



SUMMARY

*Haman P.
Savchenko S.
Mitla A.*

EAST EUROPEAN UNIVERSITY OF ECONOMICS AND MANAGEMENT: 20 YEARS ACTIVITY AT THE EDGE OF MILLENNIUM

The article presents the main attainments of the East European University of Economics and Management for the 20 years of existence. The creation and development stages of the institution are defined. The article characterizes the achievements of the University according to its activity directions and focuses on the development prospects.

Bilyk S.

EAST EUROPEAN UNIVERSITY – 20 YEARS TOGETHER!

The article focuses on the cheerful mood of all the celebration participants excited by the great spirit power and attracted by the ideas of Rauf A. Ablyazov, the President of the University.

*Zadorozhnyi I.
Zadorozhnyi S.
Kozlovska S.*

THE LESSONS OF THE 19TH AND 20TH CENTURIES' REFORMS IN THE AGRARIAN SECTOR OF THE ECONOMY

The article deals with the questions of strategic management which facilitate the efficiency increase of the management system in the time of the key economy branches reforming.

*Dashevska O.
Babalov T.*

OIL CRISES IN THE WORLD ECONOMICS

The article analyses the crisis phenomena at the international oil market, distinguishes the crisis reasons. The oil market crises are characterized according to the possible causes: natural, anthropogenic, geopolitical, economical ones. The author influence of the geopolitical factors on the oil market development is demonstrated.

*Prysiachniuk Y.
Shevchenko N.*

ECONOMIC AND POLITICAL VIEWS OF P. STOLYPIN AND THEIR REFLECTION IN THE MODERN SCIENCE

The article presents the main activity stages of P. Stolypin, the famous reformer of the early 20th century. The key interest is displayed for his opinions and their reflection in the modern (post-Soviet, Russian) historiography. The primary attention is drawn to the modern scientists' revision of the statesman 'old image', prior to the time of V. Lenin's prevailing appraisal of this person in the science.



*Dmytruk B.
Hyrnyk L.*

**PROBLEMS AND DIRECTIONS FOR IMPROVEMENT
OF UKRAINIAN GAS TRANSPORTATION
SYSTEM MANAGEMENT**

The article focuses on the analysis of the problems and directions for modernization of the gas transportation system for the purpose of stable natural gas supply for Ukrainian and foreign consumers. The author offers the model for creating international gas consortium and improving gas transportation system management taking into account the interest of all its shareholders.

*Desiatnikov I.
Desiatnikov O.*

**CONDITION AND PERSPECTIVES
OF THE TOURISM DEVELOPMENT IN UKRAINE**

The article covers the problem of development and the trends of further tourism progress in Ukraine. The authors analyze the last year performance of the tourist industry development, identifying their possible influence on the tourist demand making in the future.

Shchoholieva I.

**DESTINATION QUALITY CONTROL AS FACTOR
OF ASSURING SUSTAINABLE TOURISM DEVELOPMENT
IN UKRAINE**

The article deals with the analysis of the essence of the notion "tourism destination". The expediency and conditions for improving the quality control of tourism destination within the context of sustainable tourism development in Ukraine is substantiated.

Alekseyeva N.

**CLASSIFICATION OF BASIC STRATEGIES
OF ENTERPRISE DEVELOPMENT**

The article focuses on problems of strategic management of economic activity of a commercial enterprise. The article reveals the essence of development strategies and offers their classification for commercial enterprises.

Sushko N.

**PROBLEMS AND PROSPECTS FOR DEVELOPMENT
OF CONSULTING MANAGEMENT IN HOTEL
AND RESTAURANT BUSINESS**

The article deals with the problems of developing consulting management in hotel and restaurant business. The causes of sluggishness of consulting activity in Ukraine are investigated. The main directions and prospects for development of consulting activity in this sphere are determined.



*Yefymchuk V.
Nepomnjashcha T.*

**TRENDS AND TENDENCIES
OF PRODUCTION AND CONSUMPTION INCREASE OF MILK**

The analysis of time history of cow population in Ukraine, the volume of milk production and consumption is given. The article summarizes the domestic and world tendencies of this kind of products. The ways of raising the amount of production and consumption of milk products as well as dynamic development of dairy business are suggested.

*Horduz M.
Prokopenko V.*

**REALITIES AND PROTECTION
OF PERSONAL INFORMATION IN UKRAINE**

The article considers and analyses the NBU decree # 278 "The approval of the changes to the instruction for the management and fulfillment procedure of the currency transactions on the territory of Ukraine", its correlation to the laws of Ukraine "On information" and "On personal data protection".

Shulha V.

**PROBLEMS AND PROSPECTS
OF PENSION MAINTENANCE IN UKRAINE**

The article presents a profound evaluation of priority directions for developing pension reform in Ukraine. The article covers the problem of the citizens' insufficient social and economic activity for earning a decent pension. The author presents a comparative analysis of the level of pension maintenance in Ukraine and the countries with developed economy, and draws conclusions and generalisations which can be used in the process of reforming the system of pension maintenance in Ukraine.

Makarchuk O.

**THEORETICAL AND PRACTICAL ASPECTS
OF BALANCED SCORECARD METHOD APPLICATION**

Theoretical bases of the Balanced Scorecard method application for improving managerial decisions efficiency and developing long-term strategy of enterprise activity are evaluated. The importance of method implementation in agriculture is defined.

Valinkevych N.

**MAIN CHARACTERISTICS OF THE ORGANIZATIONAL
MODERNIZATION OF FUNCTIONING AND DEVELOPMENT OF FOOD
INDUSTRY ENTERPRISES**

The opinion on the theoretical foundation of the defining characteristics generalization and the basing of organizational cycles by the implementation of organizational modernization in the food industry enterprises is expressed. The problem of enterprises upgrading in the post-crisis recovery is of paramount importance including the factors of structural changes in the national economics.



Levchenko V.

**MATHEMATICAL FORMALIZATION OF INSURERS' OPTIMAL
STRATEGIC BEHAVIOR FROM STANDPOINT OF GOVERNMENT
SUPERVISION**

(ON THE BASIS OF CARNOT ANALYSIS)

The article focuses on forming the optimal strategic behaviour model of insurance companies, considering the influence of government supervision on their activity. The optimal volume of insurance products sales and optimal tariff rate, that maximize the insurer's income, are calculated. The optimal tax rate on insurance services volume, that maximize state profit, is determined.

Tarasenko S.

DIVIDEND POLICY AND COMPANY VALUE

The article systematizes theoretical approaches to selecting the type of dividend policy of the joint stock company, elaborated by international and domestic science. The interrelation between the value of the company and its dividend policy is investigated. The system of principles and guidelines for implementing effective dividend policy in domestic enterprises is grounded.

Kazarinov D.

**INTERNATIONAL EXPERIENCE
OF REGIONAL MONETARY INTEGRATION**

The article examines the international experience of regional monetary integration, existing and perspective currency regions are selected, the forms of international monetary and financial cooperation are classified and the prerequisites of their successful development are found.

Korobka R.

**CRITERIA AND OPTIMALITY CONDITIONS FOR DEVELOPMENT OF
UKRAINIAN STOCK MARKET INFRASTRUCTURE**

The article presents the model for optimizing the trading subsystem of the stock market infrastructure. Criteria and conditions for optimal development of the stock market infrastructure of Ukraine are determined.