

ABSTRACTS

Amosha O.I., Vyshnevskiy V.P., Zbarazska L.O.
Neo-industrialization and new industrial policy. – P. 3.

The completion of the twenty years formation of the Ukrainian statehood (1992-2011) and system transformations in all the spheres of society life gives the opportunity to summarize and search for new ways of socio-economic development of Ukraine. This is also important because the specified time period coincided with the process of intensification of radical geopolitical and world economic transformations. It is the processes that created the new global geopolitical, economic and socio-cultural context, which greatly affects the choice of strategic objectives and prospects for the development of each country.

The aim of the work is to provide a scientific rationale underlying the concept of modernization of Ukraine's industrial policy in the updating global context.

The article presents a brief analysis of the results of the industrial development in Ukraine for the twenty years formation of the national economy and realization of market transformations, summarizes the main problems of the industrial sector in the light of changes taking place inside the country and in the geo-economic space, reviews the current practice of the industrial policy in foreign countries, justifies the conceptual proposes and recommendations on the transition of Ukraine to a new matrix-type industrial policy.

The new matrix-type industrial policy of Ukraine requires a shift of emphasis from the centralized sectoral management to the decentralized territorial management through strategic alliances between regional leaders and business groups, formation of complexes of interrelated enterprises and organizations with complementary competences – scientific and eco-industrial parks, industrial and other clusters applying special modes of economic management both approved in practice and new ones.

It was proved in the article that in the new conditions the priorities in the development of the Ukrainian industrial policy in addition to the internal market should be reoriented to the participation of the state in the global chains of value creation and goods delivery to the intensively growing global South including through the use of a transit potential and the opportunities of the industrial cooperation with the countries of EurAsEC. It is the southern direction that is an important factor of the Ukrainian industry competitiveness that can be brought in play – still relatively low requirements of the global South (in connection with a relatively low average income per capita) to products quality and process qualifications.

Keywords: industrial policy, neo-industrialization, matrix industrial policy, innovations.

Baltacheeva N.A. *Strategy for the system of social protection of the population in Ukraine. – P. 302.*

The paper covers the problems concerning the present system of the population protection in Ukraine. The directions were marked to form the system of strategy for the population social protection in Ukraine for the period till 2020. The strategy provides a four-stage transformation of this system and introduction of the organizational and economic measures on making amendments to the current normative and legal acts, as well as the introduction of the state compulsory and voluntary medical insurance, optimization of the process of social assistance. Their content is described.

Keywords: medical insurance, social protection, strategy of development.

Belentsova Yu.V. *Social standards as a tool to settle the contradictions between social and economic efficiency. – . 361.*

The paper states that the process of social standardization should be aimed at achieving the optimal arrangement of the social sphere of public life. With that the social standards as a tool of settling the contradictions between social and economic efficiency are the definite factor of the macroeconomic system development in the present stage.

Keywords: social standardization, efficiency, macroeconomic system.

Cherevatskyi D.Yu. *The industrial policy for the coal industry. – P. 39.*

The paper presents the study of the industrial policy for the coal industry of Ukraine, namely, the aspects determining its formation. A comparative analysis of reforms in the coal industry across the countries was made. The objective, goal and tasks of the new industrial policy in regard to the Ukrainian coal industry were identified.

Keywords: industrial policy, coal industry, reforms, mine's fund.

Choty N.D. *Regulation of banking system in the region: evolutionary approach. – P. 148.*

The article proposes the evolutionary approach to regulation of banking system in the region. The grounds are given than the methods applied for banking regulation should provide the effective cooperation between two types of region's economic agents, namely banks and enterprises of the real sector.

Keywords: banking system, region, evolutionary approach, enterprises of real sector.

Donokha H.M. *Graphic-analytical approach to building the mechanism of joint system for managing housing and communal services.* – P. 178.

The paper grounds and formulates the principles of the method applied for evaluating the effectiveness of production and economic activity of the economic entities. The approach is based on using probability ratios varying under either decreasing or increasing probability of a desired event in the sphere of housing and communal services. It allows calculating the effectiveness of the current production cycle in regard to the next one. The calculation of probability was applied in practice, and the graph of distribution of population by income was built, the latter can serve as a basis for developing the mechanism of formation of joint management of housing and communal services in Ukraine.

Keywords: mechanism, joint system, housing and communal services, income of the population.

Dubey Yu.V. *Competitiveness of machine-building enterprises on the market of railway rolling stock.* – P. 259.

