

## ABSTRACTS

**Methodological approaches to assessing the creditworthiness of borrowers/Frydynskij V.A., Potolova Y.Y.** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 3-6. - Bibliogr.: 4 - ISSN 2079-0767

An analysis of the basic problems and methods of assessing the creditworthiness of borrowers. Presented the main methods of assessment of creditworthiness and identify their advantages and disadvantages. It was determined the place of the concept of "creditworthiness" in the provision of credit services by the banks. The article analyzes methodological approaches to the assessment of creditworthiness, taking into account industry specifics. Improved methods of assessing the creditworthiness of commercial enterprise on the basis of the integrated rating, taking into account the specifics of the trading industry and increase the effectiveness of making credit decisions. The results of the study can be used in the practical activities of banking institutions. The analysis allows to conclude that the evaluation of the borrowers' creditworthiness plays an important role, both for the banking institution and the borrower. The purpose of evaluating the creditworthiness of the borrower for the banking institution is avoid credit risk from non-repayment of loan. For the borrower the loan on the most favorable terms. Analyzed and systematized methods in varying degrees, are applied in the Ukrainian banking practice, and focus on their effective use in real conditions creditsepisode activity of enterprises and organizations.

**Keywords:** solvency, solvency, financial ratios, forecasting, credit risk

**Problems of the institutional providing of innovative potential in Ukraine / V.A. Matrosova, D.A. Demedjuk** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 6-11. - Bibliogr.: 5 - ISSN 2079-0767

Considered indicators that characterize the innovative potential of Ukraine and its place in the global economic processes, to identify the main trends and issues affecting the transition to an innovative model of economic development. The essence of the problem of institutional support for innovation in Ukraine, identify gaps institutional support for innovation and interaction functions of the state and the reasons for the development of innovations through the mechanism of State action. conclusions regarding the improvement of institutional support for innovation activities in Ukraine and promotion of enterprises, institutions and organizations engaged in technology transfer and implement innovative technology. Proposed measures to improve the institutional support of innovation activity in Ukraine. Science plays a crucial role in creating both intellectual property and innovation. Strategy scientific - technological and innovation development is based on complex scientific and technological forecast.

**Keywords:** innovation, institutions, legislation, budget, institutional support, innovation, innovation potential, innovative technologies.

**On the reasons for the low innovation activity of Ukrainian enterprises and ways to overcome / Popadnits O.V. Glazyrin R.L.** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 11-15. - Bibliogr.: 9 - ISSN 2079-0767

The author examines the causes and manifestations of low innovation activity of the domestic economy. The article presents an analysis of internal and external factors of low innovation activity of enterprises. In scientific research, the authors discuss the results of the international economic and global competitiveness rankings innovatsionnosti and place them in Ukraine. Presents official statistics confirm the existence of serious problems in the innovation of domestic enterprises. The authors showed that in Ukraine is very low productivity and lack of protection of intellectual property rights. The authors examine the possible ways to address low innovation activity of domestic producers. The Government of Ukraine for the growth of innovative activity of enterprises should develop the infrastructure of innovation and introduce a system of economic incentives for technological upgrading

**Keywords:** innovation activity, competitiveness, intangible assets, the financing of innovation, research and development

**Features of formation and use of company profits / N. Mardus, Y. Tovt // Bulletin of NTU «KhPI».** Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 16-19. - Bibliogr.: 5 - ISSN 2079-0767

In the article deals with understanding the nature of profit as the difficult economic categories, depending on origins and formation are classified by purpose, types of business and other criteria. In a market orientation businesses to make a profit is essential to business activities. The role and importance of profits while significantly increasing, which justifies the construction of the mechanism of formation and distribution of profits. The formation of earnings affect goal-setting enterprises, production and financial factors, as well as the accounting policy on accounting and taxation. However, measures of financial performance of the company reflect the competence of management and quality management solutions. The basic factors that determine the features of the formation and use of profits. The analysis of traditional approaches to the definition of "income," "income" and "profitability" of the enterprise. Understanding the nature of profit as a complex economic category depends on the origins and formation are classified by purpose, types of business and other criteria.

