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## SUMMARY

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*Kazarinova N.*

### **FINANCE-ORIENTED MANAGEMENT IN HIGHER EDUCATIONAL INSTITUTION**

*The article considers the problem of theoretically substantiated modeling of finance-oriented management in higher educational institution. Practical realization of the research is presented.*

*Us M.*

### **SCIENCE AT UNIVERSITY OF NEW TYPE AS BASIS FOR QUALITY EDUCATION**

*The article reviews the experience of shaping the scientific potential of academic training, creation of organizational principles of research in a private university. The overview of the results obtained by the university during twenty years of activity in this area is presented.*

*Haman P.*

### **QUALITY CONTROL SYSTEM IN HIGHER EDUCATIONAL INSTITUTION AS COMPETITIVE ADVANTAGE IN EDUCATIONAL SERVICES MARKET**

*The article investigates the importance and necessity of implementing the quality control system (QCS) in higher educational institutions in market economy environment. The author points out the main advantages of the higher educational institution from QCS certification, considers the main problems complicating implementation of process-focused approach in higher educational institution management.*

*Savchenko S.*

### **DEVELOPMENT OF CONTINUING EDUCATION AND WAYS OF ITS INTRODUCTION AT UNIVERSITY**

*The article considers the ways of continuing education development at the university. Referring to the theoretical approach to this problem solution the ways of its practical introduction at our university are defined. A special attention is given to the process of creative work according to the Ukrainian socially oriented model of economic development.*



*Shamara S.*

**COLLEGE OF ECONOMICS AND MANAGEMENT  
IN SYSTEM OF TRAINING JUNIOR SPECIALISTS  
IN CHERKASY REGION**

*In the article the history of formation and modern activity of the College of Economics and Management of the East European University of Economics and Management in Cherkasy is described. The main directions of its work are stated, its place in the system of training junior specialists in the region is defined.*

*Us H.*

**PLANNING AND CONTROL AT UNIVERSITY  
IN CONDITIONS OF KNOWLEDGE ECONOMICS**

*The analysis of approaches to the management of the main activities of the university in terms of planning and knowledge management in educational process is given. The approach to building constituents of knowledge management systems for personalized training is proposed.*

*Koval V., Hladka L.*

**CONCEPTUAL MODEL OF ECONOMIC CYBERNETICS  
ENGINEERS PROFESSIONAL TRAINING**

*The article presents the functional and structural or conceptual model of economic cybernetics engineers professional training. The main components of the model of economic cybernetics engineers complex professional training applying the competence approach are described in details. The problems of economic cybernetics engineers training and the ways of their solution in the East European University of Economics and Management (EEUEM) are highlighted.*

*Boronos V.*

**KEY FEATURES OF TERRITORY  
FINANCIAL POTENTIAL**

*The article analyzes the scientists' approaches to the structural elements of the territory financial potential and our own approach to its structure is offered. The types of financial potential are identified. An additional indication for the classification of factors influencing financial potential is proposed.*



*Dmytruk B.*

**EXPORT OF PRODUCTS AS INDICATOR OF  
COMPETITIVENESS AND INTEGRATION PROCESSES  
IN UKRAINE**

*A retrospective analysis of the resource potential of Ukraine's economy before the collapse of the USSR and the reasons of its loss is made. The author substantiates expediency of increasing the export potential as an indicator of quality and competitiveness of products, keeping up export in the Russian Federation – an important partner for further development of Ukrainian economy, the necessity to modernize the country's economy, to increase technological level of all industries – the main precondition for improving competitiveness.*

*Shirinian L.*

**ECONOMIC NATURE OF INSURANCE MARKET  
FINANCIAL REGULATION**

*The author has given a critical review of researches and found out the problem of determination and differentiation of the concepts «financial regulation of the insurance market», «government financial regulation of the insurance market» and «government regulation of the insurance market» in scientific literature. The consideration of the insurance market from the point of system analysis of the complex systems as a constituent of a larger system is proposed. The economic nature of the mentioned concepts is defined, their definitions are given.*

