

ABSTRACTS

Evaluation efektnosti inovacijnog razviku personelu potencijalu organizaci / A.D. Matrocev , O.O. Iskov //Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 3-7. - Bibliogr.: 5 - ISSN 2079-0767

In this paper the assessment of the effectiveness of innovative development of the personnel potential of the organization to improve the economic potential of the organization as a whole. Analyzed existing methods of evaluating the effectiveness of innovative development of human potential and its main criteria. The proposed system of private indicators for assessing the effectiveness of innovative personnel development workers.

Keywords : efficiency, human resources capacity, innovative development, instrumental score, expert evaluation, evaluation criteria, statistics, statistics of rewarding staff.

Improving accounting wages as a factor in increasing productivity / O. I. Linnik, I. A. Matveev // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 8-11. - Bibliogr.: 5 - ISSN 2079-0767

The article deals with the problems of improving the organization of wages. The aim is the rationale for the reform of accounting wages of workers with the aim of increasing productivity. Problems of improving the organization of wages, the feasibility of its installed size are the most relevant in terms of labour market development in Ukraine. The main task consists in the organization of wages, is made by using the residual method to transform the organization on the principle of determining the price of labour, based on its cost. The issue of increasing productivity requires a systematic approach, that fundamental changes significantly improve the factors that contribute to performance. The article states that more efficient use of resources, enterprises need to implement a number of measures to optimize payroll and productivity.

Keywords: wages, productivity, organizing payroll, reserves increased productivity, payroll.

Features of the formation and registration of equity in enterprises of different organizational forms / L.S.Strygul, K.O. Panchekha // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 12-17. - Bibliogr.: 5 - ISSN 2079-0767

This article explores the essence of the category of "equity" is defined as its component objects accounting. Reviewed level of legal regulation of accounting transactions with equity in enterprises of different legal forms in accordance with the current legislation of Ukraine. The features of accounting formation and movement of the share capital in business partnerships. Revealed that the current approach in developing and monitoring the components of equity eliminates value accounting and information provision and thus prevents rational organization of control over the accuracy and legality of the formation of equity, profit distribution in the relevant areas and funds. Study of the formation and registration of equity in Ukraine revealed regulations governing equity transactions have legal gaps and legal conflicts in its structure. Considering these features and guidance of accounting equity company in accordance with its legal form an important part of improving the method of accounting to facilitate rational accounting.

Keywords: equity, organizational and legal form of the company, registered (share) capital, equity in revaluation reserve additional capital, capital reserve, retained earnings, seized the capital, unpaid capital.

A financial analysis is in an audit: modern look / E. A. Falchenko, Y.S. Glushach , J.V. Glushach // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 18-24. - Bibliogr.: 5 - ISSN 2079-0767

Importance of audit from the point of view of proprietor (investor) consists not only in the receipt of information about authenticity of financial results of enterprise and accordance of registration policy to the current legislation but also in a capture analytical information for determination of backlogs of increase of profitability of commercial activity, factors of influence on the dynamics of profits and charges, for an effective management investments and others like that. Answers for these and other questions are given by a financial analysis which is used within the framework of audit as an instrument of high-quality analytical ground of administrative decisions.

The large value of analytical procedures for the receipt of public accountant proofs and forming of conclusions of audit stipulates a research aim, which consists in the analysis of operating normatively-legal and

professional public accountant documents which regulate public accountant activity for the purpose possibility to render to the subjects of manage public accountant services as tasks of financial analysis.

Keywords: audit, public accountant services, public accountant proofs, public accountant activity, analytical procedures, financial analysis.

Study esofformation programs merchandising companies distributors / M. B. Litvynenko, p.V.Chernobrovkina, O.V.Velukodnaya // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 24-35. - Bibliogr.: 6 - ISSN 2079-0767

The formation of effective merchandising programs strategically important for companies operating in the consumer goods market. No financial investment in the development and implementation of programs for sales for the company often means loss of control essential element of the process of commercialization - sales of goods in retail outlets.

