

. 165.

. - . 235.

) « »;

. - . 3.

. - . 288.

. - . 199.

. - . 97.

. - . 104.

. - . 112.

• •

. 302.

. — . 344.

».

«

• •

. — . 180.

. — . 122.

• •

. — . 216.

. — . 148.

• •

. — . 312.

. — . 159.

. - .47.

131.

. - .324.

. - .334.

.256.

. - .241.

SWOT- PES - . - .210.
SWOT- PES -

: SWOT- PES - . - .330.

« » « »

« »

», « »

».

. - .195.

. - .76.

2010 .)

(1990-

. - .228.

. - .87.

». - .58.

. - .278.

. - .139.

...
... .220.

...
... .40.

...
... .82.

...
... .153.
«
»

...
...
... .135.

...
... .145.

...
... .189.

...
()
... .26.

. 165.

. 235.

() « »,

. - . 3.

()

. - . 97.

. - . 199.

. - . 288.

. - . 104.

. - .256.

. - .159.

.210.

SWOT- PEST- . -

SWOT- PES -

- .47.

: SWOT- PES -

.131.

.324.

.334.

()

()

« ».

. - .241.

. - .31.

12%

. - .330.

« » « - .69.

. - .119.

. - .12.

. - .263.

. - .297.

. - .94.

. - .204.

. - .76.

. - .87.

. - .278.

. - .195.

228.

• •

• •

• •

• - •

• - .40.

• ,

,

;

:

,

:

•

,

,

,

,

,

,

,

•

•

• •

• - .82.

«

» - .58.

«

»

:

«

».

:

,

• •

• •

• - .153.

«

• •

-

»,

• - .139.

220.

• •

• - •

,

:

,

-

,

•

• •

. - .135.

,

.

.

:

,

,

,

,

.

• •

. - .145.

,

:

,

-

,

,

,

,

.

• •

. - .189.

,

.

-

.

.

:

()

,

,

.

• •

. - .26.

.

.

ABSTRACT

Amosha O.I., Salomatina L.M., Perederiy S.L. *Analysis of reasons for the low innovation activity of high-tech enterprises of Ukraine.* – P. 165.

The paper analyses the reasons for the low innovation activity of high-tech enterprises of Ukraine. The analysis is based on the official statistics and the System of Information Disclosure on the Stock Market of Ukraine. The recommendations are offered how to implement the Programme of Developing the Investment and Innovation Activity in Ukraine.

Keywords: innovation activity, Ukraine's enterprises, stock market.

Burlaka V.H. *Strategy for the development of the world fuel-and-energy complex and its regional features.* – P. 3.

Based on analysis of the the world fuel-and-energy complex formation, and using the recent forecasts made by the International Energy Agency (IEA), the author defines the priority development of Ukraine's fuel-and-energy complex taking into account modern tendencies of increasing the role and significance of renewable power industry, alternative fuels, and increased rates of energy efficiency.

Keywords: structure of power sector, oil, natural gas, coal, hydroelectricity, renewable energy sources.

Chentukov Yu.I. *Developing Ukraine's ferrous metallurgy under crisis.* – P. 82.

The article dwells on the features of the ferrous metallurgy development under the financial crisis and defines the factors influencing the development of the mining and metallurgical industry.

Keywords: ferrous metallurgy, financial crisis, iron and steel products.

Chuchko N.O., Lozikova G.M. *E-trade in the system of the world economic relations.* – P. 153.

Genesis of the term "e-trade" is presented. The attempt is made to determine the international nature of e-trade. Its importance in the international labour division is considered.

Keywords: Internet, e-business, e-trade, world economic relations.

Dorofeeva H.O., Furaeva N.V. *Rationale for improving motivation of personnel management in sales of a commercial enterprise.* – P.344.

Motivation of personnel – the way to the success of an enterprise. The necessity of creating workers motivation at a modern enterprise is

substantiated. The primary directions of motivating the workers are proposed.

Keywords: motivation, system of compensation, system of motivation, non-material motivation, personnel.

Eskov O.L., Fedorova N.V. *On the question of improving a pricing policy under modern conditions of managing.* – P. 216.

The article considers the expedient cases of using a cost-based pricing method and gives grounds for the efficiency of value-based pricing method under modern conditions of managing. The methods of calculating the price of goods are studied taking into account the level of their competitiveness.

Keywords: cost-based pricing, value-based pricing, matrix of valuable properties, competitiveness, price.

