

ABSTRACTS

Alekseev S.B. *Problems of information technologies introduction in the process of management of a trade enterprise's strategic potential. – P. 99.*

Implementation of information technology in the management of trade enterprises is associated now with a number of problems. Modern IT systems are designed and adapted to the requirements of industrial enterprises. Analyzing trade enterprises, whose activities are characterized by a high degree of uncertainty in demand, many buyers and retailers are using the so-called "IT - Systems supreme level", a feature which is the only coverage of individual processes - accounting, supply chain, warehouse, leftover goods. Major retail chains operate in the territory of Ukraine and have automated business processes, such as warehouse management, turnover, netting, with simple pricing specialized information systems. But to solve the problems associated with strategic planning, minimizing costs, increase in efficiency of retail space and strategic management capabilities, new IT technologies are needed.

As for the complexity of the implementation of IT-technologies in the management, the authors have the same thoughts. In the first place there is a problem of obsolescence of the existing information system in the enterprise; in the second place, the informality and chaotic internal principles of management, which lead to ambiguity problems with information. Another problem is the lack of a science-based process of business planning. The problem of the coordination of strategic goals of the company with the capabilities of information technology should be also mentioned.

The main ways of resolving the problems of implementation of information systems in the management of trade enterprises' strategic potential should be the following: changes in the traditional outdated information system at the enterprise, management beliefs in the need to invest in information security management through strategic economic rationale, a clear determination of strategic goals and objectives of information provision for strategic management in the plant, the development of effective strategic potential.

Keywords: information technologies, introduction, management of strategic potential, trade enterprise.

Bryll I.V. *Providing capitalization of enterprises through the activation of intangible assets. – P. 113.*

The article identifies the problems and prospects for intangible assets management in companies. The necessity of providing the legal regulation of intellectual capital as an intangible asset of the entity in Ukraine is expressed, and the development of directions for the efficient use and management of intangible assets as a factor for the capitalization of domestic companies as well.

Keywords: management, intangible assets, intellectual capital.

Bryukhovetska N.Yu., Dutova N.V. *The use of electronic trading platforms in the management of metallurgical enterprises' products sale. – P. 52.*

The article presents an analysis of the organization and operation of electronic trading platforms in the management of sale of metallurgical enterprises' products. The e-commerce forms are determined, which are used by the steel industry in sales activity, their benefits are justified. The definition of "electronic trading platform" is presented. The objective and subjective reasons are considered, which cause a leadership of global and domestic metallurgical enterprises in the e-commerce development. The features of the metal market are explored, which create a favorable environment for the implementation of mechanisms of the electronic trading platforms in sales activity of metallurgical enterprises.

Keywords: metallurgical complex, metallurgical enterprise, sale management, Internet, information technologies, e-commerce, electronic trade platforms, efficiency of operation.

Bryukhovetska N.Yu., Efymenko H.V. *Ensuring capitalization of the economy through basic capital accumulation. – P. 30.*

Problematic aspects of ensuring the capitalization of the economy through basic capital accumulation are considered. The processes of capital accumulation in the economy of Ukraine are analyzed. The study proves that the management of real capitalization must be carried out on the

basis of basic capital accumulation. It is determined that the strategic objective of the development of the economy and industrial enterprises should be the increase in the level of basic capital accumulation. It was proved that a higher level of fixed capital investment should be provided by efficient mechanism of its distribution in promising industries. It was also proved that the increase in the level of capitalization will contribute to the expansion of the sources of financing of investments in basic capital by attracting the population's savings, leasing, use of funds from the issue of shares and funds from the issuance of corporate bonds.

Keywords: capitalization, capitalization of industrial enterprises, basic capital, accumulation of basic capital, level of basic capital accumulation, investment in basic capital.

Bryukhovetskyi Ya.S. *Motivation of staff in the innovative development of industrial enterprises.* – P. 240.

There is a relationship between the innovative development of countries, technological production, competitiveness of economies, high-level quality of life. The present data illustrate the extremely low share of innovative products in Ukraine. The factors are identified that determine the fall of the innovative enterprises, reduction of the volumes of funding academic research, destruction of industrial science, the weakening of the technical services companies, decline in prestige of intellectual work, inattention of new owners and top managers to creative collectives, innovation activity in enterprises, preservation systems motivation aimed at quantitative indicators.

