



SUMMARY

*Yaremko L.
Poliakova Y.*

GLOBAL COMPETITIVENESS OF A REGION AND ECONOMIC AND FISCAL ASPECTS OF ITS GROWTH

The economic and fiscal aspects of global competitiveness strengthening of regions of Ukraine under financial and economic crisis conditions are investigated. The role of taxation in the process of capital attraction and in economic activity stimulation of business in the region is considered.

*Porokhnia V.
Andreishyna N.*

MARKET BALANCE MODELLING CONSIDERING EXTERNAL FACTORS

The author presents mathematical model, in which demand and supply are considered as functions that depend on the price and its changes. The article investigates the influence of external factors on equilibrium price that is quantitatively expressed by differential equation coefficient. It becomes evident from the described functions of supply and demand that equation used for finding the equilibrium price is expressed by a single stable state of equilibrium.

Malyk I.

TRENDS OF INFORMATION ECONOMY DEVELOPMENT IN UKRAINE

The concept of the information economy and its relation to the information society are analyzed in the article. A complex research of transition process from the industrial to the information society is carried out, allowing to display the genesis of the information economy and its peculiarities of development in Ukraine and abroad. The basic trends and strategic goals of further development of the information economy in Ukraine are revealed.



Yefimenko T.

**STATING SOCIAL PHENOMENA AND PROCESSES
INDECIES IN FINANCIAL REPORTING OF ENTERPRISES**

The article investigates social indicators and phenomena of financial reporting of enterprises which together with economic indicators influence managerial decisions. The essence of the category “social factors” is defined. The author suggests the extended definition of such elements of financial reporting as assets, obligations and capital considering their social and economic benefits.

Huk V.

**POPULATION OF CHERKASY REGION FORECAST
IN 2013 BY METHOD OF TIME SERIES ADDITIVE
COMPONENTS ANALYSIS**

The article considers the issue of population forecasting. The author uses the approach based on the time series analysis. The article comprises a step-by-step description of the interval population forecast calculation algorithm by method of time series additive components analysis.

Shpak L.

**FEATURES OF WORLD FINANCIAL CENTERS
DEVELOPMENT**

The author discovers the features of the world financial centers development, their classification and main characteristics. Leading world financial centers are pointed out, key indices of their functioning are analyzed. The conditions required to transform the national financial centers into the world and regional ones are determined.

Demessie M.

Zavarzina G.

**ECONOMIC EXPEDIENCY OF ARCHITECTURAL
LANDSCAPE OBJECTS PLANNING WITH THE ELEMENTS
OF ROOF PLANTING**

Modern tendencies and methods in architectural landscape objects design with roof planting elements are analyzed in the article. Plant selection and green roof construction arrangement recommendations are given.



Bashynska I.

**INTEGRATED MARKETING COMMUNICATIONS THEORY
DEVELOPMENT AND PECULIARITIES OF THEIR
FORMATION IN UKRAINE**

The article considers the development of integrated marketing communications theory. The author elucidates the causes of integrated marketing communications occurrence, principles of their formation and peculiarities at the Ukrainian enterprises. The author determines four major changes that integrated marketing communications have caused.

*Maliuk O.
Kyryliuk V.*

**SPECIAL FEATURES OF CREATION OF THE PROJECT
INVESTMENT PORTFOLIO WITH THE ECOLOGICAL
FACTOR ADJUSTMENT**

Methodical means of creation of ecologically balanced project portfolio are developed. Its special feature lies in the providing of the coordination of economic and environmental results of investment. Several dynamic models are developed, which allow selecting investment projects to the ecologically balanced portfolio and establishing the optimal sequence of their implementation.

Lazorenko L.

**CORPORATE SOCIAL RESPONSIBILITY
AS INNOVATIVE BUSINESS STRATEGY**

The article focuses on the essence, principles and constituents of corporate social responsibility in the separate enterprises of Ukraine and identifies features of construction of strategic activity management based on the social principles.

Borodach Y.

**MANAGEMENT EFFICIENCY OF MATERIAL FLOW OF
ASSEMBLING**

The problem of management efficiency of material flow of assembling is analyzed. The solution problems are revealed, recommendations for their solution are given.



