

3. *[Faint text]* : 1. « »/ , 2002, 36. 2. // , - 2005, - 15. - . 48 - 52 [] - (http://www.nbu.gov.ua/portal/soc_gum/Ekonk/2005_15/012_ohrimenko.pdf).

[Faint text] // , - 2010, - 2.- .24-29. 4. [] http://www.dfp.gov.ua/734.html

28. 09. 2013

368:330.32

[Faint text] « » : « ».- 2013.- 53 (1026).- . 68-72. : 4 .

[Faint text] ;

The article analyzed the current level and trend of development of innovation activities of insurance companies of Ukraine. Described the reasons for the low level of innovation in the activities of insurers. The prospects of activation of innovative activity of insurers are considered.

Keywords: insurance, innovation, innovation potential, insurance product, sales channels, technology services.

330.354

[Faint text] “ ”;

[Faint text] “ ”.

[Faint text] :

[Faint text] ;

[Faint text] .

[Faint text] ,

...

...

...

...

() ,

()

[1]:

...

...

...

2012 11 [2].

2013 -

...

4,05 (84 148).

- 37- - 38- 28-

93- ,
- 84- , - 107- .
, - 117- .
- 124- -
- 117- .
, .
, , ,
, , ,
, .
[2] , 2008
,
.

2008		2013	
	1		1
	2		2
	3		3
	4		4
	5		5

,
, .
, . [3]
:
:
, ,
, ,
, ,
, .
, .
, .
« »
, .

In the article the evaluation of the international rankings of competitiveness of economies. Expressed to change the model of the national economy of Ukraine.

Keywords: international rankings, competitiveness of the economy, the direction of change in the model of the national economy.

339.166.5:65.01

• • , • • , „ , ;
 • • , • • , „ , ;
 • • , • • , „ , .

-

-

.

• , , , , ,

,

:

,

,

,

,

.

•

.

,

,

•

•

,

,

,

,

•

.

•

-

,

•

[2], • • , • • [1]. • • , • •
 [3]

•

•
