



SUMMARY

Desyatnikov I.

**TRANSFORMATION OF LANDED ESTATES IN UKRAINE
AT THE END OF XIX – AT THE BEGINNING OF XX CENTURIES**

This article deals with the problem of landed estates transition in Ukraine according to market-based approach at the end of XIX – at the beginning of XX centuries. Interrelation of feudal-servile and capitalist remains of farm management methods in landed estates is analysed.

Savchenko S., Savchenko M.

**TRANSNATIONAL CORPORATIONS EFFECT
ON THE ECONOMY OF DEVELOPING COUNTRIES**

The paper is devoted to complex research of theoretical and practical issues of influence of economic phenomenon of transnational corporations on the global economy in the emerging global market. The paper analyzes the actions of transnational corporations and the results of their performance are lightened.

Skrypyk A., Galaieva L.

SOIL BALANCE FORMALIZATION PROBLEM

In this article the methodology of assessment of losses from soils deterioration is considered. Loss decompose into price (at the expense of quality), by reducing the planting acreage and yield deterioration. The increase of risks of soil deterioration is shown as a result of industrial crops cultivation. The rate of return has proved to be significantly worse when the costs needed to restore soil fertility are taken into account.

Dmytruk B., Gyrnyk L.

**INCREASING THE VOLUME OF SHALE GAS PRODUCTION AS A
PRECONDITION FOR THE FORMATION OF ENERGY INDEPENDENT
UKRAINE**

A retrospective analysis of the world's shale gas reserves and trends of its production in the United States is made. Features and terms of the working relationship between Ukraine and world leading companies in order to increase production volume as a precondition for the formation of energy independent Ukraine are discussed.

Cherednichenko S.

**TENDENCY FORECASTING OF METAL PRODUCTS WORLD MARKET
AND EXPORT MARKETING ACTIVITIES OF METAL INDUSTRY OF
UKRAINE**

In the article the development trends of metal products world market and perspectives of Ukraine to increase its share in it are investigated. The analysis of the export marketing activities of the domestic metallurgical complex during the 2002-2013 is carried out. The model of the world metal production dynamics is offered.



Nusinova O.

**ANALYZING INFORMATION DISCLOSURE ABOUT CORPORATE
GOVERNANCE CONDITION OF JOINT STOCK COMPANIES**

Existing legal requirements to information disclosure are analyzed. The information disclosure in the system of rating estimation of corporate governance of enterprises is researched. The article analyzes the main indicators of corporate governance condition of national joint stock companies.

Kasyanova N., Levshova Yu.

**THE CONCEPT OF THE PRODUCTION FORMATION IN THE
INTEGRATED ENERGY COMPANY**

In the article the concept of production capacity creation of corporate structure through the example of the energy company which uses the principle of demand and supply balance for electricity and energy resources is offered.

Olejnyk V. M.

**RISC-RELEVANT COMPONENT OPTIMIZATION
OF NET PREMIUM IN UNDERWRITING RATE**

In the article making estimation aspects for risk-relevant types of insurance are researched. The task of risk-relevant component optimization of net premium in underwriting rate is considered. The comparison between the offered algorithm and estimation by the methods of Russian Insurance Supervision Service (08.07.1993 № 02-03-36) is made. This research allows to confirm that the volume of underwriting rate and order of its formation has a significant influence on the provision of enough insurance premium for insurance company reserve formation and effective relationship between an insurance company and an insured person. It was made the conclusion that the decrease in rate based on the mathematical calculation will give significant advantages in the competition for a prospective client. It may be mentioned that the author's method of risk-relevant component optimization of net premium in underwriting rate is more developed than the methods of oversight bodies (Russian Insurance Supervision Service).

Lebid I.

FEATURES OF BUSINESS REPUTATION MANAGEMENT

The analysis of company reputation management features is carried out as one of the strategic aspect of its development. It is suggested to consider the process of company reputation management through the prism of the classic management functions.

Gvozd V.

**MANAGEMENT OF THE COMPLEX OFF-CONTACT
ELECTRICAL INSTALLATIONS PROTECTION SYSTEM**

The article deals with the issues of the management of fire and technogenic safety improving of industrial electrical installations. The thorough analysis of existing control systems of electrical supply network and electrical installation protection has been done. Fire and technogenic safety improving of electrical installations exploitation is achieved by the design of complex off-contact fast-acting protection systems that control all possible abnormal modes during their exploitation.



Dymchenko N.