**Keywords:** income, profit, profitability, capital, income, expenses, accounting.

**Agroindustrial integration as conceptual development direction of agricultural enterprises in Ukraine / O.S.Chmeleva, A.K. Dergacheva// Bulletin of NTU «KhPI».** Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 20-24. - Bibliogr.: 5 - ISSN 2079-0767

The paper dwells on the essence and potential development of the agroindustrial integration in Ukraine. Theoretical and practical issues of the integration process in agricultural sphere are being studied by famous foreign and domestic scientists, but for Ukraine and for development of it's agricultural business, the process of agricultural integration is very new and has range of practical problems, uncertainty and imperfection. Among the perspective improvements of the agricultural policy in the way of effective changes, using potential and development of the agricultural businesses in Ukraine, relying on the main agricultural strategies of the Ukrainian economy for the period until 2020, the main goal of integration processes has been disclosed. On the basis of materials and research, it has been proposed to identify the agroindustrial integration as a conceptual direction in the development of agrobusiness in Ukraine in the context of globalization, current business environment and best European practice.

**Keywords:** agricultural business, agro industrial integration, vertical integration, horizontal integration, development of agricultural business

**Market trend in commodity-innovation policy / S. P. Sudarkina, V. I. Fedchenko // Bulletin of NTU «KhPI».** Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 25-31. - Bibliogr.: 8 - ISSN 2079-0767

The role of the marketing component in inventory innovation policy of the company. Linking components of the marketing mix to the stages of creating the product. The analysis of competitiveness. The example of the introduction of innovative products in the enterprise. Constructed matrix "price-quality" for monitoring «Naviland AT-01-UA» Enterprise SSPE "Kommunar Corporation" and competing products. Assessment of the competitive position of the product. Studies have shown that the production company SSPE "Kommunar Corporation" high quality and average price, and that this segment does not act than a competitor. This ratio "price-quality" provides a competitive product on the market and provides in-depth strategy for market penetration.

**Keywords:** innovation policy, marketing, product, price, control system competitiveness.

**Motivation and motivational process in an industrial plant: modern understanding of the basic provisions / A. M. Kolot // Bulletin of NTU «KhPI».** Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 32-39. - Bibliogr.: 3 - ISSN 2079-0767

Reviewed historical retrospective and diversity of the concept of "motivation". Reviewed and systematized existing types of motivation. The category "labor behavior. The revealed structure of the motivational process and justified its cyclicity. Considered the stages of motivational process. Given the factors of loyalty and vyavleno the motivational factors of burnout of staff. Motivation is a theoretical and applied design, which is used to describe human behavior in a particular situation, usually associated

with employment in all its manifestations, and to explain the reasons (both internal and external) change this behavior. So, the aim of the article is the light of the modern understanding of the motivation and the motivational process.

**Keywords:** motivation, employee, modernity, process development

**Methodological provisions establishing the lower price limit intellectual technology / P. O. Kosenko** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 40-51. - Bibliogr.: 13 - ISSN 2079-0767

Developed proposals to determine the minimum level of prices of the objects of intellectual property. These rates can be used as the final position in negotiations between the developer (seller and potential consumer of intelligent technologies to perform technology transfer (technology commercialization). In the article it is proved that the practical use of the expert-analytical or analytical and computational level determine the minimum rates of intellectual technology depends on the available information on production and business activities of the developer and the potential consumer of intelligent technology and its degree of precision and accuracy; available information on technical and economic characteristics of the intellectual product; the required accuracy of calculations and the scope of their practical use. According to the author, in most cases, a model is developed to determine the minimum price for the intellectual property provides reasonable results with a sufficient degree of precision may be used in determining prices for technology products.