Evdokimov F.I., Rozumna N.V. *Assessing the attractiveness of investment projects of coal mines.* – P. 180.

The paper describes assessment of the attractiveness of coal-mines' investment projects. A methodical approach to optimization of periods of investment projects on reproduction of coal mines' capacity that provides increase of reliability of target figures.

Keywords: coal industry, investment projects, planning system, mine fields.

Goral L.T. *Formation of a strategic programme of a technological renovation of the linear part of the main gas pipelines.* – P. 235.

The paper characterizes briefly the condition of a linear part of the main gas pipelines (LP MGP) DK "Ukrtransgas", describes main reasons for breakdowns and failures, forms main requirements to maintenance and development of exploitation reliability and safety of a linear part, offers the algorithm of the process of increasing the exploitation reliability of LP MGP and presents the dependence of determining pipeline priority for conducting repair in order to reduce financial costs.

Keywords: linear part of the main gas pipelines, reconstruction, renovation, efficiency.

Grinevska S.M. *Prospects for region's sustainable development.* – P. 288.

The author's interpretation of basic points of region's sustainable development is represented. Strategic purposes and tasks of region's sustainable development in the socio-economic sphere are defined. The main risks of region's sustainable

development in the socio-economic sphere are distinguished. The prospective directions of the state regulation of region's sustainable development are proposed.

Keywords: sustainable development, region, socio-economic aspect, state regulation.

Gryga V.Yu. *Modernization of domestic industry: analysis of trends and prospects for the development.* – P. 97.

The paper defines the prospects and problems concerning modernization of the domestic industry. The processes of modernization are considered through dynamics of such indicators as the level of deterioration, amounts of investments in basic capital, capital-labour ratio.

Keywords: modernization of industry, prospects for development, classifier of economic activity.

Gryshko N.V., Kunchenko O.V. *Organizational bases for leasing relations in the coal industry of Ukraine.* – P. 112.

The paper describes the researches concerning the organization of leasing in the coal industry of Ukraine. Main participants of leasing relations are identified. The requirements to the organization of relations between the participants of leasing are set, as well as the scheme of above relations was developed.

Keywords: leasing, organization, special leasing company, management, participants.

Kaganova S.D. *Main competences of personnel management specialists in the USA and the United Kingdom.* – P. 302.

The paper analyses different definitions of competences and features of their using in the context of training and developing personnel in the USA and the United Kingdom. The attempt is made to reveal the notion "competence". Functional and cognitive competences are more and more added to behavioural ones in the USA, at the same time in the United Kingdom cognitive and behavioral competences are included into the models of professional functional competences.

Keywords: knowledge, skills, competency, personnel.

Klunko N.S. *A model for managing in the pharmaceutical company on the basis of a strategic analysis of situations.* – P. 122.

The article examines the problems of using the instruments of a strategic analysis in the process of strategic management of a pharmaceutical company.

The basic methodical approaches to such an analysis are defined, as well as their potential possibilities.

Keywords: strategy, analysis, management, development.

Kordyukova .A. *Regulation of natural gas price on the competitive market of Ukraine.* – P. 47.

The paper presents a system-dynamic model of the domestic natural gas market that has been developed and implemented. It has helped to make a quantitative estimation of the relationships between the change in natural gas prices and the volume of GDP, as well to substantiate the expediency of using a competitive mechanism of regulation of prices for natural gas in Ukraine.

Keywords: natural monopoly, regulation of natural monopoly, natural gas market.

Korneva O.V. *Assessment of efficiency of enterprise's intellectual capital with due regard of non-monetary effects of its using.* – P. 324.

The paper proposes to assess the efficiency of intellectual capital through the index, which includes both monetary and non-monetary effects. It is shown, that the most appropriate method to evaluate non-monetary effects is a real options method. The advantages and drawbacks of different ways of determining the value of real options are analyzed.

Keywords: intellectual capital, efficiency, non-monetary effects, non-monetary effects, real option value.

Kovalenko Yu.O. *Information resource in the context of the production factors theory.* – P. 148.

The paper considers the issues concerning the researches in the field of information resources of society, essence of information resources as a factor of production and form of presenting knowledge, in the field of determining and studying regularities in formation, changing and diffusion of different types of information resources in the modern society.

Keywords: information, information resource, production factors, information society.

Kozlova L.V. *IKU – a basis for building an information society.* – P. 159.