**MANAGER'S INNOVATIVE BEHAVIOR
AND ITS ROLE IN MANAGEMENT**

The peculiarities of the manager's innovative behavior and the manager's innovative approach in management are investigated. The role and the meaning of innovative behavior in management are proved. In the article the structure of innovative behavior is researched.

Kraus K.

**UKRAINIAN PRACTICE IN MARKETING MANAGEMENT
OF SMALL TRADE ENTERPRISES**

Key problems of marketing activity implementation by small trade enterprises in Ukraine are considered in the article. The comparative research of the features of marketing management concepts in small and large enterprises of trade sector is carried out. Methodological approach to marketing management implementation in small trade enterprises is improved and details of each of its stages are described.

Gryban N.

**STRATEGIC MANAGEMENT FORMATION IN ENTERPRISES
COMPANIES FOR PROCESSING AGRICULTURAL PRODUCTS**

The article deals with the application of strategic management and its place in the modern enterprises for processing agricultural products in Zhytomyr region. The disadvantages in the strategic management system and the reasons that hinder its usage in enterprises are defined. The ways of disadvantages elimination in strategic management implementation are given.

Skrypnyk A., Proskura K.

**SOCIO-ECONOMIC IMPACT ASSESSMENT OF AGRICULTURAL
SECTOR ENTERPRISES TAXATION**

In the article the socio - economic impact of the fixed agricultural tax in Ukraine is analyzed. The economy of scale impact on the agricultural sector development in Ukraine and stable growth trends of personal income differentiation are shown. Developed countries experience in agricultural sector taxation is analyzed. The optimization approach to changing agricultural sector taxation that raises the function of public utility under certain restrictions is offered.

Kaminsky A.

**CREATION AND DEVELOPMENT PROSPECTS OF A CREDIT
REFERENCE BUREAU IN UKRAINE**

Creation of credit reference bureau in Ukraine is examined. The thesis of bureau oligopolistic structure creation in the credit reporting market is proved. The main problems of credit reporting market functioning are determined and its development prospects are shown.



Godes N.

**GENESIS OF FINANCIAL MARKET TRANSFORMATION IN THE
REPUBLIC OF BYELORUSSIA: ADVANTAGES AND DISADVANTAGES**

In this article the problem of Eurasian payment Union formation and its advantages and disadvantages for the Republic of Belarus are analyzed. This critical analysis of the Republic of Belarus association is extremely topical for Ukraine as one of the countries in the Commonwealth Independent States (CIS). The conclusion about advisability of Ukraine's membership in Common European Economic Space based on evaluation of advantages and disadvantages for the Republic of Belarus is made.

Rumyantsev N., Kolchyk S.

**PARAMETERS MULTIVARIATE OPTIMIZATION
OF THE TRADING SYSTEM IN THE MARKET ENVIRONMENT**

The process of creating a new technical analysis indicator, which would be equally effective to generate signals at different stages of market activity, as well as different instruments and time periods are considered. The errors in the construction of these indicators are analyzed. The optimal parameters of this indicator for the currency pair Euro\Dollar and the results obtained with the use of this indicator over the past three years are studied.

Revenko D., Lyba V.

**INTEGRATED ENTERPRISES ECONOMIC STABILITY MODEL AND
TOOLS OF ITS VISUAL REPRESENTATION AND DIAGNOSTICS**

The methods for estimating the economic stability of the enterprise are analysed. The basic methodological weaknesses and problems of stability estimation methodological apparatus are determined. The radial metrical diagrams tool for estimation visual representation based on the integrated index is offered. The estimation technique of the gaps between actual and optimal possible values of integrated index is done.

Medvedeva M.

**MODELING OF PRODUCTIVE PROCESS WITH
UNRELIABLE EQUIPMENT**

In the article the problem of the functioning of the single-channel queuing system with unreliable equipment, reset and maintenance, which allows to describe the functioning of both primary and secondary material flow of logistics system is defined.

Tarasova O.

**REGION DEVELOPMENT MANAGEMENT
BY THE MEANS OF MODELLING**

The issues of the management of the region competitive dynamics are considered. Approaches to the notion and meaning of competitiveness are systematized. Key differences in traditional mechanisms of region development management in Ukraine and mechanism of the management of region competitiveness are clarified. The simulation model of the management of region competitive dynamics is offered.



Yatsyna V.

**ECONOMIC EFFICIENCY ESTIMATION MODEL OF OUTSOURCING IN
THE INDUSTRIAL GOODS PRODUCTION**

The expediency of outsourcing efficiency studying in terms of the transaction costs theory has been proved in the article. The own model of the economic efficiency estimation of outsourcing including impact of the transaction costs on industrial goods production has been offered.