The paper characterizes production capacities and consumers of wagon products on the economic markets of CIS countries. The competition environment in the sector of railway rolling stock building on macro- and micro-level was assessed, the factors of risk were identified, and measures oriented to strengthening the competitiveness of the enterprises under investigation are well-grounded.

Keywords: machine-building enterprise, competitiveness, market, railway rolling stock.

Fedoseenko I.G. *Economic and mathematical justification of domestic enterprises' needs in the state support.* – P. 156.

The paper grounds the necessity of providing the state support for business entities development through the economic and mathematical methods of correlation-regression analysis. The key indicators reflecting the performance of the subjects of the real economy were summarized in order to determine whether they need in the state support. The authors proved that some business entities really need in the state support.

Keywords: state support, government regulation, correlation and regression analysis, financial position, business.

Fedotov A.V., Romanenko V.A. *Marketing and logistics on the agricultural machinery market.* – P. 92.

The paper deals with technical maintenance of agricultural production. The problems common both

for Russia and Ukraine are identified. The algorithm of using a marketing logistics is offered to solve the urgent problems in the sphere of technical maintenance of agricultural production.

Keywords: marketing, logistics, agricultural machinery market, energy consumption.

Goryanska T.V. *Competitive positions of the export-oriented sectors of Ukraine's economy.* – P. 138.

The article presents the investigation of the competitive positions of the export-oriented sectors of Ukraine's economy. It analyzes the structure of domestic commodity exports and offers the directions for diversification of the Ukrainian exports.

Keywords: export, competitiveness, metallurgical industry, mechanical engineering, agricultural production.

Gulyak R.E. *Scenario forecasts of development of the resource component of city's economic potential.* – P. 117.

To determine the degree of mutual dependence of factors in the development of the resource component of city's economic potential, the paper offers the method of expert evaluation. The methodical approach to scenario forecasts was developed. Some scenarios of the development of the resource component of city's economic potential were analyzed, and features of its internal determination were revealed. Based on the impulse method of modeling, the action of self-regulating protecting mechanism for the development of the resource component was proved mathematically.

Keywords: expert evaluation, forecasts, economic potential, scenarios of development.

Kitchenko O. . *On the issue of choosing energy-supply and energy-saving options by the industrial enterprises.* – P. 270.

The article gives grounds for using the procedure of choosing the system of formation and use of the industrial enterprise's energy-saving potential (EESP) within a complex approach. It gives the possibility to realize the functions of formation and use of energy-saving potential depending on the size of the enterprise; to estimate energy-supply options; to justify the optimal strategy for enterprise's energy-supply and energy-saving.

In the process of formation of enterprise's energy-saving potential one should consider, firstly, that EESP is a system which contains the following components: energy-technical, energy-technological, energy-structural, energy-management and energy-organizational. Secondly, the importance of forming and using the industrial enterprise's energy-saving potential functions depends on enterprise's size.

Thirdly, the analysis is required which provides the estimation of energy-supply options (centralized, decentralized or combined). Fourthly, the optimal strategy for energy supply and energy saving should be justified.

A generalized model of rational choice of industrial enterprises' energy supply and energy efficiency includes three main stages: conducting expert interviews in order to optimize the number of parameters that characterize the choice of energy supply alternative; application of the modified T. Saaty method that is based on opinions of experts; analysis of solutions sensitivity using the expert choice.

Keywords: energy saving, energy supply, potential, industry, strategy.

Klunko N.S. *Features of a logistic approach to optimization of pharmaceutical companies' activity on the world market.* – P. 194.

Trends on the global pharmaceutical market are analyzed in the context of a radical rethinking of the requirements to the pharmaceutical companies, and ways of organization of their activities are analyzed. The focus is made on the logistic component of the value chain.

Keywords: pharmaceutical companies, logistics, foreign economic activity, value chain.

Korobko A.V. *Theoretical bases for strategic planning at an enterprise.* – P. 242.

The article studies theoretical and methodological foundations for strategic planning in Ukraine. The necessity of developing strategic planning at an enterprise is grounded. It contributes to the competitiveness of enterprises and its realization depends on the effective work of managers in the area of strategic planning. Therefore, in the present conditions of development of the Ukrainian economy one of the important issues is the development of methodological and methodical bases for strategic planning at enterprises.

The subject of the research is methods of organization of strategic planning. The aim of the research is consolidation of the information on strategic planning and justification of criteria for appraisal of the strategy.