**Keywords:** price, factors of influence, intellectual technology, commercialization, developer, consumer

**The impact of losses from infringement of intellectual property rights in the process of price / T.O.Husakovska, T.O.Kobyelyeva** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 52-57. - Bibliogr.: 9 - ISSN 2079-0767

In the article the model definition for intellectual property, regardless of their legal protection. The lack of legal protection leads to the production of counterfeit goods and damage to owners. Such models are recommended for the formation of competitive advantage and intellectual goods prices, as well as during short-term research and process commercialization of intellectual property. This article was first asked about the fact that the pricing of intellectual property rights should take into account the level of legal protection, the possibility of the technology market of counterfeit products made from exclusive rights violations. This production process leads to imbalance the market in significant losses holders to reduce the competitiveness of original products by counterfeit products. Suggestions recommended for use in the implementation process of technology transfer and commercialization of intellectual property.

**Keywords:** intellectual property; commercialization, tort, damages, cost competitiveness, quality, market conditions, competitive advantage

**Management of industrial enterprises development in the context of transaction costs reducing / N. L. Gavkalova, T. A. Vlasenko** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 58-61. - Bibliogr.: 4 - ISSN 2079-0767

In the article the essence and nature of transaction costs existence at the economic activities of enterprises have been considered, the approaches that explain the nature of their origin are given. The transaction costs interpretations that have been developed within neoinstitutional theory to establish the research distribution on the macro and micro levels have been analyzed. An important factor of the transaction costs appearance at the industrial goods production is the presence of the following characteristics: specificity of assets, the limited number of industrial goods producers and buyers, which causes the opportunistic behavior of contractors. Taking this factor into account the own definition of production activity transaction costs have been proposed. It is generalize results of existing definitions of transaction costs with specifying the conditions of their occurrence, and provides exact identification of the production activity transaction costs in the total aggregate costs. The necessity of transaction costs optimizing to increase the economic activity efficiency of industrial enterprises has been grounded.

**Keywords:** industrial enterprise, transaction costs, transformation costs, coaching, moderation

**Problems, risk and prospects of development of innovative activity in Ukraine / A.V. Kosenko, V.S. Ivanenko, P.D. Penkov** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 62-66. - Bibliogr.: 7 - ISSN 2079-0767

Actuality of this article consists in that one of characteristic signs of development of domestic and world economy of the last time is a height of vagueness of terms of manage through complication of external environment, intensifying of competition, limited nature of resources, falling of demand and others like that. Consequently, success of our country and her place in a global economy directly will depend on the level of development of domestic science and technologies. Theoretical and methodological basis of the research consists scientific and methodical work of leading domestic and foreign scholars in the field of intellectual property, knowledge economy, accounting. Worsening growth uncertainty raises challenges and risks that domestic firms face in their daily activities, including in the implementation of innovative projects. For Ukraine as a state transition only applications of science in innovation can determine the path of socio-economic transformation. However, does this mean that Ukraine's economy has become the innovative nature of that innovation really laid the foundation for economic growth and social development? Let us examine in more detail.

**Keywords:** statistical data, processing, class, classification, opinion poll, algorithm.

**Contradictions between economic education and real economic reality / U.I.Lerner** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 67-72. - Bibliogr.: 4 - ISSN 2079-0767

To research job performances are driven for rule-making on the removal of contradictions between the economic educating and realities of economic life. Methodological basis of making of these recommendations is an analysis of practical activity of management subjects in Ukraine, and also substantive provisions neoclassical, institutional and evolutionary theories of strategic development of society.

As an analysis showed, principal reasons of the considered contradictions from the side of enterprises are a sharp height of property stratification of society and appearance of plenty of superrich people among young people.

**Keywords:** contradictions, economic disciplines, methodical materials, students.

**Current state research функционирования systems of the taxation of incomes of physical persons / L.S.Strigul, V.M.Zozulja**// Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 73-76. - Bibliogr.: 5 - ISSN 2079-0767

In article problems and lacks of functioning of system of charge and tax discharge on incomes of physical persons taking into account changes of rates of the legislation in modern conditions of managing are researched. The analysis of positions of the Tax code of Ukraine which regulate relations in the taxation of incomes of physical persons and an estimation of fiscal efficiency and socially-reguljativnoj role of the tax, and also the analysis of practice of the taxation of incomes of physical persons is performed, problems of the taxation of the tax and improvement of the mechanism of collecting NDFL in Ukraine are revealed. Fiscal value and role of taxes in financing of budget revenues is specified, factors of influence on level and dynamics of receipt of the tax to incomes of physical persons are researched. Factors of influence on level and dynamics of growth of a standard of life of the population are considered. The basic problems and features of the taxation of fund заработнойной payments are researched at general system of the taxation. Recommendations about reduction of the sizes of advance fees on the basis of considerable reduction of taxation basis are offered.