The survey merchandising considered as a set of measures aimed at increasing the volume of retail sales. The key to successful merchandising programs - in attention to detail, an integrated approach and strict control of distributors roznichnyh traders. The paper proposed to introduce in stores roznichnyh Standard Company, which performed well in supermarkets. Standard Companies in roznichnyh stores has its own characteristics, due to the type of outlets

So on the results of a detailed analysis of the liquidity of TM «ROSHEN» company developed a standard for roznichnyh stores containing the required products. Calculated the required number of IC that will provide the effect and takes into account the size of the territory where the distributor operates, and trade personnel involved in the proliferation of confectionery. Successfully applying the principles of merchandising at the outlet can significantly increase revenue and attract many new customers.

Keywords: roznichna trade distributor, confectionery products, merchandising program, the standard of range, efficiency.

Modern development strategy of production / I.E. Khaustova, V.A. Aleksandrova, E.V. Grishina // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 35-41. - Bibliogr.: 4 - ISSN 2079-0767

In modern conditions of production development strategy should include four interrelated programs: increased flexibility, synchronization of the production and management of material flows, improving the quality of work. The development strategy of the organization of production with a focus on the consumer is defined as follows: volume, range, quality and delivery of products are set based on forecasts of future needs of users of these products.

Keywords: diversification, market development, humanization of work, the synchronization of production activities, the strategy of decentralization of the organizational structure.

Organization of the accounting accounting situations of force majeure /S.V. Bryk // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 41-46. - Bibliogr.: 13 - ISSN 2079-0767

The article provided the definition of force majeure and emergencies provided by legislative acts of Ukraine. Documenting considered force majeure necessary primary documents certifying their origin, the need for inventory and its design rules, and recover lost source documents if necessary. Recommendations regarding the possibility of full or partial exemption from enterprise responsibility for foreign trade contracts and contracts concluded between residents in Ukraine. The definition of the key problems that exist at present in the accounting of extraordinary income and expenses. The questions to accounting and display it after emergency circumstances. Conclusions about the content of the Order of accounting policies regarding display of force majeure. Recommendations on what events attributed to extraordinary costs and thus accounted for.

Keywords: situations of force majeure, Extraordinary Events, inventory of, Extraordinary costs.

Advantages and disadvantages of existing approaches to the valuation of intelligent technologies / O.P.Kosenko, M.M.Tkachov // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 46-56. - Bibliogr.: 19 - ISSN 2079-0767

The detailed analysis of existing methodological approaches to the valuation of intellectual property. The main comparative advantages and disadvantages, expenditure and income approach. Proved the possibility of using a combined approach to determining the valuation of intellectual property. Recommendations for practical use of methods analyzed for different valuation of intellectual property in the industry. It is proved that the further development of methodological basis of valuation should be connected, first, using interval estimation, which in our opinion is, firstly, more flexible in determining transfer prices in a changing competitive environment, secondly, able consider more factors influence the cost and price of intellectual property, third, providing more opportunities for effective negotiations between the developer of the technology and its potential consumer when making transfer and licensing agreements. Existing methodical installation cost and prices patents and other intellectual property involves some of the important characteristics of a patent search, patent image among consumers and inventors, the level of citing patent applications in other patents and scientific publications

Keywords: intellectual property valuation, methodological approaches, advantages and disadvantages.

Problems of organization and implementation of public internal financial control at the present stage of its development / T.A. Zhadan // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 57-63. - Bibliogr.: 10 - ISSN 2079-0767

The need to address the organization and conduct of public internal financial control in Ukraine was grounded in the article. Recent research and publications in the field of organization and conduct of public internal financial control in the activities of the public sector of Ukraine were analyzed and discussed. The main problems of the organization and conduct of internal control and internal audit are: inadequate legal framework; lack of order and a mechanism to monitor the state of internal control and internal audit; lack of understanding of the essence of internal control and internal audit, their identification with the inspection activities; internal auditors perform other functions that are not related to their professional activities; formal approach to the heads of internal control and the establishment of internal audit units; lack of internal auditors; lack of organizational and functional independence of internal audit; low professional level of internal audit. Solutions to problems of public internal financial control have been proposed.

