



SUMMARY

Kazarinova N.

MOTIVATION STIMULATING “TRAP” ON THE WAY OF UKRAINE INNOVATION DEVELOPMENT

The article shows that the use of the motivation stimulating system, developed in the old, post-industrial economic structure, becomes a trap on the way of modern innovation development. The principle of personification and creative education should become an important principle of the new motivation stimulating system.

Gerasimov E., Gerasimova E.

FORMATION AND DEVELOPMENT OF INNOVATION EDUCATIONAL MODEL IN CONDITIONS OF STABLE DEVELOPMENT ECONOMY

In the article key statements of the innovation educational model oriented to the concept of education for stable development are considered. The basic structural elements of innovation education are defined, a specific system of relations between its main subjects is described. Systematized recommendations on practical realization of the innovation educational model in a certain higher educational institution are developed.

Havryliuk V.

OBJECTIVE NECESSITY OF ACCELERATING SCIENTIFIC AND TECHNOLOGICAL PROGRESS

The phenomenon of scientific and technological progress in the context of interaction between development conditions and acceleration necessity is analyzed. Influence effects of scientific and technical progress on the gradual development of social and economic systems are considered.

Kazarinov D.

ROLE OF CURRENCY REGULATION IN ENSURING MACROECONOMIC BALANCE OF REAL SECTOR OF UKRAINE ECONOMY

The article describes the role of currency regulation to secure macroeconomic balance of the real sector of economy in Ukraine. Without active implementation of all available methods and means of credit and monetary regulation the monetary and exchange rate policy of the National Bank of Ukraine will be passive.



Altukhova I.

**INTERNATIONAL COMPETITIVENESS OF REGIONAL
ECONOMIC COMPLEXES IN PROCESS OF INTERNATIONAL
ECONOMIC INTEGRATION**

Problems of international competitiveness of regional economic complexes in the process of international economic integration are analyzed. The system determining guidelines on integration of Ukraine into the world economy is offered.

Drach O.

**HISTORICAL FOUNDATIONS OF STIMULATION THEORY
FORMATION**

The article stresses the need to investigate historical aspects of stimulation theory formation and development, to substantiate the influence of concepts and theories of management on the formation of stimulation systems. Management paradigms genesis and evolution of national management theory are systematized.

Pozhar T.

**CURRENT SITUATION AND PROBLEMS OF FINANCIAL AND
BUDGETARY MECHANISM OF STATE FINANCIAL CONTROL
IN UKRAINE**

The author assessed the present state of functioning of the financial and budgetary mechanism of the state financial control, defined its current problems and pointed the main directions of its reforming.

Gane V., Goncharuk I.

HEADHUNTING MECHANISM FOR INNOVATION ENTERPRISE

Formulated especially innovative - the enterprise market, conditionally - situational needs managers and specialists to ensure its success, the demands for them. Formulates recommendations for the development of headhunting consultancy, headhunting services for the creation of innovative enterprises and to train specialists in the field of headhunting and recruitment.

Svyrydko S.

**SPECIFIC FEATURES OF USING MODERN METHODS TO
ANALYZE ADVERTIZING COMPANIES EFFECTIVENESS**

The article analyzes specific features of using modern methods to analyze advertising company effectiveness on the basis of data of the internet-statistics system SPYLOG.



Suvorova S.

DEVELOPMENT OF MARKETING INTERNET RESEARCH UNDER SPREAD OF ELECTRONIC COMMERCE

The article deals with the concept of electronic commerce, its main trends and models. It investigates new technology to conduct a marketing research under Internet economy development. It determines the level of Internet penetration in Ukraine, Internet audience and prospects of online research development on the domestic market.

Kovtunen K.

FEATURES OF INTELLECTUAL CAPITAL ACCOUNTING AT ENTERPRISE

This article examines the main issues of intellectual capital accounting as constituent part of intangible assets. A special attention is paid to assessment of intellectual capital elements and intangible basis of some of them. Negative effects of impossibility to display all the components of intellectual capital are defined and the use of off-balance accounts is offered.

Matviychuk L.

