



SUMMARY

Shpak L.

CONCEPTUAL PRINCIPLES OF ECONOMIC MECHANISM OF THE SURGE IN THE DEVELOPMENT OF TERRITORIAL-SECTORAL SUBSYSTEMS OF REGIONAL ECONOMY

The article describes in detail the territorial and sectoral subsystems that taking into account their multi-functionality have an impact on the regional interests implementation and increase of the regional economy capacity. The role of territorial and sectoral subsystems in the system-wide aspect, and factors, conditions and peculiarities of the formation and management of regional territorial and sectoral systems is determined. The tourism industry as an economic category that refers to a set of interrelated sectors and industries of the national economy is investigated. Important conceptual approaches to the surge in the development of territorial-sectoral subsystems of regional economy are systemized. Conceptual principles of the surge in the development of territorial-sectoral subsystems of the region are grounded.

Chudaeva I.

SCIENCE AND TECHNICAL DEVELOPMENT AS A COMPONENT OF THE NATIONAL INNOVATION SYSTEM

In this article the role of science and technical development in the structure of the national innovation system is determined. Science and technical development is a form of interaction of education, science, technics and production that provides the effective development of national economy in innovative way.

Us G., Pavlenko L.

CREATION AND DEVELOPMENT FACTORS OF HUMAN CAPITAL ASSETS IN CHERKASY REGION

In the article the Cherkasy region human capital creation is analyzed. The main issues that influence human capital creation in Cherkassy region are pointed out. These include: population decline, in particular high death rate of the economically active population, mass labour migration abroad, situation in the regional labour market, low employment rate and increasing unemployment, general educational institutions reduction. Capital investment in the Cherkasy region human capital development is analyzed.



Sarana L.

SCIENTIFIC APPROACHES TO THE DEFINITION OF INVESTMENT AS A COMPONENT OF THE FINANCIAL ASSURANCE FOR REGIONAL DEVELOPMENT

The analysis of approaches to defining the essence of investments as a component of financial assurance of regional development has been made. In the article it was proved that the investment should be investigated in dynamics as the whole process, within which successive value forms take place and the dynamic link of investment components is implemented.

Manylich M., Shtohrynets N.

AGRICULTURAL BALANCED DEVELOPMENT AS AN INTEGRAL PART OF THE REGION DEVELOPMENT

The article is devoted to the issues of balanced development policy of a mountain region. The key approaches to the study of this problem are analyzed. The issues of the agricultural development in mountain areas are investigated. The prospects and possible directions of the region development are offered.

Lyshko S., Pryhodyuk O.

THE ECONOMIC POTENTIAL USAGE INCREASE WITHIN THE DEVELOPMENT OF REGIONAL ECONOMIC SYSTEM

The article thoroughly has investigated peculiarities of sustainable regional development. The different aspects of economic development of the regions offered by foreign and domestic scientific doctrine are determined. The basic principles of evolutionary institutional approach to economic development is found out. The essence of the regional economic system and its description made on the basis of the systematic approach are shown. The criteria that should evaluate economic potential are determined. The possible variants of interaction between the regional economic system and economic potential which can be the background for a generalized optimization model, that serves the core planning phase in management system development of economic potential are given.



Mylenky V., Shulezhko O.

**THE STUDIES OF THE REGION ECONOMIC
POTENTIAL: A FACTORIAL ANALYSIS**

In the article the the concept of «region economic potential» is studied and the author's points of view on this subject is given. A set of factors that influence the change of the region economic potential is presented. The main factors and possible ways of their development in long-term prospects are investigated. The components of the structure of the region economic potential are pointed out. In the article the definition of the economic potential of regional economic system is offered.

Shzherbyna S.

**ECONOMIC LOSSES AND RUIN OF UKRAINE DURING
WORLD WAR II**

The article is devoted to the exploitation system authorized by Hitler's army in the occupied territory of Ukraine during the World War II. It has been examined a complex of measures for the realization of "the new order" in Ukraine in general and in Cherkasy region in particular. The author has concentrated the attention to the Ukrainian economic losses because of the occupants' economy activities aimed at providing Germany with food and raw materials.

Kramarenko O.

**BUDGET POLICY INSTRUMENTS IMPLEMENTATION
AIMED AT THE DEVELOPMENT OF THE REGIONS OF
UKRAINE**

The article deals with the peculiarities of budget policy on national and local levels in some EU countries. The mechanism of budget policy instruments implementation to ensure sustainable social and economic development of the regions of Ukraine is determined.

Yatsenko V., Yatsenko O.