Strategic planning is a special type of planning work which is to develop and implement strategies. As a process, strategic planning involves four activities: allocation of resources, adaptation to the environment, co-ordination and adjusting, organizational changes.

The mechanisms of strategic planning in Ukraine are in development. Now, the Ukrainian market entered the stage of development when the absence of strategy prevents to win the competition.

The analysis of literature allows to conclude that nowadays there is no universally recognized and effective method of strategic planning.

Keywords: strategic planning, factors of environment, competitiveness of enterprises.

Kostenok I.V., Khomenko Ya.V. *Methodological bases for strategic management of region's investment attractiveness.* – P. 110.

The article offers methodological bases for forming the concept of strategic management of region's investment attractiveness.

Keywords: region's investment attractiveness, strategic management, concept, methodology.

Kotov E.V. *Tectology of public-private partnership in the light of international experience.* – P. 66.

Meeting the increasing demands of the population for infrastructure encountered budget constraints of the state. The present situation in Ukraine is such that it is necessary to use new economic mechanisms for providing a decent standard of living without compromising the needs of future generations. The institute of public-private partnership should be an important tool for solving this problem.

The article describes the experience of public-private partnership in the UK, Canada and the USA. In these countries, one fifth of projects is implemented in public-private partnership. Public-private partnership in various forms has been used for a long time. It is one of the key trends in these countries. The financial and economic crisis has strengthened the need for public-private partnership in the European Union.

In Russia, the Investment Fund was created for providing the government financing of public-private partnership projects. The Ministry of Regional Development of the Russian Federation is the main governmental authority that has the experience in the use of public-private partnership for retraining of engineers.

In Ukraine, public-private partnership started in 1872 when Kiev created the first city plumbing. To estimate the current state of public-private partnership different models of partnerships are considered in the work. The analysis of partnership in the preparation of sports infrastructure in Ukraine for the European Football Championship 2012 is given. "Failures of the state" in the implementation of public-private partnership are summarized. The grounds are given that there is a necessity of establishing centers of public-private partnership in Ukraine. The author proposed to create "centers of responsibility" in public-private partnership. The goals, guidelines and objectives of the "centers of responsibility" are described.

Keywords: public-private partnership, organization of development, centers of responsibility.

Kuznetsova T.V. *Methodological approaches to formation of personnel policy of export-oriented enterprises with consideration of international experience.* – P. 366.

The paper considers some components of foreign activities of domestic and foreign companies. Positive experience of transnational corporations is demonstrated, and methodological approaches to the use of the international experience in personnel policy of Ukraine's export-oriented enterprises are formulated.

Keywords: personnel policy, foreign economic activity, transnational corporation, export-oriented enterprise.

Maidukov G.L., Bolbat V.N., Grygoryuk M.E., Maidukova S.S., Ponomarenko C.V. *Profitability of coal products: conditions for forming and innovation potential.* – P. 215.

To reform and provide the economic development of the coal industry, the problems common for this branch are considered in the context of creation of the innovation potential. They include incomes of a coal mine, role of ash-content in the gross output formation as a pricing factor, sources of layer dilution by containing breeds and their influence on the output, structure, price of the products realized. The concept of diversification of mines into industrial complexes of a new technological level is presented in order to increase the added cost in the wholesale price, reduce the technogenic loading on the environment, create the competitiveness and expand the nomenclature of output production.

Keywords: investment potential, commercial coal products, diversification of mines.

Mykhalchenko G.G. *Development of regional labour markets.* – P. 329.

The basic problems concerning the development of regional labour markets are analyzed in the article, advantages and problems of their functioning are identified. Measures on eliminating the regional disproportions on labour markets are offered.

Keywords: regional labour market, employment, release of workers, job vacancy, unemployed population, employed population, professional training.

Minkovska M.V., Radionova A.S. *Role of leadership in the system of quality management.* – . 388.

Worldwide trends and requirements to the increase of competitiveness and attractiveness of services provided for consumers are the main reasons for the start of the introduction and development of the quality management system (QMS). It is the top manager who has the major influence on QMS. The success of all projects and QMS depends on the actions and decisions of the top manager. The leader is not only inspiration and ideology, but also the main source of ideas, coordinator, controller. Policy directions for the organization, consumer satisfaction and loyalty of the staff depend on leader's involvement in quality management. In the Donetsk Regional Center of Hydrometeorology the work on implementation of QMS began in 2009 and continues at the present time because the quality concept is permanent. Production processes are quite clear because they are based on the instructions and regulations of individual departments, but the role of leadership in QMS is not so clear. This article defines the objectives and role of leadership in the quality management system in the Donetsk Regional Centre of Hydrometeorology.