Keywords: system of public internal financial control, internal control, internal audit, department of internal audit

Evaluation of innovative energy-saving technologies susceptibility to oil and fat production companies / N.A. Popov // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 64-69. - Bibliogr.: 8 - ISSN 2079-0767

In this paper we propose the concept of "enterprise innovation susceptibility to energy saving technologies" and highlighted its levels. Formed a methodical approach to the evaluation of innovative energy-saving technologies susceptibility to enterprises on the basis of the rate of stabilization of the energy index and the index of actual innovation susceptibility to potential model lists of energy-saving technologies in the oil and fat production.

Keywords: competitiveness, innovation susceptibility, energy saving technology, assessment, oil and fat production

Problems and prospects of bank lending innovation activity in Ukraine / V.A. Matrosova, M. S. Ahunova // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 70-78. - Bibliogr.: 6 - ISSN 2079-0767

The problems and prospects of bank investments in innovation, features and advantages of the banks in the financing of innovation, the main factors of effective bank lending and the role of local banks in the financing of innovation companies. The analysis of the participation of commercial banks in financing innovation in the world and in Ukraine. Discount system "bundling" of long-term innovation projects with short-term commercial projects based on the principles of balance and flexibility. Some measures to enhance the role of domestic banks in the financing of innovative projects. The conclusions about the appropriateness of "lending to order" in the financing of innovation. The conclusion banking system of Ukraine as the main channel of redistribution in the financial resources economy in transition is the only business structure that can raise funds for long-term investment and enhance innovation and investment policies in priority areas.

Keywords: finance, investment, innovation, banking, risk funds, long-term loans.

Theoretical principles of management of money assets of enterprise / L.V. Vysochina // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 78-85. - Bibliogr.: 4 - ISSN 2079-0767

The article presents system for management of an enterprise's cash flows which include the aims, the tasks, functions, methods and instruments. It is established, that one of the basic methods of improvement of cash flows management is optimization of their volume, allowing to raise efficiency of operating activity and to free cash means for realization of capital investments in enterprise development. Features and mechanism of realization of management of money assets and solvency of enterprise are considered, his basic directions, principles and functions, are educed; and also the mechanism of determination of optimal size of balance of money assets of enterprise is considered.

Keywords: money assets, solvency, securities, optimal size, management.

Innovation culture of modern enterprise / T. Pohorielova, E. Kolotiuik, A. Shevchenko // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 86-90. - Bibliogr.: 6 - ISSN 2079-0767

The article considers problems of innovation performance, the effectiveness of innovation depends on the intellectual and innovative potential of the enterprise and very dependent on the leadership style. Innovation culture is a system of behavior it affects the activities of the organization Innovative potential provides enterprise competitiveness, encourage the development of enterprises depends on the innovation culture. Describes the corporate culture. Corporate culture consists of the potential of each employee, which gives it a good value, much more efficient use of human resources. Man - the main reference point of properly formed culture. Opportunities and business qualities of the person getting better thanks to the corporate culture, is its main purpose and guarantee the success of the company. Innovation culture helps to accept new ideas, support and implement them. for the successful implementation of innovative development strategy, managers should pay attention to the formation of corporate culture. Useful to adhere to the rules of corporate culture.

Keywords: innovation culture, innovative activities, formation, development, innovative potential.

Methods of optimization of advertising budgets when planning an advertising campaign / G. M. Udyanska , S. V. Chernobrovkyna // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 91-94. - Bibliogr.: 6 - ISSN 2079-0767

An article describes theoretical principles of optimization of an advertising budget of an enterprise. It describes on how to build and to use a model to optimize advertising costs while designing a campaign. An optimization task of advertising could be an advertising campaign development that aims to increase a total volume of company's goods sales limited with an advertising budget. An advertising optimization task is formulated in the form of a linear integer programming. An optimization problem of an advertising budget is formulated as maximizing profits derived from a promoted product sale. An increasing of a company's profit is not an endpoint and a campaign is evaluated by communicative efficiency. In this case an optimization of communication component is considered, e.g. to maximize a number of advertising contacts with representatives of a target segment.

Keywords: advertising budget, a task of a linear programming, an advertising campaign planning, advertising expenses optimization.