**Keywords:** tax to incomes of physical persons, charge, taxation, expenses, value-added tax, incomes.

**The Economic Essence of the Production Activities Transaction Costs / V. V. Yatsina**// Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 77-82. - Bibliogr.: 13 - ISSN 2079-0767

In the article the essence and nature of transaction costs existence at the economic activities of enterprises have been considered, the approaches that explain the nature of their origin are given. The transaction costs interpretations that have been developed within neoinstitutional theory to establish the

research distribution on the macro and micro levels have been analyzed. An important factor of the transaction costs appearance at the industrial goods production is the presence of the following characteristics: specificity of assets, the limited number of industrial goods producers and buyers, which causes the opportunistic behavior of contractors. Taking this factor into account the own definition of production activity transaction costs have been proposed. It is generalize results of existing definitions of transaction costs with specifying the conditions of their occurrence, and provides exact identification of the production activity transaction costs in the total aggregate costs. The necessity of transaction costs optimizing to increase the economic activity efficiency of industrial enterprises has been grounded.

**Keywords:** transaction costs, transaction cost theory, theory of choice theory of agreements, production activity.

**The use of analytical groups in the production management potential of the enterprise / O. Savchenko, V. Veryutina** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 82-90. - Bibliogr.: 19 - ISSN 2079-0767

The article deals with the essence of the effectiveness of economic and mathematical models. Describes the main factors that influence the cost-effectiveness of the use of resources: the volume of production, labor productivity, capital productivity, technical and organizational level of production and material costs. The analysis of the use of productive capacity and identify promising new forecast indicators of the company.

The paper analyzes the internal characteristics of technological potential of the enterprise. To enhance the management presents classification technologies. Identified the need for additional indicators that are associated with innovation activity of enterprises, protection of rights to intellectual property.

Adaptive potential of the enterprise is defined from the perspective of the development of technological resources of the enterprise. Conclusions and recommendations to improve the effective management of production potential.

**Keywords:** production potential, economic efficiency, the method of analytical groups, adaptive potential.

**Formation of the company's image as a factor of competitiveness / M. V. Miroshnik, S.V. Chernobrovkina, M. O. Zhuravleva** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 91-97. - Bibliogr.: 10 - ISSN 2079-0767

The article analyzes the general trends of image formation of the company, it is determined that Midge enterprise – as bipolar phenomenon is based on multifactorial assessment and is a collection of such components as desired, the real and the desired image. It was established that the formation of positive image becomes crucial value aspect, the implementation of which allows the company to explore the intrinsic motivation of consumers to reflect their value orientations and purchasing behavior. Designed Canvas value product / service that helps you design, test and build the value offered to consumers in a more structured and deliberate manner. According to studies (fragmentary) constructed "star" image of conformity of individual indicators known supermarket value orientation of consumers.

**Keywords:** image, enterprise, consumer, consumer values

**About the need for economic justification of expenses on marketing/ S. E. Kuchina, O. M. Kitchenko, A. O. Grupas** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 97-100. - Bibliogr.: 5 - ISSN 2079-0767

Economic justification of the costs of marketing today is an essential necessity. Issues related to the definition of the cost of marketing and distribution, the distribution of these costs by type of marketing mix are discussed. The study used methods such as theoretical generalization, analysis and synthesis, systematic and comprehensive approach. Marketing actions may be implemented as a series or in parallel, independently from each other. An important task for the company is the relationship between the results of marketing and financial performance. To control the marketing the effectiveness of marketing efforts can be considered, as the value of qualitative rather than quantitative. The efficiency of marketing activities and effectiveness of marketing actions from different perspectives are considered. Using a technique of segmental analysis for grouping of revenues and expenses for the company is proposed. The

algorithm of the proposed technique is considered. Need to spend money on analytical marketing is emphasized.