Subject of the article is methodological and practical foundations of QMS. Purpose of the article is the examination of theoretical bases of leader's role in the organization and their practical application in the Donetsk Centre of Hydrometeorology.

Keywords: quality management system, top manager, decision making, Donetsk Regional Center of Hydrometeorology.

Nikiforova V.A. *Strategic directions of the industrial policy in the metallurgical industry of Ukraine in the post-crisis period.* – P. 129.

The expediency of developing the industrial policy in the contemporary economy is substantiated. It is revealed that the problems of the industrial policy in the developed and developing countries differ significantly as a result of uneven economic growth.

Retrospective of the state industrial policy in the metallurgy of Ukraine in the crisis and post crisis periods is analyzed. The main anti-crisis government measures, their objectives and results of actions are defined. The measures turned out to be short-lived and did not solve the underlying structural and technological problems of the industry. Consequently, the dynamics of the major industrial and economic performance of the industry in the period under review was negative.

In the paper, the main problems of Ukraine's steel industry are identified, among which the most

important problem is high energy intensity of production, its low technological level and assortment deformation of the structure of steel products production and consumption. The priorities, directions and measures of the Ukrainian state industrial policy in the above industry are marked with a shift of emphasis in favor of the realization of strategic objectives – improving the efficiency of resources and ecology.

Keywords: industrial policy, metallurgy, strategic directions for development.

Obolonska I.V. *Indicator of the organizational and technical level of mining enterprise's production capacity and methodology of its application. – P. 236.*

Iron ore market competitiveness variability has a great influence on the value and usage of production capacity of mining enterprises. Taking into account that most of the fixed assets is worn (almost by 54 – 70%) it is very difficult to estimate a planned capacity that makes our research actual. The goal of the article is the development of a complex indicator aimed at estimating the organizational and technical level of providing mining enterprise's production capacity and its practical application.

Correlated regressive and analytical methods are used in the article. Based on the scientific researches, the analysis of a complex indicator aimed at estimating mining enterprise's production capacity is suggested. Besides, particular indicators of this level are justified including that one which characterizes supply usage.

The methodology for estimating the level of organization of technical production allows finding out bottlenecks and defining its management factors.

Keywords: mining enterprise, level, capacity, indicator of estimation, methodology of application.

Oliynyk O. . *The branch features of contractual regulation of risks in social and labour relations. – P. 376.*

The paper analyzes the structure of general and branch agreements. The features of contractual regulation of risks in social and labour relations in some industries of the economy are described. The real situation in the use of general and branch agreements on regulation of risks in social and labour relations is analyzed. The basic problems concerning the application of agreements on different levels are revealed and the ways of their solution as well.

Keywords: general agreement, branch agreement, social and labour relations, risk.

Omelchenko S.M. *Features of human capital assessment depending on the chosen kind of innovation. – P. 349.*

The paper offers the approach to distinguishing features of human capital assessment depending on the chosen kind of innovation. It proves the necessity of assessing the elements of human capital taking into account the kind of innovation, stages of its life cycle, rates of implementation, as well as the categories of personnel.

Keywords: features, assessment, elements of human capital, innovation.

Orlov O.O., Raysnykh E.G., Gordeeva T.A. *Applying a marginal analysis and sensitivity analysis in the formation of a production program for the industrial enterprise. – P. 252.*

The article considers the influence of the method of apportion of fixed costs on the rational measurement of the existing assortment of machine-building enterprise. It analyzes the sensitivity of enterprise's income to changes in factors of production.

Keywords: marginal analysis, index of breakeven, sensitivity analysis, production program, rationality of assortment.

Paseka S.R. *Institutional bases for developing region's social and labor potential. – P. 310.*

The paper addresses the role of the institutional space in the development of region's social and labor potential since the institutional support for market reforms is of great importance for the effective use of the production potential, improvement of ecological situation. The focus is made on basic approaches to classification of institutes. Institutes-organizations, institutes-norms and institutes-customs are defined which can have unequal influence on the labor potential and form an integrated system of values in the society. The institutes are characterized as factors of influence on the development of the social and labor potential. There are also institutes as system establishments which work for the benefit of the people, their development. The institutional traps in the structure of region's social and labor potential are defined. They include unemployment, tax evading, shadow economy, corruption, nonpayments, barter, raider attacks, lobbying. The institutes as sensitive indicators of transformational changes in the system of social and labor relations must be important subjects of changes in norms, rules of behavior, system of values in the society in regard to the transformation processes which take place in the global space. The institutes as norms and customs which have been formed in the process of development of the social and labor potential should provide the development adequate to the new challenges. The necessity of improving the current legislation for providing the development of the labor

and social potential is well-grounded.