**STRATEGIC ANALYSIS AND ASSESSMENT OF
AGRICULTURAL ENTERPRISES COMPETITIVENESS**

In the article the existing methodologies for assessing competitiveness of agricultural enterprises are investigated. Stages of evaluation and sets of performance indicators, financial situation and the effectiveness of marketing activities are defined. The strategic analysis of the farms competitiveness using modern methods such as SWOT analysis, SPACE analysis, model GE/McKinsey is conducted. Strengths and weaknesses,



opportunities and threats of agricultural enterprises in Cherkasy region are identified. Vectors for development strategy of agricultural enterprises with a strong, medium and weak competitive position are offered.

Zadorozhny I., Kozlovska S., Katasonov A., Zadorozhny S.

MODERN APPROCHES TO PROJECT DEVELOPMENT AND REDEVELOPMENT OF HUMAN RESOURCES MANAGEMENT SUBSYSTEM

The article deals with the issues of the peculiarities of project development of the subsystem of human resources management system of a modern results oriented organization.

Deshevenko L., Dyachuk I.

WAYS OF MARKETING IMPACT ON A CUSTOMER'S BEHAVIOUR

This article is devoted to the ways of marketing impact on a customer's behavior, meeting demand and needs based on the systematical approach of using mathematical methods in management and marketing. It enables to get tactical managerial decisions taking into account scientific aspects and show their complexity and the variety of the relationships among actual changing factors.

Sukach O., Romanenko N.

APPROACHES TO THE OPTIMIZATION OF AN ENTERPRISE CURRENT ASSETS MANAGEMENT

The article examines the economic essence of financial policy of an enterprise current assets management as the background for improving the current business activity efficiency. The basic approaches to the management of current assets are given. The problems of practical implementation of financial policy as a specific instrument of an enterprise current operations management and possible solutions are suggested. The basic stages of an enterprise current assets management are offered.

Antonova I.

BENCHMARKING AS A WAY OF ENTERPRISES COMPETITIVENESS ENHANCEMENT IN THE MARKET

In the article the theoretical aspects of benchmarking are investigated. The theoretical interpretation of the category of benchmarking and its peculiarities in modern marketing enterprises are provided. The basic principles of enterprises benchmarking are studied. The enterprises



benchmarking classification is provided. The benchmarking basic types are described.

Gordienko L.

SOCIAL ASPECTS OF THE FINANCIAL POLICY DOCTRINE

The essence of the financial policy doctrine is found out. The genealogy of financial doctrine development in Ukraine is studied. Main components of financial social doctrine in Ukraine are grounded. The principles of financial policy doctrine formation are represented.

Prikhno I.

**THE CURRENT TRENDS IN CREDIT INSURANCE IN
UKRAINE**

The economic essence of credit insurance is found out. The financial and economic indicators of the domestic credit insurance market are analyzed. The basic problems of credit insurance in Ukraine are defined. A number of measures aimed at avoiding the identified problems are offered.

Koval V., Mankuta Ya., Jolokhava Jaba

**THE APPROACHES TO INTERACTIVE EDUCATIONAL
MATERIAL MODELING FOR SMART EDUCATION**

This article deals with the problem of the approaches to interactive educational material modeling for smart education to improve student's learning efficiency via programmed education within the cybernetic approach.

Nakonechna O., Petruk S.

**MODELING OF EFFICIENT ELECTRONIC DOCUMENT
MANAGEMENT TO ENSURE STATE GOVERNMENT BODIED
ACTIVITIES**

The article presents the analysis of information flow and workflow in the Cherkasy Regional State Administration to identify the key business processes of the paperwork management. Preconditions of electronic workflow use in state government bodies are determined. Recommendations on the implementation of the SED «Megapolis.Dokumentoobih» («Megapolis.Workflow») based on structural and functional BPwin modelling using DFD standard are offered.



Veretelnyk V., Hermanenko L., Leleko I.
**RISKS AND FEATURES OF AUDIT PERFORMANCE WITH
THE USE OF COMPUTER CLOUD INFORMATION
PROCESSING TECHNOLOGY**

This article deals with the peculiarities, conditions and advantages of audit performance with the use of modern computer technologies. The factors that increase and decrease audit risk in the condition of computer information processing are determined. The main stages with the use of computer cloud information processing technology that can be used by an auditor are researched. The models which can be used in the condition of the creation of computer cloud information processing technology, process control based on OpenStack and OpenFlow that enable to enhance the efficiency by means of effective tasks planning and data structures control between them are offered.