**Keywords:** marketing costs, marketing income, marketing profitability of investment capital

**Definition of socio-economic efficiency portfolio of real innovation and investment projects / S.O Vasytsova, R. G Maystro** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 101-106. - Bibliogr.: 5 - ISSN 2079-0767

The method of calculating the socio-economic efficiency portfolio for each direct participant, with the main objective while checking the possibility to agree on the project between the Parties involved. Conclusions regarding the effect, what are yotrymuye each of the project participants, in addition to its originator, it is: the company-innovator who implements the project and its shareholders in person; partner banks; leasing company that provides equipment for project development and other individuals and organizations. During rorahunku social impact was calculated by using scoring. The greatest effect of the project with the calculation results get enterprise-inovator.

**Keywords:** portfolio, project, social, economic efficiency, project participants

**The analysis of dynamic effects of Ukraine integration into the EU / Klymova S.O.** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 106-110. - Bibliogr.: 3 - ISSN 2079-0767

The positive and negative dynamic effects that may take place as a result of the integration of Ukraine into the EU are considered in the article. The impact of transnational corporations on the formation of the dynamic effects of integration is analyzed. The most important state tasks to enhancement and strengthening of the positive dynamic effects of integration and to minimize its negative consequences in the long run are identified and substantiated. The research of the dynamic effects of the integration process is performed considering factor of transnationalization of the Ukrainian business. It is explained that the transnationalization of Ukrainian business caused by contradictory processes of globalization. It is substantiated that a decrease in the technological gap with economically developed countries and overcoming the technological backwardness should be a priority task of the modern national policy. The recommendations for decreasing of the negative dynamic effects of integration are provided.

**Keywords:** dynamic effects of integration, static effects of integration, globalization, multinational corporations, globalists, antiglobalists.

**Basic approach to social responsibility /I.A. Yuryeva** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 110-115. - Bibliogr.: 5 - ISSN 2079-0767

In the article the essence and approach to social responsibility, the brought basic determinations over of social responsibility are considered on different levels their use Certainly, that social responsibility represents the certain level of voluntarily review on social problems from the side of enterprise organization. Determination of social responsibility is given, as voluntarily payment of organization in development of society, socio-economic and ecological spheres, sent to development and quality improvement of their data. It becomes firmly established that the only criteria of estimation of social responsibility of business subjects in Ukraine while do not exist, they can be different depending on the row of factors : to the size of company, type of the carried out activity, geographical segments and etc. Described to composition of the system of social responsibility on an enterprise, it is certain level of social responsibility. The analysis of application of internal and external constituents of social responsibility is carried out.

**Keywords:** social responsibility, state, social group, society, concept, approaches, level of social responsibility.

**Problems of quantitative assessment of transaction costs / E. N. Pankratova, L. S. Grigороva** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 115-122. - Bibliogr.: 8 - ISSN 2079-0767

In this work considered the influence of transaction costs on the level of costs and financial results, the company's competitiveness. It is noted that transaction costs are exist in all areas of economic

relations and associated with all types of behavior of individuals: the transaction for individual buyers and sellers; intercompany transaction sector; production of services by intermediary firms of different kinds of services or firms transactional industries; relations associated with the protection of property rights and freedoms; management relationship at different levels. It is shown that in the transformation economy they tend to a constant increase. This work elaborates on the different approaches to the problem of quantifying transaction costs, as well as the possibility of using these approaches in the national economy. Analyzed the growing transaction sector in Ukraine, which indicates incomformity of Ukrainian fiscal policy to modern European standards. The upward trend in the transaction sector in Ukraine remains, which can be explained by the existence of inefficient institutions and administrative barriers that limit the number of transactions and lead to an increase in the marginal costs of enterprises.

**Keywords:** transaction costs, cost analysis, economics, quantitative evaluation, information, cost minimization.

**Features of innovation in enterprises of fat and oil complex in a competitive environment / L.V. Sokolova, V.S. Karetnikova** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 122-126. - Bibliogr.: 8 - ISSN 2079-0767

This article analyzes the innovation activities of enterprises of fat and oil industry. Consider the priority directions of innovation in oil and fat production, which can significantly improve the efficiency of business entities and to ensure the competitiveness of fat and oil products on the domestic and world markets.