Keywords: classification of institutes, social and labor potential, development, problems, ways of solution.

Peredereeva O.S. *Methodical approaches to evaluation of the economic component of the technical and technological potential of the industrial enterprise.* – P. 267.

The article presents the methodology for making diagnostics of the technical and technological potential of industrial enterprises. Features of evaluation of the technical and technological potential of industrial enterprises are identified. A comprehensive method of diagnostics is offered using an integral level of environmental technologies.

Keywords: diagnostics, evaluation, technical and technological potential, technology, economic component, cost.

Perederiy S.L. *Prospects for developing the electronic industry in Ukraine.* – P. 184.

The paper reviews the basic trends and factors which determine the prospects for developing the electronic industry in Ukraine: positive trends in the development of production potential, international integration and cooperation, capacity of consumer electronics market, raw-material, technological and production base for creation of chemically pure materials for electronics, educational potential, scientific potential.

The author offers the organizational and economic mechanism of innovation-based development of Ukraine's electronic industry that includes the following: working out of the strategy and national program for developing the electronic industry in Ukraine, defining the enterprises–points of growth, creation of associations and clusters in the electronic industry in order to increase scientific and technological provision for design and production of electronic products and their delivery on the internal and foreign markets, creation of educational and research centres under regional centres of innovation-based development, development of technologies transfer mechanism.

Keywords: electronic industry, organizational and economic mechanism, innovation-based development.

Petrushevskiy Yu.L. *Goals of modeling a price mechanism in the housing and communal services.* – P. 162.

The article covers the problems concerning the financial policy in the housing sector and formation of an optimal mechanism of tariffs. To form the optimal financial policy in the above sector, it is necessary to address some problematic issues.

The first and important contradiction in the approaches to price setting for housing and communal services is the contradiction between consumers – households and producers and distributors of services – public utilities. This is a classic market contradiction between a seller and buyer: the seller wants to sell the product as expensive as possible, and the buyer – to buy much cheaper.

The study offers the conclusions which can be used for providing solution of problems including tariff policy formulation. Firstly, the system of utility relationships involves three main players: the population (consumer of public utilities), utility companies (manufacturer and seller of public utilities) and state (regulator of public utilities). Their interests and goals often do not coincide and sometimes even contradict each other. Therefore, the ideology of price setting in the housing and communal services should be based on the principle of balance of interests, including Pareto optimality. Secondly, given the fact that the utilities company appears in the role of a producer and seller of public utilities, there are 5 available conflict situations (instead of 3 as offered in the majority of researches) the settling of which has influence on the principles of tariffs setting.

Keywords: housing and communal services, conflict of interests, financial policy, tariffication, modeling.

Polovyan O.V. *Co-evolutionary mechanism for the sustainable development of economic and ecological systems.* – P. 276.

The article presents the main drawbacks of existing concepts of sustainable development, which is based on the reduction approach. To solve this problem, we propose to add this approach with holistic ideas. Practical implementation of this approach can be based on co-evolution – the mutual development of systems. The features of evolution and co-evolution of biotic, environmental, social and economic subsystems are described. The evolution of the economic sub-systems is proposed to be described with the productive forces, production relations and the global value chains. The mechanism of co-evolution of the above subsystems is offered. The concept of sustainable development is offered, which is based on the regulation of co-evolution of subsystems under consideration.

Keywords: sustainable development, co-evolution, holistic approach, economic system, ecological system.

Ponomarenko P.I., Tarasenko V.A. *The necessity of improving the structure at PE “Yuzhukrgeologia”.* – P. 232.

The paper describes the organizational structure of the public enterprise. The necessity of improving the structure of the geological enterprise under transformation of the industry is well-grounded. The three-level organizational structure of management of a large geological enterprise is offered taking into account the new conditions of managerial thinking.

Keywords: geological industry, public enterprise, organizational structure of management, program management by objectives, separate production enterprises, drilling teams.

Ponomaryov S.V. *Energy saving on coal-mining enterprises by means of reducing the operational costs.* – P. 98.

The paper identifies the factors which have influence on the economic efficiency of energy-saving measures undertaken at the enterprises of the Ministry of Energy and Coal Industry of Ukraine, as well as determines the degree of this influence.