The paper grounds the necessity of creating a situational center which would collect, accumulate and process the information including statistical indexes and indicators of the social, economic and ecological monitoring on the basis of the system of information-analytical support to the local bodies in order to provide a sustainable development of city. The situational center is offered to be created at the level of local administrations.

Keywords: information society, situational centre, sustainable development.

Lepa R.M., Solodukhin S.V. *Analyzing the influence of the theory of information cascades and herd behaviour of agents on formation of financial resources.* – P. 256.

The paper deals with formation of bubbles on the basis of irrational approaches of herd behaviour of the economic agents and the theory of information cascades. A basic model of information cascades is presented, as well as characteristics and stages in formation of financial bubbles.

Keywords: decision making, herd behaviour, financial markets, information cascade, financial bubbles.

Lozynskiy I.E. *Developing the investment programme of coal enterprises development on the basis of SWOT- and PESR-analysis.* – P. 210

Based on SWOT- and PESR-analysis, it has been determined that to support the production capacity of a mine it is necessary to make investments. The measures are offered to improve technical and economic indicators of the mine.

Keywords: SWOT- and PESR-analysis, mine, production capacity, technical and economic indicators.

Lyakhov O.V., Schmidt D.S. *Using the method of dynamic programming when solving discrete technical and economic problems.* – P. 131.

The methodical approach to solving discrete optimization problems is presented on the example of distribution of resources in the technological (organizational) processes of manufacture. The process of distribution of a resource is realized stage by stage: at each stage the calculation of resources costs is made during a direct production; during the reverse production the minimal costs are calculated for the whole process.

Keywords: optimization, resources, costs, dynamic programming.

Melnikova O.S. *Problems of equipping with modern amenities and water-supply – factors restraining the development of housing and communal services.* – P. 334.

The paper identifies the problems in the operation of communal enterprises. They include: insufficient water supply; discrepancy of water quality between to the norms and standards; growth of water consumption in regions at the decline of population; excess amount of contaminated waters diverse (discharge) without any treatment over standard cleaned ones; decline in the power of

pollution control facilities; loss of electric power and loss of water in the external networks.

Keywords: level of equipping with modern amenities, drinking-water supply, communal enterprise, reformation of housing and communal services.

Minkovska M.V. *The influence of a tax system on enterprise development.* – P. 241.

The paper analyses budgetary receipts in regard to the state budget taking into account the features of the tax system and tax policy reforms in Ukraine. The features of a fiscal oriented taxation policy are identified. The analysis of Ukraine's budgetary receipts formation was made. The management policy concerning VAT is characterized. The methods of calculating the critical sizes of taxes and tax collection are recommended for determining enterprise's financial stability.

Keywords: carriage by rail, international transit, problems, prospects.

Okhten O.A., Peredeereva O.S. *Methodical approaches to estimation of the economic component of a technical-technological potential of an industrial enterprise.* – P. 119.

The article presents the development of methodological provisions for making diagnostics of industrial enterprises' technical and technological potential. The features of evaluation of the technical and technological capacities of an industrial enterprise are defined. A complex method of diagnostics is offered with using an integral level of environmental technologies.

Keywords: diagnostics, estimation, technical-technological potential, technology, economic component, cost.

Orlova V.K., Kaminska I.B. *Compensation package as a stimulating part of personnel costs.* – P. 330.

The article investigates the relationship between the concepts "personnel costs" and "compensation package", as well as compares their structure. A classification of a compensation package's components was made, and a new classification feature is offered.

Keywords: personnel, personnel costs, compensation package, social package.

Pavlov K.V., Selin I.V. *Policy of optimizing staffing levels and incomes in the mining and chemical industry.* – P. 263.

The paper deals with optimization of staff and incomes in the mining and chemical industry. Methodical recommendations concerning the

determination of optimal values have been tested on the example of one of the biggest companies OJSC "Apatit".

Keywords: rationalization policy, staffing levels, incomes, mining and chemical production.

Petrenko O.O. *Problems and prospects for the international traffic by rail in Ukraine.* – P. 31.

The article deals with transit traffic by rail in Ukraine. The favourable geographical position of Ukraine provides its high transit potential, which is based on rail transport, which gives 12% of all income in this sector. However, this potential is not realized to the full extent. To do this, a number of measures is needed for further adaptation of the Ukrainian railways to the trans-European rail network.

Keywords: railway transit, international transit traffic, problems, prospects.

Petrushevskiy Yu.L. *Government regulation of the process of reforming housing and communal services: results and prospects.* – P. 69.