Manufacture of margarine and mayonnaise products containing fats and industrial trans isomers of fatty acids with EU requirements: production of oil and fat products functional purpose, development of resource-saving technologies (technology with maximum heat recovery, technologies for producing hydrogen from methane process for the hydrogenation of fats, etc.), development of production technology protein products (protein flour, concentrates, isolates) from domestic raw materials reproductive fat (sunflower seeds).

**Keywords:** innovative technology, innovation receptivity, competitive products, oil and fat industry

**Strategical management accounting: conceptual grounds and using in the enterprise / M.V. Reta**// Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 127-134. - Bibliogr.: 5 - ISSN 2079-0767

In the article is discussed the theoretical foundations of strategic management accounting in the components of enterprise management system. The author analyzes the essence of strategic management accounting, identified its objects and tasks, function and principles. In this scientific paper, by analyzing the search of domestic and foreign authors, defined the essence of strategic management accounting in the formation basis for decision-making top-level management, which should provide managers with the information necessary for the management and control of business development for the benefit of its owner and other interested partner groups (creditors, customers, suppliers, staff, government and society). The paper also considers the place of strategic management accounting in the management of enterprise's competitiveness and its influence on the creation of a competitive benefits company.

The paper presents the authors' definition of strategic management accounting, which is in contrast to earlier includes guidance on creating enterprise's competitiveness in the short and long term.

**Keywords:** strategic accounting, information model, strategic management, strategic control, management accounting.

**Automatic control of the rational use of energy in the manufacture of machinery / E. N. Yastremskaya** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 135-142. - Bibliogr.: 10 - ISSN 2079-0767

An approach to the management of energy-saving, which provides a plan of energy saving information support implementation of energy conservation measures. Use of this adaptive approach will provide an appropriate level of energy efficiency. This approach is the basis for automated planning of

energy saving, which allows you to create individual plans for each facility energy efficiency and automate the process of monitoring the progress of these activities.

**Keywords:** power management, energy conservation, adaptive planning, energy conservation measures, automated control system.

**Peculiarities of the present-day economic crisis and its impact on the strategic development of the enterprise / O. I. Vynokurova** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 143-153. - Bibliogr.: 9 - ISSN 2079-0767

The essence of the definition “crisis”, its basic characteristics, features and attributes are investigated. The influence of the present-day crises onto the strategic development of enterprises is defined. It is suggested to use anti-crisis management unit for the purpose of preventing, overcoming and elimination of the crisis effects consequences on the enterprise. Expediency of adaptive kind of restructuring as an effective means of anti-crisis reforms enterprises. Proved expediency to apply anti-crisis tools to implement this type of restructuring. Information basis for adaptive restructuring are the results of preventive diagnostics.

The conclusions about the crisis has an activation properties have been made. During the crisis the company mobilizes all the reserves to improve economic activity. To do this, use the technology of crisis management and adaptive restructuring.

**Keywords:** crisis, strategic development, crisis management, enterprise, restructuring, diagnostics.

**Identification of Parameters of the Model of Management of Innovation Processes in Enterprises of Reprocessing Agricultural Products / V.A. Babenko** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 153-159. - Bibliogr.: 13 - ISSN 2079-0767

The main approaches in the identification of parameters of economic and mathematical models are considered, the problem of a posteriori identification of the dynamical model parameters of innovative process management of agricultural enterprises is researched.

Solutions for a posteriori identification of parameters of the dynamic model of innovative process management of agricultural enterprises propose an algorithm that reduces to the implementation of solutions of systems of linear algebraic equations, the formation of the linear regression equation and use the method of least squares. An algorithm for solving the problem of a posteriori identification of parameters of the dynamic model of innovative process management of agricultural enterprises proposed algorithm makes it possible to develop efficient numerical procedures to implement a computer simulation of the dynamics of the system of innovative process management of agricultural enterprises.

