

ANNOTATION

Oleksandr Dzyublyuk

The credit risk management of the bank under the post-crisis conditions of economic development

The features of credit activity of commercial banks are analyzed taking into account the consequences of world financial crisis. Basic principles of activation of credit process of banks are formulated as a part of management optimization of credit risk as the basis for overcoming the crisis phenomena in the real sector. There are grounded main suggestions for forming the integral policy of the bank concerning the credit risk management as the basis of bank management work for organization of credit process under the post-crisis conditions of economic development.

Bogdan Lutsiv, Maria Rypkovich

Theoretical aspects of financial and credit mechanism for tourism and recreation development

The importance of financial support is determined for the development of tourism and recreation industry in this article. There are considered some aspects of financial and credit mechanism functioning and on its basis there are determined levers of financial and credit influence on tourism economy in Ukraine.

Liudmyla Alekseienco, Maxim Alekseienco

The role of financial resources of non-state pension funds, insurance companies and collective investment schemes in the development of business processes

The article deals with the regularities and contradictions characterizing the activities of financial institutions in Ukraine and priorities of their development within current economic and legal norms. There are given the recommendations on the choice of investment strategies for allocating financial resources by non-state pension funds, the use of innovative sales techniques of insurances by insurance companies, the use of new and economically attractive financial products for investors by collective investment schemes.

Tetyana Zaporanyuk

The theoretical basis of determining the essence of monetary-credit policy in the monetary system of economic regulation

There are summarized and systematized the basic theoretical and methodological approaches to the understanding of the concept of monetary-credit policy and determined their strengths and weaknesses in the article. The role of monetary-credit policy as a regulatory mechanism with the specific aims, instruments and role in the economy is grounded. There is also determined the place of the monetary-credit policy in the monetary system of economic regulation by the central bank of the country.

Dmytro Shtefanych, Olga Dyachun

Analysis of the influence of macroenvironment's change on the enterprise marketing activity

Information sources to make the analysis of the influence of the macroenvironment's change on the company marketing activity are characterized in the article. There are specified

the factors of the influence of the macroenvironment's change, shown the methods for determining the effect of the above-mentioned environment on indices of the sales volume of the company's products and proposed some formulae to calculate these effects.

Aleksandra Lyashenko

Economic interests of stakeholders' enterprise: dialectical interaction, classification, matching method choice

Economic interests determine the motives of the company stakeholders, the process of its operation and features of the development. Enterprise stakeholders have an inherent set of different interrelated and interacting economic interests that form a single system. Such interests must be agreed, the choice of which is dichotomous — from constructive to destructive ways. Coordination of the interests of stakeholders is seen as an imperative goal of control of economic safety of the enterprise.

Nadiia Revenko, Inna Malykhina

Management of the process of forming the competitiveness of production of an enterprise

The basic economic conditions for providing competitiveness are discussed in the article. The key factors of influence on the formation of competitive advantage of the enterprise to ensure the competitiveness of its products are determined. There are discovered defining components of managerial influence on the competitiveness based on providing stable performance and there are analyzed the processes and resources that provide a competitive advantage and considered the factors of management providing competitiveness of the enterprise.

Oleg Kuzmin, Natalia Kolinko

Methods of influence as an effective tool for management with innovation activity

The article deals with scientific approaches to define the essence of the concept of "influence". There are systematized and characterized traditional and innovative methods of influence of the head, which were proposed by foreign and Ukrainian scientists. This study has allowed us to offer our own classification of methods of influence with innovative activity.

Natalia Dutova

Enhancement of efficiency of the sales control over the products of the metallurgical enterprises using means of electronic trading platforms

The thesis is devoted to handling scientific and applied problem — the necessity of competitiveness growth and enhancement of efficiency of metal manufacturers' performance through effective organization and management of their production distribution with the use of ETP. There is offered the organizational mechanism of metal manufacturer's sales management with the use of ETP that provides product sales growth, matrix model of ETP choice, based on its key operating standards i.e. attendance and sale volumes.

Bohdan Palasyuk

The usage of logistics in the distribution activity in pharmaceutical enterprises

The actuality of the usage of the concept "logistics" in the distribution activity of pharmaceutical enterprises is analyzed in this article. The peculiarities of pharmaceutical products distribution and the basic logistics processes of pharmaceutical enterprises distribution are characterized. The objects of logistics' solutions in the process of pharmaceutical enterprises distribution network improvement are described.

Pavlo Senysh

Essence and types of economic growth: historical and analytical aspects

The essence of economic growth is analyzed in the article. There are investigated the main positive and negative consequences of economic growth and revealed the system factors of economic growth in modern conditions.

Ruslana Madiar

Service sector of the border region: empirical evaluation

The article deals with the problems of employment in service sector. There is analyzed the development of service sector as it is divided in major sections of Classification of Economic Activities (CEA) and there is given the estimation of development of foreign trade with services of the Transcarpathian region in terms of cross-border cooperation and expanding the frontiers of the European Union to the East.

Mykola Butko, Yuliia Svyrydenko

Modernization format of commodity circulation sphere in Ukraine

The article deals with the evolution of sale formats in Ukraine during the transformation period. The necessity of application of modernization format to functioning of the commodity circulation sphere is grounded. There are also defined the prospects of trade development in Ukraine.

Oleg Buryak

Features of anticrisis regulation in the region of the Commonwealth of Independent States and the prospects for Ukraine

The basic measures of government control of economy in some countries of the CIS are analysed in the conditions of global financial and economic crisis. The main reasons of spreading and development of the crisis phenomena in the economy are found out as a result of the conducted research. It also grounded the suitability of introduction of those or other imperative anticrisis regulations in Ukraine.

Kateryna Dedelyuk

Prospects for the Ukrainian transit infrastructure usage in the context of EU energy consumption

The article describes the main indicators of usage of the Ukrainian energy transit infrastructure. There is analyzed the energy dependence of the European countries and this is used as basis for determining the countries, which could be supplied with energy resources using the transit infrastructure of Ukraine. The information given according to the SWOT-analysis also presents some important advantages and disadvantages of the usage of the Ukrainian energy transit infrastructure.

Anna Knyazevych

The global innovation index "evaluation of innovative potential of Ukraine

There are analyzed the results of assigning global innovation index to Ukraine in the article. This index is considered as an estimation of innovative potential of the national economy. The relevant factors and problems that reduce the rating of Ukraine towards the establishment of sustainable innovation development are identified.

Tetyana Vergeles

The rational choice theory: evolution and modern modification

The basic postulates of the rational choice theory are described. The main features of its evolution are analyzed and current trends in its development are outlined.

Svitlana Veleshchuk

Administrative management in category-conceptual apparatus of management: theoretical framework and scope

There are raised the problems of epistemology and content of the basic interpretations of “administrative management”, established the differences of interpretations of the terms “administrative management”, “administrative governance”, “public administration”, there is defined the sphere of application of administrative management and its aims and there is offered grouping of administrative management tasks according to a specific purpose; there is also outlined the object and the subject of administrative management.

Antonina Zenina-Bilichenko

The using of logistic approach in assessing the sustainability of economic development of industrial enterprises

The definition of the term “economic development of industrial enterprises” and indicators to assess the development of economic processes using logistic approach are studied.

Serhii Lekar

Interaction of local governments and government bodies in the sphere of economic security

The present article is devoted to research of basic mechanisms of co-operation between local governments and government bodies in the system of subjects providing the economic security of the state.