

*The marketing policy of enterprises in the mining industry of Ukraine*

The practical aspects of marketing activity of metallurgical enterprises of Ukraine are explored in the article, basic priorities of marketing activity are certain, the features of marketing activity of metallurgical enterprises are exposed.

**Key words:** *metallurgical enterprises marketing activity, factors that affect sales activity, the system up a worldwide distribution.*

**Germanchuk A.M.**

*Strategic partnership is in system of marketing logistic*

In the article essence and nature of origin of strategic partnership is considered between the participants of logistic chain of supplies; comparative description of traditional and partners relations is given; the models of strategic partnership are

considered in to the chain of supplies; certainly advantages and lacks of strategic partnership for a buyer and salesman.

**Key words:** *strategic partnership, marketing logistic.*

**Grechina I.V.**

*Potentiology of economic systems*

In the article the problem of opening of essence of new science potentiology and determination of its role in research of potential of the economic system development is examined. In particular, intercommunication of potentiology with the theory of ableness, philosophy of possible and science by an envirology is traced. The questions of correlation of ontological and gnosiological modality as bases of potentiology are considered.

**Key words:** *potentiology, philosophy of possible, envirology, envirology, ableness, modality, potentiality, increase of possibilities, ontology, gnosiological, model.*

**Dzhodzhua R.A.**

*Forming of client-oriented of approach is at the market of pharmaceutical products*

The features of co-operation of company are considered with clients at the market of pharmaceutical products, certainly basic pre-conditions of forming of client-oriented approach and methodology of his forming is offered.

**Key words:** *market of pharmaceutical products, client-oriented approach, service, CRM-technologies.*

**Kurbetdinova L.Yu.**

*A method of account of realization of innovative projects and measures is on enterprise*

In the article of offered the authorial going is near methodology of account of innovative processes on an enterprise.

**Key words:** *innovation, innovative processes, enterprise.*

**Likhodedova O.V.**

*Informative support is in system of personnel controlling*

In the article the process of informative support of administrative decisions is considered in the system of personnel controlling. The basic structural elements of subsystem of informative support are described in the system of personnel controlling.

**Key words:** *informative support, management a personnel, to the personnel controlling.*

**Orlova V.O.**

*«Regional poles of development» of small business are in Ukraine*

In the article the problem of inter-regional comparisons of features and conditions of small business development is analyzed. The new methodological approach to the definition of «regional poles of development» of small businesses is proposed.

**Key words:** *small businesses, region, ranking of small business development and support, «regional poles of development» of small businesses.*



**Podluzhna N.O. Yaschenko G.O.**

*Determination of intellectual capital of organization structure*

Certainly approaches to determination of intellectual capital of organization structure. It is rotined in number and high-quality intellectual capital of the research institute structure from safety of works in industry and comparative description is done with the elements of structure of PRAT «Oat-flakes». Measures are offered on the improvement of the use of elements of intellectual capital of MakNDI.

**Key words:** *intellectual capital, structure, human capitals, structural assets.*

**Prikhodchenko Ya.V.**

*Estimation of efficiency estimation of management of enterprises brand*

Essence of economic and social efficiency of management of enterprise brand is considered in the article, certainly indexes which characterize efficiency, the estimation of efficiency of management of enterprises brand is conducted in the conditions of marketing orientation.

**Key words:** *brand of enterprise, economic and social efficiency of management of enterprise brand.*

**Savel'eva K.V.**

*Determination of position of image of enterprise*

In the article the results of generalization and systematization of different scientific approaches are expounded to determination of essence of image; the developed is given and grounded recommendations are approved scientifically in relation to the construction of model of keeping of image and forming of imaginary chain; the results of diagnostics of basic necessities are reflected audiences which are determining on condition of forming of communication demand.

**Key words:** *image of enterprise, imaginary chain, model of image of enterprise, imaginary suggestion, of communication demand, values of image, of communications efforts.*

**Stel'mashenko O.V.**

*Diagnostics of strategic management of enterprises personnel*

In the article diagnostics of process of strategic management of enterprises a personnel is carried out from the point of view of his basic stages: strategic planning, strategic organization and strategic control of activity in relation to the management of enterprise a personnel.

**Key words:** *diagnostics of process of strategic management a personnel, strategic planning, strategic organization, strategic control.*

**Kholod V.V.**

*Competition status of enterprises: definition, model of development, method of determination*

Defenition of competition status of enterprises is resulted in the article, the three-plus-onevectorial model of development of competition status is recommended, the

method of determination of competition status the competitive status of Donetsk trade enterprises-violents is determined.

**Key words:** *competition status, synergistical effect of competitive ability strategic marketing management, strategic competition activity.*

**Chumachenko E.V., Shulgina T.S.**

*Problems of justification the of management personnel quantity in modern conditions*

The article analyzes the main consequences of an unbalanced number of managerial staff and investigates the conformity of actual personnel quality normative of four groups of personnel on the example of three metallurgical enterprises of Donetsk region. Parameters which allow to optimize the required number of administrative personnel adequate to the actual requirements of the enterprise for achievement of the objectives of its activities are defined.

**Key words:** *management personnel, the load, unbalanced population, emotional condition*

**Shepelenko O.V., Plakhotnik O.O.**

*Aspects of estimation of enterprise risk of enterprise are certain*

The mechanism of diagnostics of the financial state of enterprise as one of major methods of estimation of risks of enterprises is considered, certainly the stages, elements, instruments and methods of diagnostics in the conditions of risk.