Gribakho O.

**ORGANIZATIONAL CULTURE OF AN ENTERPRISE
AS A FACTOR OF COMPETITIVENESS INCREASE**

The concept “organizational culture” is analysed, the criteria of organizational culture and its influence on the competitiveness of an enterprise are determined and investigated in the article.

Gordeeva T.

**ASSORTMENT OPTIMIZATION OF AN ENTERPRISE:
MARGINAL APPROACH**

Existing approaches to the enterprise product range formation are considered. Parameters in assortment optimization using the marginal approach are defined. The optimal scheme of the production program with the use of linear programming is calculated.

Zadorozhniy I.

Zadorozhniy S.

**PROSPECTS OF MANAGEMENT DEVELOPMENT IN THE
21st CENTURY**

The problems of management analysis at the beginning of the 21st century and further strategic changes in the theory and practice of management are considered in the article.

Kozlovska S.

Padurets G.

Chudaieva I.

EMOTIONAL COMPETENCE AND LEADERSHIP

The article considers the practicability of the competence building approach usage for the manager’s emotional competence evaluation. The author presents a modernized version of questionnaire based on the analysis of standard methods for evaluating the manager’s leadership competence and determines its consistency index.

Litynska V.

FORMING THE WORKER’S CAREER IN AN ENTERPRISE

The article considers the necessity of enterprise personnel’s career forming. The author gives a detailed characterization of the constituents of the career forming process: planning, control, estimation, motivation of the worker’s career.



Borvinko E.
Gordiienko V.

EFFICIENCY ESTIMATION OF TARGET PROGRAMS

The article considers theoretical aspects of the program-target method usage. The basic shortcomings of existing target programs are discovered. The effectiveness of the Countermeasure program against the contagion of socially dangerous diseases in the Dnepropetrovsk region 2008-2012 through economic and mathematical methods is estimated. The mechanism of the effectiveness analysis of the target programs is offered.

Bezpartochnyi M.

THE ROLE OF TRADE ENTERPRISES IN SATISFACTION OF CONSUMERS' NEEDS

Problems of formation of solvent demand and satisfaction of consumers' needs are considered. Improvement mechanisms of interrelation of trade enterprises and market consumers in the context of solvent demand decrease and change of economic situation are offered.

Bokovets V.
Romaniuk O.

INDUSTRIAL MANAGEMENT IMPROVEMENT

The article considers the nature and characteristics of enterprise management and measures of industrial management improvement.

Semeniuk N.

DEFINING THE SEQUENCE OF THE COMPANY WORKING CAPITAL ANALYSIS

The article examines the approaches to the working capital analysis by various scholars. The author offers stages of the working capital analysis with its division into current assets and sources of financing. The set of indicators for each stage of analysis is defined.

Havrysh H.

ASPECTS OF DEVELOPMENT OF ECONOMIC EXPERT ANALYSIS SERVICE MARKET IN UKRAINE

The author determines the factors that influence the formation of competitive environment in the economic expert analysis service market. The article comprises suggestions as to its effective formation based on the analysis of the problems of economic expert analysis service market development in Ukraine.



*Porokhnia V.
Us G.*

**MODELING OF THE FUNCTIONING EFFICIENCY
OF THE KNOWLEDGE MANAGEMENT SYSTEM
IN HIGHER EDUCATION INSTITUTE**

The article presents a model of the functioning efficiency of the knowledge management system in higher education institute. The model of efficiency management of the knowledge management system on the basis of utility maximization of the learning curve increase depending on the aggregate expenditures on students' training is worked out.

Vozna V.

**THE ROLE OF INTELLECTUAL CAPITAL
IN THE COMPETITIVENESS PROVISION
OF A HIGHER EDUCATION INSTITUTE**

The author analyzes theoretical approaches towards explaining the definition "competitiveness of a higher education institute" and determines the competitiveness factors, which concern directly the intellectual capital of a higher education institute. The expedience of the intellectual capital management in a higher education institute to provide its innovation development and competitiveness on the education services market is substantiated.