Results presented in this paper can be used for economic-mathematical modeling and solving optimization processes of forecasting and data management in a lack of information and the availability of risk, as well as for the development of appropriate software and hardware systems to support effective management decisions in practice.

**Keywords:** innovation process in agriculture, economic and mathematical modeling, discrete dynamical system, the risks posteriori identification.

**Areas of improvement of management consulting companies in the financial crisis / V.O.Cherepanova, T.V.Solodovnikova, V.M.Pyvovar** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 160-163. - Bibliogr.: 9 - ISSN 2079-0767

We offer ways to expand the business of management consulting through the use of international marketing and financial management. The conclusions about the need for geographical expansion of business and increase its effectiveness. This paper proposes the use of a matrix organizational structure of the project approach in the implementation of consulting firms in Western markets krayin. Z this purpose invited to the restructuring of the marketing department activity in international marketing. In addition, the paper presents how to evaluate personnel for its quality, and performance. These measures are aimed at improving the performance of the firm of management consulting and market expansion of these services.



**Keywords:** management consulting, international marketing, financial investment, financial management, and consulting.

**World experience of the development of public internal financial control / T. Zhadan, T. Shovkoplyas, O. Syromyatnikova** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 164-171. - Bibliogr.: 11 - ISSN 2079-0767

The main stages of formation and development of public internal financial control were discussed in the article. In the first phase (prior to 1941) - the basic functions of internal control and internal audit was a clerical function, checking errors in reporting, fraud detection and preservation of assets. In the second phase (1941-1985) - the basic functions of internal control and internal audit is to prevent violations in riskier areas of public finance, mandatory internal audit in government. In the third phase (from 1985 to the present time) - the basic functions of internal control and internal audit was to provide management of for-profit companies (including publicly traded and privately held companies), not-for-profit entities, government bodies and other organizations of providing guidance on the design and evaluation of internal control, also supports organizations as they adapt to the increasing complexity and pace of a changing business environment, manage risks to acceptable levels and improve the reliability of information for decision-making.

**Keywords:** public internal financial control, internal control, internal audit, risk management

**Private labels in retailers / G. M. Udyanskaya, S.V.Chernobrovkina** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 172-176. - Bibliogr.: 10 - ISSN 2079-0767

The paper analyzes the general trends of own brands Ukrainian retailers determined that develop and bring to market private label is the most economical solution in the modern world. Ukrainian retailers listed their own brands, given the proportion of own brands in the gross income of the network, and year of establishment and format of store. There is no clearly defined way of Private Label in Ukraine. Many networks own portfolio of trademarks balanced, and in some - combined set. Some of them - Private Label develop only in the "most interesting" category. There are networks that develop Private Label in all categories, but this limiting case. Formulated the benefits of production of goods under private brand to brand owner. Advantages and disadvantages of private label production for the manufacturer. Quality products should be a major tool in the fight for customer loyalty. In addition, mandatory cost optimization. Conclusions regarding the further development of its own brands. Provided recommendations to owners of commercial networks for effective promotion of their own brands.

**Keywords:** private label, retailer, consumer, manufacturer.

**Analysis of influence of instability factors on the processes of enterprises basic assets reproduction /M.O. Gavryts** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 64 (1106). - P. 177-182. - Bibliogr.: 14 - ISSN 2079-0767

The article analyzes both the traditional and new factors of instability affecting the present stage of the national economy development as a whole and, in particular, the processes of enterprises basic assets reproduction. The factors, arising after the Revolution of Dignity, the annexation of the Crimea, the outbreak of hostilities in the Donbas and terrorist acts on a large part of Ukrainian territory, which today are crucial for many processes, are distinguished separately. The impact of volatility of the currency market on the activity of enterprises and their ability to upgrade the basic assets is analyzed. The problems connected with the process of basic assets renewal in Ukraine for the entire period of independence are described. Conclusions and suggestions about the application of the opportunities offered to domestic enterprises in a period of instability are made.

**Keywords:** basic assets, reproduction, renewal of basic assets, factors of instability, the instability of the currency market, challenges, opportunities.