The paper describes main results of reforming housing and communal services of Ukraine, analyses the role of the state in realization of reform programmes, evaluates their implementation and determines the directions for the government regulation of the process of reforming the sector of housing and communal services.

Keywords: government regulation, housing and communal services, government programme.

Philipishyn I.V. *Mechanism for managing the development of an industrial enterprise.* – P. 220.

The mechanism for managing the development of an industrial enterprise was created through integration and modification of different managerial technologies. It allows to initiate timely the changes in goals and provide their effective achievement.

Keywords: development, mechanism of development, industrial enterprise.

Polovyan O.V., Bavin V.V. *Grounding anticorruption measures in the system of fiscal relations in Ukraine: results and outlook.* – P. 12.

The paper offers a neoinstitutional model of fighting corruption in the system of fiscal relations, which takes into account the utility functions of a taxpayer and tax inspector. Based on the results of economic-mathematical modeling, the proposals on combating corruption in Ukraine are grounded.

Keywords: corruption, fiscal relations, anti-corruption measures, economic-mathematical model.

Ponomarenko O.P. *Labour motivation and realization of its mechanism in mining lands of coal mines.* – P. 297.

A motivational mechanism was developed and grounded for the mining lands of coal mines. The advantages of using the above mechanism are described. A new payment system that is based on the real objective assessment of activity is offered.

Keywords: labour motivation, motivational mechanism, payment for labour, mining lands.

Reshetnikova T.P. *The impact of the transformation market processes on the level of competitiveness of Ukrainian enterprises.* – P. 94.

The article considers the transformation processes and their impact on the competitiveness of Ukrainian enterprises. The ways of improving and stabilizing the domestic economy are offered.

Keywords: integration, transformation processes, innovation factors, investment processes, competitiveness, strategic management.

Rodionova I.V. *Assessment of the scientific approaches to estimation of innovation potential of Ukraine's enterprises.* – P. 204.

The characteristics of innovation potential of enterprises is presented, and the necessity of making a comprehensive evaluation of scientific approaches in the current paradigm of the domestic economy formation are grounded. The various approaches to the interpretation of the terms "innovation", "potential" and "innovation potential of the enterprise" are considered, as well as their advantages and disadvantages. The most appropriate approaches to the above definitions are determined.

Keywords: innovation, potential, innovation potential of the enterprise, approaches to definition of the term "innovation potential of the enterprise."

Romanenko V.A. *Structural changes in industry as a factor of energy efficiency.* – P. 76.

The problem of energy efficiency is considered from the view of structural restructuring of industry. The industrial structure is estimated for the period of the beginning of formation of the economy of the independent state. A comparative analysis of energy consumption in industry (1990-2010) using the data on Ukraine's energy balance was made. The proposals are given to improve the industrial structure, they are aimed at reducing energy consumption.

Keywords: energy efficiency, industry, energy consumption, independent state.

Romusik Ya.V. *Technological structure of Ukraine's industry in the context of balanced structural economic proportions.* – P. 87.

The paper studies the problem concerning balance of structural economic proportions including its industrial complex in order to raise the stability in regard to different destabilization impacts. The structuring of Ukraine's industry was made by the technological sectors to determine the quality of its reproduction processes, i.e. presence of products of high technology processing in export and realization. The investments in basic assets of the country's industry have been segmented in the aspect of technological sectors.

Keywords: reproduction processes, unbalanced development, technological structure, balance, disproportions.

Schwets E.Ya., Shwets L.V. *Estimation of efficiency of an industrial enterprise's system of logistics.* – P. 135.

The paper considers basic indicators of estimation of efficiency of an industrial enterprise's system of logistics. The indicators are analyzed in the context of modern real economy. A common indicator of logistic service is also analyzed and graphic dependence on logistic costs of an enterprise is depicted.

Keywords: system of logistics, integrated estimation, costs, logistic service, efficiency.

Shchetilova T.V. *Substantiating the application of microeconomic models aimed at evaluating the macroeconomic changes based on the innovations.* – P. 189.

The exogenous macroeconomic models have been analyzed, their shortcomings in relation to a formalized conformation with the expedient innovations have been determined. The contradictions between the macro - and microeconomic models have been identified, and advantages of the endogenous models are shown. The expediency of applying the microeconomic models for evaluating the macroeconomic changes is grounded on the example of determining the external effects of the macroeconomic development based on the innovations.

Keywords: macroeconomic changes, endogenous (exogenous) models, external effects, innovation-based development.