Keywords: energy efficiency, fuel and energy resources, coal-mining enterprises, energy intensity, electric power.

Popadynets N.M. *Industrial modernization as a precondition for perspective development of the Ukrainian internal market.* – P. 50.

The establishment of the market economy and modern transformational processes give rise to new requirements to the development of the national economy. Modernization of changes in the social and economic development of the state have already matured. However, the crisis political processes and deep social stratification hindered the development of Ukraine and threw the country to the edge of the world progress. The future of Ukraine depends much on extensive development of the national economy and especially of its center – the internal market that is the most important factor of further economic growth of the state.

The aim of the paper is to combine the achievements of the modern economic science with solution of problems of the industrial sector modernization aimed at substantiating the development of Ukraine's internal market. The processes of the Ukrainian industrial complex modernization were studied. It is stressed that the lack of balanced industrial policy is the key restrictive factor for modernization of the national economy and its development according to the objectives set in Ukrainian society. The problems of the state industrial policy connected with modernization of the Ukrainian internal market development are analyzed. Factors of the industrial modernization influence on the development of the Ukrainian internal market are identified. The

instruments influencing the process of the industrial complex modernization are shown. The idea of introducing clusters into the industrial sector in order to improve the organizational processes aimed at modernization of the industrial complex is promoted. The attention is paid to the importance of the investment activity and innovative technologies introduction into production of the industrial enterprises. The paper offers solutions of the problem concerning modernization of the industrial complex directed to substantiation of the Ukrainian internal market development.

Keywords: internal market, investments, innovation, clusters, modernization, industrial complex, industrial policy.

Popadyuk O. *Some aspects of strategic planning in the development of housing and communal services.* – P. 170.

The paper deals with working out of scientific and practical recommendations on building the model of strategic planning aimed at developing the housing and communal services.

To evaluate the effective work of the above sector the author offers the matrix “effective demand – quality levels of services”. Through the analysis of indifference curves it was revealed that the overall improvement may be extensive (as the welfare of the population) and intensive (through the active government management). The matrix “effective demand – quality levels of services” can be used to evaluate the effectiveness in three planes: “tariffs – quality + number of services” (describing the degree of availability of adequate housing and communal services), “payment for services – quality + number of services” (describing the financial condition of utilities), “adequacy of services – adequacy of payments” (level of market and government regulation of housing and communal services market).

To provide the effective reform and development of the sector, the combination of genetic and theological concepts of macroeconomic planning in two areas of public relations in the housing and communal services is needed – predominantly market regulation and active government policy: directive planning using a program-based approach to address the immediate problems of modernization of networks and equipment in this sector and indicative planning to improve the quality of housing and communal services.

Keywords: housing and communal services, strategic planning, reform, government regulation, tariffs for housing and communal services.

Romusik Ya.V. *Investment support for the balance of structural economic proportions in Ukraine.* – P. 59.

The paper examines the problem of structural distribution of foreign direct investments (FDI) in the economy of Ukraine intended for the harmonization of the structural proportions in the economy. The structure of FDI by the economic and industrial activities was determined taking into account major countries-investors, FDI in the real sector of the economy in 2005 – 2011, share of FDI in the processing industry. On the basis of the analysis the qualitative structure of FDI distribution was defined, recommendations are given in regard to the improvement of the investment climate, increase in the share of FDI in the sector with a high level of technology, in the real economy, including its manufacturing sector, in long-term projects, which should help to stimulate productivity and employment in the country.

Keywords: foreign direct investments, investments in fixed assets, non-equilibrium development, technological structure, balance, structural proportions.

Russiyan O.A., Lashok N.Yu. *Assessing human capital of the industrial enterprises during the economic crisis.* – P. 341.

The paper analyzes the approaches to assessing human capital at industrial enterprises. The restrictions in the application of existing approaches in crisis situations are identified. The approach is offered that can be used for assessing human capital of industrial enterprises under the economic crises. It takes into account the principles of the cost approach and human parameters and makes the assessment of human capital more objective under crises situations. The advantages of this approach also include the possibility of economic assessment of the appropriateness of investments in human capital of the company in terms of its value.

The scientific and methodical approach to the assessment of human capital developed and described in the paper allows increasing the efficiency of industrial enterprises activity based on human capital development in conditions of resources crises. Assessment of human capital forms the basis for choosing the strategy and decision-making in human capital management of industrial enterprises in conditions of the economic crisis. The approach to the assessment of human capital at industrial enterprises also forms the basis for knowledge management development as a motivational factor.