Using of outsourcing as an instrument of transaction costs reducing at the enterprise / N. L. Gavkalova // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 95-98. - Bibliogr.: 4 - ISSN 2079-0767

The article is dedicated to a problem of "make or buy decision" based on the analysis of transaction costs level. The author focuses on the study the transaction costs influence on the outsourcing choice in the industrial goods production at manufacturing plants. 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. The methodological approach to qualitative and quantitative risk assessment at the use of outsourcing in industry based on the transaction costs analysis. The necessity of transaction costs optimizing to increase the economic activity efficiency of industrial enterprises has been grounded.

Keywords: enterprise, transaction costs, transformation costs, outsourcing, risks of outsourcing.

Ways commercialization of intellectual property on machine-building enterprises and combating counterfeiting / S.M.Ilyashenko, P.A.Orlov, V.M.Hrynova // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 99-105. - Bibliogr.: 19 - ISSN 2079-0767

The state's circumstances and innovation in machine-building enterprises of Ukraine. The basic directions of commercialization of intellectual property, including an emphasis on licensing technology and intellectual proper use of innovation. It is shown that the maximum economic benefit engineering companies can get only the rational combination of both domestic consumption and market distribution at maximum intelligently against counterfeit activity. The transfer of exclusive rights to the use of scientific and technological achievements, inventions, trademarks, software and other results of intellectual activities on the basis of license agreements - one of the most effective forms of commercialization of intellectual property. The final choice of routes, strategies and various forms of commercialization of intellectual property, of course, determined by the dynamics of technology updates, and other features of the various sectors of the economy. An effective mechanism for the development, distribution and consumption of intellectual property (transfer and commercialization processes) is impossible without the development and implementation of effective measures against counterfeit perpetrators of an exclusive right that nullify the lengthy and costly scientific research units of industrial enterprises, universities, research institutions and organizations.

Keywords: innovation, intellectual property commercialization, engineering enterprises, counterfeiting, economic impact.

Actual problems of agro-industrial complex / L.V. Kuzmenko // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 105-111. - Bibliogr.: 7 - ISSN 2079-0767

On the basis of a systematic approach characterized components of agro-industrial complex (APC) as one of the major subsystems of the economy: production and processing of agricultural products, their logistical support. The analysis of causal relationships between reform and state is agriculture. Identified and systematized urgent problems of further development of agribusiness. Focused on issues of food security, environmental and social tension, which is caused by the aggravation of agribusiness development trends for the period 1990-2014 years. Article Submissions may be used in developing the program for the future development of agribusiness.

Keywords: agriculture, manufacturing and processing sphere, the sphere of logistics, integrated farming.

Formation of competence models for the entrepreneurship entities personnel / I.M. Trunina // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 111-124. - Bibliogr.: 18 - ISSN 2079-0767

Formation of competences of an entrepreneurship entity is performed with the use of competence models. A personnel competence model represents a totality of such personal and professional qualities of the staff that make it possible to determine the most significant knowledge and skills, as well as special features of the personnel conduct, necessary for achievement of the assigned goals. A competence model determines competences clusters containing key competences that are most important for a certain sphere of professional activity and professional behavior models corresponding to the level of manifestation of each competence. Models may contain detailed description of personnel behavior standards or standards of actions leading to achievement of certain professional goals, but they may also include the basic behavior standards developed for a complete description of a business structure or activity directed to achievement of the complex of corporative goals. The set of details included into the description of a competence model depends on the expected practical application of a particular model.

Keywords: competence, competence approach, empathy, realistic strategy.

Case-management as a management method in a health protection network / J.V.Sorokolat, V.A.Sadovsky, G.V.Semenchenko // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 124-130. - Bibliogr.: 3 - ISSN 2079-0767

In article the case-management as a method of formation of administrative decisions in a network of branch of public health services is considered. Advantages and obstacles of introduction of a method of case-management are analysed. Offered classification of administrative decisions is resulted. Necessity of the further studying of a method for the purpose of improvement of quality of health services of the population is proved. The system of adaptive case-management (ACM), as means of accumulation of corporate knowledge for a reuse is considered at collective work of employees. Adaptability and flexibility ACM allows to automate medical institution business processes.