*Shpak Yu.*

**INNOVATION METHODS TO REGULATE DEVELOPMENT  
OF AGRARIAN SECTOR OF NATIONAL ECONOMY  
IN CONDITIONS OF MARKETS GLOBALIZATION**

*The article analyses the use of innovation methods in the regulation of the agrarian sector of the national economy including food safety in the conditions of markets globalization. The recommendations to ensure the proper level of food safety in the country are given.*



*Petrenko P.*

**WORK EFFICIENCY OF STATE FINANCIAL CONTROL  
AUTHORITIES OF UKRAINE**

*Methodical approaches are considered in relation to an exposure and development of financial control efficiency indexes, determining interconnection and interdependence of different control indexes and its results. Economic efficiency of the activity of state financial control authorities is calculated, their criteria and performance indicators are formulated. On the basis of suggested methodical approaches feasibility of quantitative estimation of financial control authority work efficiency is proved.*

*Kazarinov D.*

**SPECIFIC FEATURES OF CURRENCY REGULATION  
DEVELOPMENT IN UKRAINE IN CONDITIONS OF  
FINANCIAL GLOBALIZATION**

*Development of the currency regulation in Ukraine during 2006-2011 is investigated in the article. Interconnection of the currency regulation reformation and processes of financial globalization is analyzed.*

*Diachuk I.*

**DEVELOPMENT OF ADVERTISING AND COMMUNICATIONS  
MARKET OF UKRAINE**

*An assessment of advertising and communications services on the market of Ukraine is given. Priority directions of the media market development in the nearest future are defined. On the basis of the results the main trends of advertising and communications market for the current year are predicted.*

*Kozlovska S., Padurets H., Chudaieva I.,*

**EMOTIONAL PORTRAIT OF MANAGER**

*The article highlights the essence of emotional intellect based on the well-known model of Bar-Ona. The separate structural components of emotional intellect characteristic and the most essential for the managers of the middle link are distinguished. On the basis of the analysis of standard tests the complex test is offered for estimation of emotional intellect level. The emotional portrait of manager is presented.*



*Bielousova O.*

**CURRENT STATE AND DEVELOPMENT PROSPECTS  
OF IRON ORE INDUSTRY OF UKRAINE**

*The theoretical analysis of the market and competitiveness of the iron ore industry in Ukraine and in the world is made. The necessary measures for increasing competitiveness of Ukrainian iron ore output are determined.*

*Abliazova O.*

**CURRENT STATUS OF ORGANIC FOOD PRODUCTION  
AND TRADE**

*The article analyzes growth trends in world acreages and some regions involved in production of organic products, the main causes determining the pace of ecological agriculture development, the potential of Ukraine for this production, specific features of trade via the Internet, the reasons for the high cost of organic products. The feasibility of further increasing output, the reasons of consumers interest in saturated markets and the need to improve trade are substantiated.*

*Glinkina D.*

**ESTIMATED EFFICIENCY OF REPRODUCTIVE  
PROCESSES**

**IN CROP PRODUCTION** *A comprehensive analysis and estimation of reproductive processes in crop production is made. The system of indicators of economic efficiency of crop is determined, it includes the study of indicators of profitability and earning capacity. The reserves to increase them and reduce the cost of crop production are defined.*

*Moroz M.*

**ROLE OF DATAWARE IN SYSTEM OF HUMAN  
RESOURCE MANAGEMENT**

*The concept of dataware is analyzed and its role in the system of human resource management is determined. Transmission and reception of information in generalized form is presented schematically, the dataware contents of human resource management system is described. Advantages and disadvantages of the dataware use are analyzed.*



Voronchak I.

**HIERARCHIC LEVELS OF CORPORATE SOCIAL  
RESPONSIBILITY: NATURE AND MANAGEMENT  
FEATURES**

*The necessity of analysis of corporate social responsibility at different hierarchic levels is substantiated. The features of corporate social responsibility development at mega-, macro-, meso- and micro-levels are investigated. The structure of stakeholders at each hierarchic level is analyzed. The tools of corporate social responsibility at every level are defined. The role of international organizations in enhancing social responsibility is outlined. The role of state and regional policy as a necessary basis of the interaction between government, business and society is defined.*