Shevchenko N.V. *Disclosure of information as the way of raising the level of capitalization of open joint stock companies.* – P. 145.

The paper considers and substantiates the necessity of disclosing the information about the operation of an open joint stock company, as well as its goals and main directions in order to raise the level of its capitalization.

Keywords: capitalization, joint stock company, financial state, investors, stock market, securities.

Tatomir I.L., Guk N.A. *Cross-cultural framework for studying the basic preconditions for building an information society.* – P. 278.

The paper identifies common patterns and historical trends in building the Information Society as a combination of social-cultural situations that are the preconditions for developing new social-labor relations. Based on the use of a formational-civilization progress of the society, the analysis of scientific views as for formation of the name of a new stage of social development was made.

Keywords: formational and civilization approach, information economy, Information Society, "global village", "electronic cottage".

Telyshevska L.I., Maiboroda T.A., Podvalna K.S. *Marketing of innovations as one of the instruments of providing enterprise competitiveness.* – P. 195.

Main features of the innovations market are grounded as one of the instruments which provide realization of innovations at an enterprise.

Keywords: marketing of innovations, innovative marketing, marketing strategies, innovative activities, innovative activity.

Tkachenko V.A., Garaschuk O.V. *Entrepreneur's labour as a natural motivational function of business.* – P. 228.

Different forms of human activity are considered in the context of consciousness and will. It has been determined that human activity aimed at self-realization becomes a necessary condition for further improving and developing the activity and is subjected to motivational regulation. The identity of initiative business activity with entrepreneurship is considered.

Keywords: activity, self-realization, motivation, entrepreneurship, self-affirmation, legal support.

Trushkina N.V. *Specifying the content of the term "material flow at an industrial enterprise".* – P. 58.

The paper brings existent definitions of the term "material flow" into the system according to classification features. The content of the term "material flow at an industrial enterprise" is specified.

Keywords: bringing into the system, classification features, material flow, industrial enterprise.

Tsisinska O.B. *Instruments and mechanisms for providing monitoring of cross-border projects implementation.* – P. 40.

The paper characterizes the instruments of cross-border projects implementation monitoring. The variants of structures that could do monitoring of cross-border projects implementation are proposed. The instruments which provide the development of the mechanism for monitoring of co-financing of cross-border projects are presented.

Keywords: cross-border cooperation programmes, cross-border projects, monitoring, cross-border projects implementation monitoring.

Ustinov E.O. *Methodology of reflexive managing the processes of developing the new sales markets for industrial products.* – P. 139.

The article presents a comprehensive methodology for reflexive managing the processes of developing the new sales markets for the industrial products. The general chart of the process of reflexive managing the processes of developing the new sales markets for the industrial products for the enterprise is presented. Perspective directions for the researches are marked.

Keywords: management methodology, reflexive management, developing new sales markets, sale of industrial products.

Vinogradova O.R. *Analysis of the world experience in investment support of enterprises' innovative activity.* – P. 199.

The paper considers the mechanisms of investment support of innovative activity of enterprises which are applied in the international practice. Basic principles of activating the innovation processes in Ukraine are offered. A special attention is paid to the role of the state in creation of the system of innovative activity support.

Keywords: innovation, financing, innovative activity, innovation model, investment.

Vodovozov E.N. *Essence and directions for the housing and public utility enterprises restructuring under property reformation in Ukraine.* – P. 104.

The paper describes the results of researches concerning essence and directions for the housing and public utility enterprises restructuring under conditions of property reformation in Ukraine.

Keywords: housing and public utilities, restructuring of enterprises, anti-crisis management, housing and public utilities reformation.

Yudin M.A. *Cluster approach to the implementation of state and regional target programs in energy saving.* – P. 25.

The article describes the peculiarities of using a cluster approach to the implementation of target programs in energy saving. A conceptual approach to the formation of a network of energy saving clusters on the basis of a cogeneration in Ukraine's regions is offered.

Keywords. energy saving, target programs, cogeneration, cluster.

Zerkal A.V. *Studying the level of corporate culture in the machine-building industry.* – P. 312.

The paper considers the features of corporate culture in the machine-building industry. The corporate culture diagrams were formed and analyzed. The types of corporate culture in the machine-building industry are characterized. It is offered how to evaluate the managers' and personnel's motivation coefficients with consideration of the industry specifics.

Keywords: corporate culture, profile of culture, market types of corporate culture, system of motivation.