**Key words:** *enterprise risk, mechanism of diagnostics of the financial state of enterprise.*

**Donets L.I.**

*The strategic direction of innovation development of enterprises*

In the article the need for the strategic direction of innovation development of enterprises in the current economic conditions, the analysis of different approaches to the identification, development and implementation of innovative strategies, identified factors influencing the innovative development of the enterprise.

**Key words:** *innovation development, strategic direction, innovation strategy*

**Markina I.A., Drobit'ko N.A.**

*The methodological approaches to defined risk in decision-making in competitive environment of enterprise*

It was defined the main background risks reasons in decision-making, also it was analyzed the main elements of marketing complex with the help of general decision-making in competitive market environment, it was designed the main risks method of decision-making for modern enterprises.

**Key words:** *decision-making, uncertainty, competitive market, market research, promotion methods, middle profitability, fluctuation profitability.*

## FINANCES, RECORD-KEEPING, CONTROL AND AUDIT

**Varyanichenko O.V.**

*An improvement of budgeting of supplies is in point-of-sale networks of self-service*

In the article theoretical bases of the modern control of inventories systems are considered for the continuous providing of user financial resources and approach is improved to budgeting of supplies of commodity in the point-of-sale networks of self-service.

**Key words:** *budgeting, supplies, orders, volume of consumption.*

**Veretennikova O.V., Bondarenko A.V.**

*Signs of essences of economic category are «financial potential»*

In the article existent approaches are analysed to determination of potential of enterprise and financial potential, descriptions of essences of category are exposed «financial potential» and possibilities enterprises which arise up as a result of his realization.

**Key words:** *potential, financial potential, possibilities, resources, financial potential of co-operation of business entities.*

**Vikidanets' I.V.**

*Grounded of rational rates of growth of capital of enterprise*

Testing of model of is conducted for finding out of motive forces of development of point-of-sale enterprises in the Ukrainian terms. Their grouping is executed depending on the rates of growth of assets, property asset, volume of sale and net income in tying up with the coefficients of concentration of property asset, circulating of assets and their profitability. Grounded of recommendation in relation to perfection of «gold rule» of economy of enterprise in relation to the rational rates of own capital increase.

**Key words:** *a capital, assets, is own, volumes sale, concentration, rational rates, gold rule.*

**Doroshenko O.M.**

*Account of depreciation of the fixed assets: analysis termin and ways of perfection*

Certainly debatable aspects and exposed economic maintenance of concept «depreciation», grounded expedience of the use of rules of record-keeping for an extra charge depreciation with the proper analysis of normative documents.

**Key words:** *depreciation, depreciation decrees, wear.*

**Kaneeva I.I.**

*Improvement of mechanism money account of trading enterprises*

In article organized peculiarities of trading enterprises are observed in modern conditions of economy; analysis of debit and credit indebtedness of trading enterprises in Donetsk region is done; organized and economic measure for increasing effect of making accounted operation are determined.

**Key words:** *calculations of monies, point-of-sale enterprises, pay turn, account receivable, account payable.*

**Maschenko K.S.**

*Organization of finances of preschool educational establishments: book-keeping aspect*

The critical estimation of organization of record-keeping of activity of preschool educational establishments is given in the centralized book-keeping of department of formation of executive branch of district soviet. Suggestions are developed from the improvement of the registration system of preschool educational establishments in accordance with the necessities of effective their financial management.

**Key words:** *finances, preschool educational establishment, record-keeping, organization.*

**Petrov I.I.**

*A tool of management rate of exchange and inflation is for help of foreign economic activity*

The problem of management the rate of exchange is considered with the use of instruments of foreign economic activity. The features of modern situation which determines the rate of exchange in Ukraine in accordance with the features of balance of payments of country are analysed. Recommendations are resulted from a management balance of payments with the purpose of stabilizing of national currency exchange rate.

**Key words:** *rate of exchange, inflation, balance of payments, foreign trade, market of metals.*

**Stefkivskiy V.M.**

*Conception of organization of subsystem of control of administrative decisions*

From point of approach of the systems conception of organization of control of administrative decisions is formalized. Resource-process approach is applied to research of subject and components.

**Key words:** *control, administrative decisions, system, organization, conception.*

**Yanchev A.V., Bochulya T.V.**

*Strategies of publicities: organization, account, taxation*

Modern strategies of publicities, oriented to application of ambient media, are analysed in the article. Organization of publicity activity of enterprise is considered with the selection of levels, methods and advertising objects. The rules of the fiscal accounting of leadthrough of actions of publicities are grouped and generalized. Certainly directions of perfection of forming of registration informative base on questions of publicity activity of enterprise.

**Key words:** *publicity strategy, alternative instruments of publicities, efficiency, taxation, account.*

**Olivirov A.V.**

*The structure and indicators of intellectual capital management in insurance company*

There are basic constituents of intellectual capital of insurance company oriented on human resouses in the article. The necessity of adaptation of new employees is certain for the increase of efficiency of return from a human capital. The distinguished basic kinds are adaptations which are used in the insurance companies of Ukraine.

**Key words:** *intellectual capital, insurance companies, human capital, adaptation, tutorship.*