The thesis about advisability of deep research into questions of increase of motivation of labor intellectualization is justified. Intellectualization of labor appears as a process of continuous enrichment of knowledge, which leads to an increase in the share of intellectual labor in the activities of the employees.

The factors of its development are identified: education, qualification and willingness to increase the lifetime, taking experience of previous generations, the genetic predisposition for intellectual work.

The advisability of research into motivation of intellectual labor of enterprises' employees is proved. It was justified that it is the combination of motives and incentives that should be implemented at enterprises to promote greater intellectual work: guaranteeing the possibility of self-realization and respect in the team, protected and secured environment for creative activity, a decent quality of life, institutes for the implementation of intellectual work. The experience of a major engineering company in Ukraine - Novokramatorsky machine plant is presented where the conditions for the increase of motivation of labor intellectualization of employees have been created. The conclusion is made about the advisability of the basic research on the development of mechanisms of motivation of innovation-based development, intellectualization of labor.

Keywords: employee motivation, intellectualization of labor, intellectual labor, innovation-based development of enterprises.

Buleev I.P. *Experience in structuring the industry of developed countries and the possibility of its use in Ukraine.* – P. 3.

The tendencies of development of the industry, large and small business in some of the advanced countries of the world are explored, as well as the forms of combination of self-development of business and its regulation by the state, the formation of matrix structures that combine elements of "vertical" and "horizontal" industrial policy. The conditions and the possibility of their implementation in the mining and metallurgical complex of Ukraine are considered.

Keywords: industrial policy, large and small business, government regulation of industry, integrated structures, mining and metallurgical complex.

Buleev I.P., Rassuzhday L.M., Shestakova O.S. *Prospects for the development of the coal industry under Ukraine's entry to the EU.* – P. 39.

The coal industry takes an important place in the national economy. It provides energy security, raw materials for many industries. Ukraine's integration into the EU will require radical measures to improve the competitiveness of the domestic coal industry by accelerating its restructuring, technological upgrading and financial recovery. We need to improve the mechanism of redistribution of budget financing for the enterprises in the industry that on the threshold of joining the EU, they can function properly, and further reduce its financial dependence on the state budget.

The paper argues the need for the international integration processes as the highest form of the world economic relations.

Tendencies of development of the coal industry in the EU are displayed, a comparison of criteria in the EU energy standards is made, the key factors that will contribute to the development of the coal industry of the EU are identified.

On the basis of summing up the historical experience and new trends in the development of the coal industry in Europe the real consequences for the coal industry after Ukraine's accession to the European Union are shown.

One of the negative aspects of entering Ukraine to the EU can be a reduction in commodity markets and, consequently, in the coal industry, as evidenced by the experience of those countries that have joined recently the rigid standards. In addition, the EU has no right to maintain an individual producer in its endeavors to reorganize and modernize production.

Keywords: coal industry, the European Union, government support, energy balance.

Chernyhh O.V. *The nature and assessment of goodwill as an intangible asset of the company.* – P. 195.

In the article the determination of goodwill arising during the sale of the company is researched. The expediency of assessing goodwill as the value of intangible assets not reflected in the balance sheet is highlighted. The analysis of existing methods for determining the value of goodwill is made, and the proposal on the assessment of goodwill is presented. The main problems of estimation of goodwill of enterprises in Ukraine are examined. It is offered on the basis of foreign experience to apply certain approaches to the methods of calculation of internal goodwill. The questions of the essence, classification, management and methods of an assessment of business reputation (goodwill) of enterprises in the modern market conditions are considered.

In practice, Ukrainian business underestimates the image component, so there is no stable relationship between reputation and price rates. Reputation increases the attractiveness for investors, increasing its capitalization strengthens when entering new markets and maintain the general population. Effect of strengthening the reputation to improve economic performance of the company is mainly manifested in the behavior of stakeholders customers who buy the company's products, investors who invest capital into shares of the company, partners, trust company, employees, local community, etc. When selling a business, mergers and acquisitions, for effective management and cost competitiveness of the enterprise need to know the value of accumulated intangible property companies and how they are evaluated by the market. Assessment of the economic substance of goodwill are more interested in the enterprise due to the instability of the markets is vital for businesses, investors and shareholders through a contribution value of the enterprise.

Keywords: goodwill, enterprise, intangible assets, business reputation.