Keywords: method, case-management, classification, the administrative decision, health services.

Factors effective use of energy and material resources for the manufacture of machinery /C. V. Voytko // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 130-137. - Bibliogr.: 8 - ISSN 2079-0767

There have been proposed the use the energy balance of the enterprise as one of the possible methods to study and choice the improving energy efficiency for engineering enterprise. Analysis of energy balance is a qualitative and quantitative assessment of the energy economy of the enterprise and power consumption that allows us to classify the major organizational and technical measures for energy efficiency in industrial plants.

Keywords: energy-saving measures, energy balance of the enterprise, energy efficiency, organizational and technical measures for energy conservation

Estimation and development of innovative potential of enterprise / V. Kuchinskyi, A. Gaydukova // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 137-145. - Bibliogr.: 7 - ISSN 2079-0767

Innovative potential characterizes possibilities of any enterprise to carry out innovative activity complex. For this reason a management innovative potential is one of major tasks for any enterprise, in fact efficiency of activity at the market in the conditions of hard competitive activity depends foremost on possibility to grow and actively utilize organizational, technical, marketings and other innovative possibilities which make innovative potential. Offered approach to the estimation and determination of directions of development of innovative potential of enterprise the elements of which is: determination of level of basic constituents and general estimation of level of innovative potential of enterprise; the use of ball estimation is for determination of importance of every element in forming of innovative potential of enterprise; the use is a SWOT-analysis for determination of directions of development of innovative potential of enterprise.

Keywords: innovative potential of enterprise, estimation, development, efficiency, SWOT-analysis.

Substantiation non-cost and logistical factors of competitiveness of production in a changing competitive environment / S.I. Vikhlyayeva, N.G. Siketina // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 146-151. - Bibliogr.: 10 - ISSN 2079-0767

In the article the directions of competitiveness of the products of machine-building enterprises on the basis of improving the accuracy of its evaluation by reaching a larger number of factors in the changing competitive environment to build the model of the complex index of production's competitiveness. The notion of such factors of competitiveness of products as «non-price competitiveness», «logistics competitiveness» was made.

Non-price competitiveness of the products identified six main components - the image of the enterprise (product), before - and after sales services of the company, the differentiation of the product segments of the market, the susceptibility of the enterprise for innovation, the innovative character of differentiation that allows affecting change in the level of competitiveness of products in general. Logistics competitiveness is defined as a set of actions to improve economic efficiency in procurement, transport, warehousing and distribution activities of the company aimed at.

Conclusions about the need to take into account when assessing the competitiveness of not only the demands of the consumer with its price and quality, but also non-price and logistic factors was made.

Keywords: competition, economic efficiency, competitiveness of products, price and logistic factors of competitiveness of products.

Theoretical ensuring the diagnostics as preventive action on prevention bankruptcy enterprises **L.V. Sokolova, T.V. Polozova** // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 152-160. - Bibliogr.: 15 - ISSN 2079-0767

The notions of the diagnostics, directions and problems of the economic diagnostics are considered. The detailed analysis of the literary sources in the field of conceptual approach to diagnostics (exploratory, financial-analytical, management, information, uncrisis, consultation) is realized. The categories "financial diagnostics" and "uncrisis diagnostics" are considered. The author's approach to diagnostics bankruptcy enterprises is offered. The functions and primary tasks of the diagnostics bankruptcy enterprises are determined. The level of the preventive action on prevention bankruptcy enterprises (operative and strategic) are offered. The results of the diagnostic research are one of most generalized facilities of the reception to reliable information on condition and deflection in development of the investigation enterprise. The prospects of the further research are determined. The prospect of the further research is an analysis methodological approach to undertaking the diagnostics bankruptcy enterprises.

Keywords: diagnostics, problems, economic diagnostics, diagnostics bankruptcy enterprises, preventive actions on preventions bankruptcy.

