

## ABSTRACTS

**Chervova L.G., Dubinina M.V.** *Theoretical and methodical bases for estimating the efficiency of public administration.* – P. 84.

The paper presents basic scientific-methodical approaches to estimation of the efficiency of the activity of governing bodies. To improve the national system of assessing the activity of public bodies, the foreign experience was analyzed and generalized the advantage of which is multi-factors. The peculiarities characteristic of the assessment of public bodies activity in Ukraine are described.

*Keywords:* public administration, multi-factors, efficiency, foreign experience.

**Denisov V.T., Ilyicheva M.N., Denisov D.D.** *Efficiency as a basis for developing the aviation industry complex in the foreign economic relations.* – P. 103.

The paper considers the content of production efficiency, factors influencing its increase under conditions of development of the aviation industry complex as well as expansion of foreign economic relations and measures aimed at providing its competitiveness.

*Keywords:* efficiency, aviation industry complex, efficiency indicators, new technologies, production, sales, modernization.

**Komarenko I.S.** *Essence of the concept “enterprise competitiveness” and its features for the enterprises of Ukraine’s food industry.* – P. 251.

The paper reviews the scientific views on the category “competition”, and the evolution of this concept is analyzed in the chronological order. The concept of “competitiveness” is investigated from the view of a semantic and frequency analysis, the features of the food enterprises are taken into account. The algorithm for a complex analysis of the concept “competitiveness” was developed, its definition was improved and can be used for all industries of Ukraine. The essence of competitiveness as the basis for setting tasks and forming methods of a comprehensive estimation of food enterprises competitiveness is described.

*Keywords:* competition, enterprise competitiveness, national, sectoral and firm competitiveness, algorithm of a comprehensive analysis of competitiveness, food industry.

**Kucher V.A.** *Methodical bases for estimating the efficiency of investment activity on the expanded reproduction capacity of the enterprise.* – P. 115.

Market reforms need to happen in the investment sphere which plays a key role in the economy. The efficiency of enterprises operation is determined largely by a scale of investments which open the possibility to increase productivity, production volume, to provide the economic growth, and to facilitate the creation of new jobs.

*Keywords:* market reforms, investment policy, project, production volume, reproduction process, mine, income, net present value, efficiency.

**Kusmenko L.M., Soldak M.O.** *Old industrial regions of Ukraine: institutional features of development.* – P. 9.

The article deals with factors which have influence on the regions development and formation of the regional policy. Special attention is made to the institutional factors which identify the problems of old industrial territories development. The authors give grounds that the formation of public policy concerning the old industrial regions should include study of the features of the institutional environment of above territories and establishment of the institutes demanded in the old industrial regions.

*Keywords:* old industrial region, regional policy, institutes, institutional factors, institutional environment.

**Lyashenko V.I., Tulku Y.I., Ohremenko S.V.** *Quasi-tangible assets of modern neo-industrialism and the necessity of creating an adequate exchange mechanism of their circulation.* – P. 26.

The paper considers various points of view on the essence and characteristics of the present stage of development of the world economic system, as well as various aspects of capitalization of

the companies under present conditions. The authors note the imperfection and even danger of financial instruments which are currently most often used to obtain additional financial resources and have become one of the main causes of financial and economic crises. Therefore, the assumption is made that there is an alternative possibility of obtaining additional financial resources for developing the companies. One of these possibilities is the use of a new format of assets for capitalization of the companies – quasi-tangible assets.

*Keywords:* intangible assets, intellectual property, innovative development, capitalization, neo-industrialism, exchange for quasi-tangible assets.

**Lyamar V.V.** *Estimating the impact of innovation financing by foreign investors on the export of Ukrainian high-tech products. – P. 206.*

The article shows how to estimate the impact of innovation financing by foreign investors on the export of Group 84 products according to the Ukrainian Classification of Products of Foreign Economic Activity (boilers, machines, apparatus and mechanical facilities). The government actions that must be taken are proposed, and changes to the Law of Ukraine “On Regime of Foreign Investment” are offered.