Chorna .A. *Principles, functions and structure of the institutional mechanism for management of the development of enterprises' human capita.* – P. 214.

The approach is developed to forming the institutional mechanism for management of the development of human capital of enterprises, which consists in creation of favourable institutional environment for the development of human capital on an enterprise and management of it on the basis of institutional joint activity of employees, which will be instrumental in their personal interest in the increase of capitalization of enterprise. Its principles, functions and structure are defined. The institutional mechanism for the management of the development of human capital of enterprises is the combination of devices and instruments, forms and methods of management of the development of human capital of employees in the process of their labour activity, which is organized by the institutes, norms and rules and allows to explain the development of qualitative and essential descriptions of workers, to change the culture of labour, value options and orientations of the of labour collective, to provide one-direction interests of an individual, collective, management, owners of the enterprise, the unity of purpose and strategy of management of the enterprise.

Keywords: human capital, enterprise, management, development, institutional mechanisms, institutes, norms, rules.

Degtyareva V.M., Solod M.A. *Actual problems of development and capitalization of the Ukrainian industry.* – P. 139.

The article analyzes the practice of state strategic management of the industrial sector development in the conditions of overcoming the consequences of the world financial and economic crisis on the example of the coal industry of Ukraine.

The grounds are given that the transition to the market conditions led to a large-scale involvement of Ukraine's industrial complex in the process of transformations which need the development and realization of new government economic policy, adequate to globalization and postindustrial paradigm of time and challenge of post-crisis period.

According to the results of the conducted analysis, the development of modern industrial strategies is an important step on the way of overcoming the consequences of the world financial and economic crisis and solution of tasks of modernization of the domestic industrial sector.

On the example of the coal industry the strategy of post-crisis development is investigated, the purpose of which consists in stabilizing the state and subsequent providing of steady industrial development with the purpose of increasing the strength of the state, satisfaction of needs of the population and economy of the country in own coal, justified volumes, proper quality, moderate prices.

Strategy of development of the coal industry in a post-crisis period is developing with application of modern methodological approaches, based on the analysis of modern state of industry, its raw materials and production base, general orientation of public economic and power policy to the period to 2030 year and subsequent prospect, proceeding from the indexes of demand for fuel and energy resources, general tendencies of forming perspective fuel and energy balance of the country.

Keywords: industry, globalization adaptational, state management, capitalization, financial and economic crisis, industrial strategies, financings, coal industry

Frolova L.V., Timokhina O.O. *Risks of the logistic - personnel strategies of managing of enterprise's personnel flows.* – P. 64.

The article deals with the issues of risk management in the realization of logistic - personnel strategies in the system of management of enterprise's personnel potential. This question is quite relevant because any strategy involves risks, and the risks in the area of personnel management is maximum. The purpose of the article is to find out a theoretical basis for creating the process of effective risk management in the system of personnel potential management system. The classification of risks is presented which depends on the types of personnel flows; the authors also worked out a conceptual approach to risk management of the logistic-personnel enterprise's strategies. In order to have more effective and successful risk management of the logistic - personnel strategies process, the authors investigated and presented the reasons for the personnel risks by presenting this risks like a set of internal and external factors. The result of the investigation is that a personnel - logistic potential system, which clearly signified a place of risk. Thus, taking into attention the fact that modern Ukrainian risk management system has a spontaneous and reactive character, each enterprise needs in the effective risk management system for personnel flows.

Keywords: personnel flows , logistic- personnel strategies, personnel potential, risks of personnel inflows, risks of internal personnel flows, risks of personnel outflows.

Ivanchuk K.O. *Theoretical approaches to the definition of category "enterprise development".* – P. 231.

The paper covers problems of determining the category "enterprise development". The main characteristics of the development process are irreversibility, directionality and regularity. Based on economic researches, the author proposed to review four theoretical approaches to the essence of the definition of the category "enterprise development": progressive, quantitative, transformational and adaptive. Progressive approach assumes that the development is a process of improving the activity that enterprise must shift to a higher and progressive condition in comparison with the previous one. The quantitative approach relies on the fact that the development is the process of enterprise size increasing and improving of certain activity indexes. Supporters of the transformational approach assume that enterprise development is a set of changes which lead to changing of the enterprise's qualitative state. This occurs under the influence of the internal and external environment factors.