Keywords: assessment, human capital, crisis situations, cost approach, human parameters, industrial enterprise.

Shevtsova G.Z. *Synergetic management as a concept of organized synergy in enterprises management.* – P. 202.

The article describes the essence and key points of the author's concept of enterprise synergetic management. Modern enterprises are complex self-organizing systems which function under conditions of ambiguity and environment dynamism. Their management mechanisms require a qualitative update. This problem determines the relevance of developing new approaches.

A synergetic approach in management is fundamentally different from traditional systems that are based on the external actions towards the object of management. Synergetic management rejects to regulate directly the object behavior in favor of organizing and stimulating its self-organization internal mechanisms. The enterprise's synergetic management system consists of components that are presented in the form of a structural-functional model. The basis of this model is the concept of organized synergy. The model contains two self-organization loops which reflect the self-regulation and self-development mechanisms of enterprise's systems.

The features of synergetic management functions which include self-organization motivation, synergetic planning and control were determined. The relationship between "organization" and "self-organization" categories was studied. The key role of self-organization function in the enterprise's synergetic management system was proved. The universal preconditions for self-organization which are required to form synergetic properties for systems of any nature were defined. These preconditions are autonomy and self-sufficiency of subsystems, informational communication and coordinated behavior, motivated integration into the unified system. Specific self-organization preconditions that reveal concrete directions of the self-organization function implementation in enterprise's systems were justified.

The practical application of the above approach allows to influence the mechanisms of self-organization and ensure their qualitative renewal as well as efficiency growth.

Keywords: synergetic management, organized synergy, organization, self-organization, management, function, enterprise.

Shyshkina I.O. *Alternative energy sources of the world market: present situation and prospects.* – P. 103.

The author discusses the main elements of alternative energy of the world market, as well as determines the place and structure of alternative

sources of energy among other sources of energy. The needs of the world in different sources of energy were analyzed, and forecast of energy use in the world was made.

Keywords: alternative sources of energy, world market, infrastructure, solar power, wind energy, geothermal power, biomass energy, hydropower.

Stalynska O.V., Okhten O.O. *The conceptual framework for strategic management of a metallurgical enterprise's sustainable development.* – P. 353.

An aggregate representation of the interaction of an industrial enterprise, its owners, government, society and the environment in the context of sustainable development and the interconnection between enterprise's sustainable development priorities and goals and policies of enterprise's owners was analyzed in order to reveal the shortcomings of standard approaches and propose the ways to overcome them. The concept of strategic management of a metallurgical enterprise's sustainable development was developed that is based on management decisions based on a set of targets that are a compromise between achieving the objectives of company owners, standard financial and economic indicators and priorities for sustainable development taking into account sectoral features and requirements of society sustainable development.

Keywords: strategic management, metallurgical enterprises, sustainable development

Starychenko L.L. *On the urgent issues of public policy concerning the coal industry.* – P. 34.

The article considers the issues of public policy on solution of key problems concerning the coal industry, including its technical and technological modernization and reformation in accordance with market conditions for the economic management. The necessity of orienting to an anticipatory strategy for innovation-based development and creation of a competitive environment in the above industry is stressed.

Keywords: coal industry, public policy, technical and technological modernization, market environment.

Tarasova M.Yu. *Eco-indicators of water management efficiency.* – P. 289.

The article studies the set of eco-indicators of water management efficiency as representative evaluation criteria for ecologization of water consumption. The set of eco-indicators proposed in the article allows to estimate industrial water-intensity, rational use of available water resources, level of anthropogenic impact on water basins,

technical equipment of water facilities, investment activity in special water consumption, and taxation of water consumers in Ukraine for the period 2003-2010. Conclusions obtained suggest the following: dominance of an extensive approach under increase of water management efficiency; trend to irrational water consumption and instability of anthropogenic impact on water resources, low stimulating role of economic incentives to greening the industrial activity.

Keywords: eco-indicator of efficiency, management, water resources, anthropogenic impact, special water consumption, environmental investments, environmental tax.

Telnova H.V. *Relationship between capital management function and subsystems of financial management of the enterprise.* – P. 142.

The article deals with the problem of improving the existent or search for new mechanisms for financial support to the economic entities. It is necessary to make optimization of structure of financing sources in order to increase the efficiency of their use and the activity of the enterprise as a whole.