Functioning of local budgets in a decentralized management of regional development / N.V. Kulichenko // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 160-165. - Bibliogr.: 5 - ISSN 2079-0767

The article deals with the functioning of local budgets. Determined that the budget legislation aimed at fiscal decentralization and strengthening of local budgets. The analysis of the dynamics of local taxes and fees as the main source of own revenues of local budgets. The basic indicators of local budgets Ukraine, which may be qualitative and quantitative criteria of decentralization based on international experience. The trends in the formation of local budget revenues as a percentage of gross domestic product, local spending as a percentage of gross domestic product. Analyzed the share of local budgets in consolidated revenues, the share of local budgets in consolidated budget. The analysis of the share of transfers from the state budget in local revenues based on international experience. Determined negative trends of further development of the autonomy of local governments. Determined that today their income is not the basis replenish local budgets Ukraine, the main role is played by transfers from the state budget.

Keywords: local budgets, revenues of local budgets, local taxes and fees, decentralization.

Substantiation of necessity for using of logistic approach in the system of personnel management of the enterprise/ S.V. Garmash // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 165-170. - Bibliogr.: 12 - ISSN 2079-0767

Possibility of using of logistic approach in the system of personnel management of the enterprise is analysed in the article. The main definitions and concepts of logistics correspond to such notion as manpower resources. Observance such notions is condition for effective function of the personnel management system. It'll impact the effective function of the whole economic system even in the conditions of systemic crisis, which is the usual phenomenon of the Ukrainian society. Using of logistic approach in the system of personnel management of the enterprise permits to optimize stream processes in the conditions of dynamical uncertainty in factors of external environment with the aim to increase of competitive advantages in modern conditions.

Keywords: logistic approach, system analysis, management system, personnel of an enterprise, optimization of activity, social and economic subsystem, personnel logistics.

Analytical tools assess the level of financial development enterprises in the implementation motivational-oriented management / O. Antyptseva // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 171-177. - Bibliogr.: 9 - ISSN 2079-0767

The article examines approaches to assess the level of financial development company and the level of implementation of motivational-oriented management of financial development. A comparative analysis of assessment methods. It is proved that in the emerging knowledge economy for managerial staff enterprises are

finding out not only of motivational possibilities of organizational and managerial staff but also study the likely impact of motivational factors on the results of its financial development, which is possible due to the implementation of integrated assessment methods. Grounded inclusion complex methods of analytical tools to assess the level of financial development enterprises in the implementation of motivational-oriented management. Analytical tools allows to investigate patterns of changes in the effective rate of financial enterprises in the consideration of motivation-oriented control, depending on changes in the values of various factors (consolidated using the integral index motivational components).

Keywords: business, financial development, motivational factors, motivational-oriented management, analytical tools, evaluation methods, integral method of evaluation.

Organizational form of innovative development / E.V. Kovalev // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 177-183. - Bibliogr.: 13 - ISSN 2079-0767

The study found that the raw direction of economic development, in which moves Ukraine, contrary to global trends, the country has a high level of economic risks and, of course, should be replaced by innovative direction. Experience shows - the best opportunities for innovation are large enterprises. Modern Ukraine's position on the priority development of small and medium-sized enterprises is estimated to be in error. It is advisable to optimal ratio and competitive coexistence of large, medium and small businesses. To ensure the innovative development is proposed wider use of economic activity organizational form of the corporation.

Keywords: enterprise, economic security of the state, "raw" economy, innovation development, corporation.

Improving development management engineering industry /A.V.Fomenko, Y.I.Kuchmay // Bulletin of NTU «KhPI». Series: Technical progress and efficiency of production. - Kharkiv: NTU «KhPI», 2014. - № 65 (1107). - P. 184-189. - Bibliogr.: 8 - ISSN 2079-0767

The article considers the essence of management of development company and clarifying its economic content. Describes the basic problem management machine-building enterprises and the present state of the machine-building industry in the country. Conclusions about the need to improve management systems development of enterprises machine-building industry. Established that in order to improve the current state of engineering companies need highly skilled management system to implement. And also continuously monitor the major components of the external and internal environment and constantly draw conclusions about the availability requirements change. Determined that to improve engineering companies and increase competitive products need to hold a set of measures for effective management of development.

Keywords: management development of enterprises, machine building, industry, financial and economic crisis, development strategy.