Accordingly, many combinations of these factors in conjunction with the resources, capabilities, competencies of the enterprise form numerous scenarios of multidirectional nature. According to the adaptive approach, the process of enterprise development acquires new capabilities and features that allow it to function more effectively in the market environment, increase its flexibility in dealing with complex internal contradictions and adaptability to changes in the external environment. The article suggests considering enterprise development as a set of changes (qualitative, quantitative, structural) that lead to a change in the qualitative state of their enterprise to increase its flexibility and adaptability to the business environment. Accordingly, we can say that intensity, directionality and trajectory of the enterprise development is determined by a combination of external and internal environment factors.

Keywords: enterprise development, theoretical approaches, changes, adaptability.

Khassanova O.V. *Model of estimation of a public joint stock company's investment attraction.* – P. 283.

The article suggests an estimation model for investment attraction of a public joint stock company. The general investment attraction index of a public joint stock company is composed of two indices with equal weight function: the general index of financial and economic state of the company, and general index of its market capitalization. 16 factors are used to calculate the general index of financial and economic state of the public joint stock company, while median filtering is used to estimate its market capitalization, so that the stock prices are excluded. The mathematical rationing brings different indices and their constituents to the common representation. The developed model helped to estimate the investment attraction of 20 Ukrainian public joint stock companies. The results of the conducted estimation cover the period from 2001 to 2011. The investment attraction of public joint stock companies is shown in dynamics: crisis, pre-crisis, relatively stable and stable. The model allows investors, shareholders and owners to obtain a quantitative value and qualitative characteristics of the investment attraction of the public joint stock company.

Keywords: investment attraction, public joint stock company, market capitalization, model, risk zone.

Kizilova A.V. *The nature and functions of enterprise's social capital.* – P. 250.

The definition of social capital and its properties are given. The basic functions of social capital are described. Currently, the concept of social capital has become very popular and its exploration has an interdisciplinary nature, as it is implemented in the framework of different sciences, such as sociology, philosophy, political science, psychology, economics and cultural studies. Despite the advances that are associated with the development of the concept of social capital in the scientific community until now there is no common view about the nature of such socio-economic category as "social capital". The content of definitions of social capital is that they focus on the social relations that produce benefits. There is a scientific hypothesis that social capital is an intangible structural element of the total social capital. The potential of social capital is objectified in networks of social relations, presented as a set of information services, the amount of intangible benefits for organizational sharing in the economic interaction of agents. Social capital comprises social networks, norms, cultural and spiritual values, social relations that contribute to obtaining socio-economic effects and interaction within the team or teams of companies, trust, knowledge, skills, tradition, experience, information, education staff, etc. Social capital in the life of the individual and the organization appears in the following situations: a social source from which people learn about the opportunities that are unknown to them as a resource impact and active support, which can help achieve as a source of socialization and recognition by broadcast individuals to the values and standards of behavior, social competence and expectations of the entire system of mutual support and role responsibilities within the community.

Keywords: social capital, capitalization.

Korytko T.Yu. *Strategic planning of socio-economic development of the region.* – P. 152.

The article describes the essence of strategic planning of the region development under which it is necessary to understand the process of determination of aims and tasks of economic indicators as for basic directions of socio-economic development of region for the perspective. Basic principles of

practical realization of strategic planning are analyzed at the regional level. The principle scheme of strategic planning of socio-economic development of the region is offered, which includes the followings stages: strategic analysis; forming of mission, aims and tasks of socio-economic development of region; grounds and choice of strategy; development of program-analytical documents. The above stages of the process of strategic planning, which follow each other, allow to define strategic positions of the region in the macroeconomic environment, to set priorities of development and strategic aims and carry out the development of prognosis-analytical document of strategic planning of the region development. This approach allows give a complex estimation of the process of the regional development management.

Keywords: strategic planning, principles of strategic planning, strategy, strategic plan.