The aim of the article is giving a theoretical background for developing the function of enterprise's capital management in the relation with other functions and subsystems of financial management. It will allow to reduce the risk of insolvency and financial instability, providing a stable development of the enterprise, to raise the efficiency of using the own capital and the efficiency of the whole enterprise.

Keywords: capital, financial management, system, subsystem, sources of financing, optimization.

Vasytsova S.O. *Forming general principles of maintaining an innovative-investment portfolio in the area of its efficiency.* – P. 86.

Strategy of the company is aimed very often at breacking growth, creation and capture of markets. To implement such ambitious tasks, the business forms a portfolio of projects. The project office created simultaneously has a fundamental task: to maintain the implementation of the portfolio of real investment-innovative projects (PRIIP) in the actual state, to provide a successive realization of projects and inflows of profits which may come from realization of innovative products.

The aim of the work is to improve the principles which allow maintaining the innovative-investment portfolio in the area of its efficiency. After formation of PRIIP and beginning of the work on the projects, their efficiency is provided due to everyday job to maintain it in the effective area.

It is obvious that the portfolio of innovative projects is a highly turbulent environment. In the majority of cases, it is impossible to influence the market, public and other events which change the prospects for the projects. However, there is a part of projects that fall under influence; the timely watching of changes in prospects for projects portfolio allows to make proper changes in structure of the portfolio (or project) at a less price. The increase of efficiency of PRIIP management is achieved by different measures of technical, organizational and administrative character. One of the most actual terms of providing the effective management is the introduction and subsequent observance of corporate principles of management.

Keywords: portfolio of projects, commercialization, innovations, principles, value of innovations.

Vinogradova O.R. *Analysis of the world experience in providing investments for enterprises' innovation-based activity.* – P. 247.

The paper considers the mechanisms of providing investments for enterprises' innovation-based activity which are used in the world practice. It offers the main principles of activating the innovation processes in Ukraine. Special attention is paid to the role of the state in the development of the system for support of the innovation-based activity.

Keywords: innovation, financing, innovation-based development, innovation model, investments.

Vyshnevskiy O.S. *Legal support for the development and implementation of social orientation of regional economies.* – P. 322.

The article analyzes the impact of strategic planning on the regional development of social orientation of regional economies and improvement of opportunities of this process. Poor strategic management and planning in regions of Ukraine leads to underutilization of resources and opportunities, accumulation of risks and uncertainties, and prevents the transformation of performance from the economic sphere into social one, which causes the urgency to study this issue. This situation is caused by the quality of current legislation.

The main documents that define the strategic planning process at the regional level include: Resolutions of the Cabinet of Ministers of Ukraine “On Approval of the State Regional Development Strategy for the Period until 2015”, “On Approval of the Preparation, Monitoring and Evaluation of the Regional Development Strategies”, “On Approval of the Preparation, Making and Implementation of Agreements on the Regional Development”, the draft Law of Ukraine “On the State Strategic Planning”.

The analysis of these normative documents revealed the problems concerning determination of strategic goals and harmonization of estimation systems.

Therefore, the strategic planning process must be improved. It's necessary to set measurable priorities in the regional development; improve the content of the main goals and strategic objectives in accordance with the criteria of SMART; reorient the monitoring of implementation of the State Strategy for the Regional Development to the assessment of efficiency of measures on the achievement of goals; implement a program approach in accordance with the goals (each goal must meet one program); approve an annual macroeconomic forecast made by the Cabinet of Ministers of Ukraine.

The implementation of the above recommendations can improve the quality of strategic planning, efficiency and practical realization of social orientation of the regional development.

Keywords: social orientation of economies, strategic planning, legislation, region.

Yaremenko O.V. *Economic essence of investments and basic concepts of investment activity.* – P. 79.

The paper analyzes and determines the essence of the category “investment”. A primary objective and tasks of the investment activity are defined. A normative legal base that regulates the investment activity is presented, and the features of the investment activity are systematized.

Keywords: investment, investment activity, investment process.

Zhekunova N.O. *The state and structure of scientific personnel training in Ukraine: analysis and dynamics.* – P. 397.

The article presents the analysis made to trace the trends in training of highly-qualified scientific personnel in Ukraine. Changes which occurred in the structure of training of scientific personnel were studied, as well as the engagement of the latter in the scientific and technical activity. Proposals are formulated to mark the directions of the state policy to improve the system of scientific personnel training and to use the intellectual potential effectively.

Keywords: highly qualified scientific personnel, efficiency of training, structure of scientific personnel.