INVESTMENT PROCESS OF TOURIST RESOURCES RATIONAL USE AND PROTECTION

The article considers the nature and value of investment processes as a key factor in the rational use and protection of tourist resources, defines their perspectives and priorities in the system of regional development of tourism industry.

Shpylyova Yu., Shpylyovyi I.

STABLE DEVELOPMENT OF RETAIL TRADE IN UKRAINE

The article deals with current problems associated with the formation and operation of retail trade in Ukraine. The role of retailers in promoting sustainable development of the country, as evidenced through its impact on human development.

Shpak L.

FORMATION OF PERSONNEL EVALUATION SYSTEM ON EXAMPLE OF TOURIST ORGANIZATIONS

The article represents the main requirements, principles, criteria of personnel evaluation system formation and its basic methods. The formulation of sequence of personnel evaluation system processes for travel agencies and examples of its use in several tourist organizations are given.



Sardak O.

**DEMAND ELASTICITY IN ARCHITECTURE OF MARKETING
RESEARCH OF LABOUR-MARKET**

The article analyzes approaches to definitions of demand and supply on the labour-market. The author's vision of specific research of labour-market mechanism is presented. The results of monitoring demand on the labour-market are given. The ways to analyze labour demand elasticity are offered, the relevant research is done.

Dmytruk B., Vitriak T.

**ANALYSIS OF EFFECTIVE USE OF CROP FARMING SECTOR
RESOURCES OF CHERKASY REGION AGRICULTURAL
ENTERPRISES APPLYING DATE ENVELOPMENT ANALYSIS
(DEA) METHOD**

An effective use of crop farming sector resources of Cherkasy region administrative districts agricultural enterprises is investigated. The districts with high, middle and low level of output are defined. The administrative districts of the region are grouped according to the level of efficacy. The expediency of using the nonparametric Data Envelopment Analysis (DEA) method to define enterprise efficiency is grounded.

Hurzhiy N.

**DEVELOPMENT OF STRATEGIC PROGRAM
OF MARKETING SUPERVISION IN COMMERCIAL
ESTABLISHMENTS**

In the article the strategic program of marketing supervision in commercial establishments is considered in four sections: definition of goal and key issues of marketing supervision, description of enterprise information field, strategic prognosis, early warning system.

Mykolyshyn M.

PREREQUISITES OF BANKS EMISSION POLICY FORMATION

External and internal factors influencing the process of banks emission policy formation are researched in the article. The emission policy model setting priorities of bank as an issuer on the equity market is described.



Saienko O.

**ANALYSIS OF USING COMPLEX OF MARKETING
COMMUNICATIONS IN PROMOTION OF HIGHER
EDUCATIONAL ESTABLISHMENTS' SERVICES
(ACCREDITATION LEVEL III-IV)**

The article investigates specific use of the marketing communications complex for promotion of higher education services in Economics depending on segments of the educational market. The new forms of communication with potential customers meeting the requirements of the information society are offered.

Seleznyova N.

**ASSESSMENT OF EFFECT OF MATERIAL FLOW
TRANSACTIONS ON FINANCIAL CONDITION AND BUSINESS
RESULTS OF ENTERPRISES**

Investment attractiveness of an industrial enterprise is considered as a complex index describing its financial and economic activity completely. An assessment of the effect of material flow transactions on the financial condition and business results of the enterprise is made.

Konovalenko Yu.

**DEPLOYMENT OF INTER-ENTERPRISE OPPORTUNITIES
OF TRANSPORT RISK MANAGEMENT**

The article explores the issue of provision of input data for managers of trade enterprises for the purpose of giving an efficient transport risk analysis to make optimal managerial decisions. Development of professional network of enterprises with integrated online database for accumulation and exchange of information, expertise, and proposals for transportation optimization and transport risk minimization is offered.

Guk V., Chabanova A.

**SIMPLIFIED METHOD OF CALCULATING COST EFFICIENCY
OF HOT WATER FACILITIES ON THE BASIS OF SOLAR
COLLECTOR**

The article investigates functioning of hot water facilities on the basis of solar collector. The steps of the algorithm to calculate cost efficiency of the facilities are described. In calculation an average value of solar radiation is used, it simplifies calculations.