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- **Artyukhina Marina Volodimirivna**, candidate of economic sciences, associate professor of department of marketing of the Slavonic state pedagogical university. **Social potential of higher educational establishment: essence and estimation.** In the theses we have researched theoretical and methodological bases of forming and estimation of social potential of high school in realia of transformation period of Ukrainian economy and Euro integration. We continue to research the notion "social potential of high school". The essence of scientific cognition of forming of social potential of high school is developed with usage of the method of the analysis of local potentials.
- **Keywords:** social potential of high school; estimation of social potential; forming of social potential; analysis of local potentials.

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[1, . 239-240]:



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[8, .89-114].

[3, .13].

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[8, .89].

[4, .546].

[8, .93-95]:

[3, .11].

[10, .15, 17]:

$$T_a = (N - N^2) + N_1 \cdot J_1 + N_2 \cdot J_2 + \dots + J \quad (1)$$

(

[8, .116].

;

$N^2 -$

;

$N_1, N_2 -$

;

$J_1, J_2 -$

;

$J -$

;

;

[6, .7].

[9, .11]:

$$\bar{Y}_{x_i} = \frac{x_i}{a_0 + a_1 x_i + a_2 x_i^2} \quad (2)$$

$Y_{x_i} -$

[7, .205-226].

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 - Grinkevich Svetlana Stepanivna, candidate of economic sciences, associate professor. Lvov commercial academy. **Methods of research of component structure of labour potential.** Outlined structure of methods of research of labour potential in the cut of him component and territorial structures. The place of methods of research of component structure of labour potential is rotined in the general aggregate of methods of research of labour potential. The methods of research of component structure of labour potential and feature of their use are analyzed by domestic scientists. It is marked on importance of subsequent deep study of methods of research of component structure of labour potential with the purpose of creation of new methods.  
 - **Keywords:** method, labour potential, component structure, method.

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