*Keywords:* government policy of international knowledge transfer regulation, knowledge – intensive products, financing the innovation activity, foreign investment.

**Mayer I.N.** *Analysis of the investment and innovative activity in the machine-building of Ukraine. – P. 213.*

The article analyzes state of the art in the investment and innovative activity of the machine-building in Ukraine. The directions on activation of the investment activity at the machine-building enterprises are offered.

*Keywords:* investments, innovations, machine-building industry, enterprises.

**Melnyk .S.** *Basic directions of Ukraine’s structural policy in the context of providing its competitiveness. – P. 232.*

The main systemic threats and restrictions for the long-term economic growth are defined, conceptual directions for the formation of the efficient economic structure are offered, main tasks of the state structural policy on strengthening its competitiveness are formulated.

*Keywords:* structural policy, competitiveness, technological modernisation, diversification of production.

**Moiseev G.V., Moiseev V.G., Fialka L.V.** *Modern problems of realization of strategic planning mechanism in the corporate industrial sector. – P. 148.*

The paper investigates theoretical and practical problems concerning realization of the strategic planning mechanism at the enterprises of the corporate sector under present conditions. Based on analysis of present conceptions of strategic planning, transformations of approaches to its organization at the enterprises, the recommendations are given to more effective use of the mechanism of strategic planning and its more wide realization in the corporate industrial sector.

*Keywords:* strategic planning, industry, problems, enterprises.

**Nazarchuk M.I.** *Stock market of Ukraine in 2008-2010. – P. 183.*

The paper analyses state of the art of the domestic stock market and its organized segment, features of the processes taking place in the period of the financial crisis and post-crisis period, as well as the trends and perspectives for further development. The forecast says that Ukraine’s organized securities market is likely to be small in the medium-term and even in the long-term prospects giving, thus, the way to the unorganized segment of the stock market while retaining its inherent negative characteristics.

*Keywords:* stock market, organized securities market, financial and economic crisis, post-crisis period, securities, trends and prospects of development.

**Pavlov K.V., Selin I.V.** *Regulation and controlling of production costs in the mining and chemical industries. – P. 137.*

The paper describes the forms of regulation and controlling of production costs and shows the features of their determining in the mining and chemical industries.

*Keywords:* regulation, controlling, production costs, mining and chemical industries.

**Pidoricheva I.Yu.** *Potential of development of the innovation system in Donetsk region. – P. 225.*

The urgent issues connected with the formation of the regional innovation systems are considered. The indicators which describe the scientific-technical and innovation potential of Donetsk region are analysed. The problems and perspectives for forming the innovation system in the region are offered.

*Keywords:* innovation system, innovation policy, region, development, scientific-technical and innovative activity.

**Shvets V.Y., Baranets H.V.** *Methodology for building logistic oriented management of enterprise's material and financial flows. – P. 124.*

The paper considers methodological bases for building logistic oriented management of material and financial flows. It has been determined that the interaction between material and financial subsystems based on principles of integrity and comprehensiveness allows to minimize a negative influence of variability factors by the organization of external and internal regulating flows.

*Keywords:* logistics, logistic system, material flow, financial flow, variability, “bottleneck link”, losses, organizational and economic stability, financial stability.

**Tarash L.I.** *A national model of corporate governance in selecting the main objective in management of a joint stock company's value. – P. 66.*

Based on investigation of basic models of corporate governance, such as American and German ones, the paper characterizes the national model as a guide for setting the main objective for the system aimed at realizing a value-based approach to management of domestic joint stock companies.

*Keywords:* mechanism of management of company's value, national model of corporate governance, main objective of management.

**Tolmachova H.F.** *Way of reducing the administrative barriers in the development of small and middle enterprise. – P. 168.*

Based on analysis of the state of regulatory environment for the development of small and middle enterprise of Ukraine, main administrative barriers hindering the effective development of entrepreneurial structures are revealed, and proposals are formulated to reduce them.

*Keywords:* regulatory environment, entrepreneurial structures, administrative barriers.