Kruk O.M. *Theoretical bases of economic security of local budgets. – P. 161.*

The paper considers the concept of economic security of local budgets which is the objective precondition for their social and economic development. The place and role of economic security of local budgets in the general system of economic security of the state is defined. Problems of economic security at various levels of the budgetary system are considered. The special attention is paid to the need of distinguishing the territorial level of economic security which is the central level in the hierarchy of the general system of economic security of the state as a whole. It is defined that ensuring economic security at the territorial level is a rather new direction of territorial administration of local budgets. The analysis of scientific approaches to the concept "economic safety" definition at the territorial level is carried out. The main classification signs of the concept "economic security" at the territorial level are revealed. The author's definition of the concept of economic security of local budgets is given, which opens three main issues of ensuring economic security of the territories reflecting a certain essential aspect of this category, namely: balance of a ratio of volumes of the budgetary income and expenses, abilities of local governments to provide independently the social and economic development of the territory, appropriate stable ensuring all needs of the territory.

Keywords: economic security, local budget, state budget, mezo-level, territory.

Martyakova O.V., Krykunenko D.O. *Model of motivation of the personne's creative labor in the knowledge-intensive enterprises. – P. 90.*

The paper gives grounds for the necessity and feasibility of developing a model of creative labor motivation in the knowledge-intensive enterprises as a part of improving the management of innovative development of these business entities, the operation of which is associated with the creation of innovative products, the adoption of administrative and creative engineering solutions. It is established that the development and subsequent implementation of the model of creative labor motivation involves the identification of strategic and systemic objectives that meet the main goal – to strengthen the motivation of core, creative staff in the knowledge-intensive enterprises. However, the major strategic objectives of motivation model of creative work should be: the content of key employees' creative work, that is the main driving force for generating creative ideas, the adoption of creative engineering solutions in the context of innovation enterprise; model of motivation will satisfy the convergence of interests of the employee and management; continuous, systematic development of staff.

The development of this part of the overall concept of personnel's creativity management in the knowledge-intensive enterprise involves not only the attainment of strategic objectives and economic activity, but also personal goals of staff, providing for: strengthening the internal motivation of employees in the production of creative ideas, innovative product development, meeting the needs of workers in self-realization, getting qualitatively new knowledge and skills of staff.

It is grounded that the model of motivation should include: diagnosis of the existing incentive systems, the development of methodological arsenal of motivation, evaluation of the effectiveness of creative workers labor, development of key employees. Fulfillment of the above conditions will create prerequisites for the creative staff development in the knowledge - intensive enterprises additionally manifesting the creative energy that will affect the quantity and quality of innovative products.

Keywords: creativity, staff, model of motivation, knowledge-intensive enterprise, motivation, creativity development.

Matyushin O.V. *Credit support to industry: problems, prospects for the development.* – P. 167.

Based on the analysis of the current state of the industry, the directions for the development of its credit support are well-grounded for the medium and long term. The problems and prospects for ensuring credit industry including institutional features of the banking sector of Ukraine are also analyzed, as well as the volumes and term structure of loans in the context of industries, the dynamics of interest rates on loans to industrial enterprises of different sectors.

Basic factors that inhibit the increase in lending the industrial sector by banks at present are analyzed, in particular, the lack of the banking sector capitalization, the deterioration in assets quality of banks because of the relatively large proportion of bad loans, high risks associated with lending to small and medium-sized enterprises, unstable exchange rate dynamics, high inflationary risks in Ukraine.

International experience of credit support to industry is analyzed. The World Bank noted the leading role of the state in attracting funding for further development since the industrial development should be based on identifying and using different sources of funding. It is necessary to search and develop a viable strategy for financial engineering that takes advantage of equity and debt financing and facilities guarantee.

System of measures to facilitate the access of the Ukrainian industrial enterprises to financial and credit markets is grounded, in particular improved methods of credit risk management in banks by introducing the mechanism of regulation of industry concentrations of credit risk in banks' portfolios; creation of economic conditions for increasing the share of bank assets in long-term financing of investment focus, through the introduction of tax incentives for banks to provide long-term lending to industrial enterprises; reducing the number of participants in the banking market, in particular by increasing requirements regarding the capitalization of banks, consolidation of banks through syndicated loans, establishment of bank mergers, mergers and restructuring of banks; improving the mechanism of regulation of access of foreign banks on the domestic market, including legislative strengthening the obligation for foreign banks to have in its portfolio of assets a share of long-term loans to domestic enterprises innovation orientation.

Keywords: industry, lending, structure of loans, industries, credit support, capitalization of banks, credit risks.

Prokopenko O.Yu. *Some approaches to the determination of the life quality of the population.* – P. 259.

The necessity of studying methodological approaches to understanding the life quality of the population is grounded. The approaches of some experts to the determination of the life quality in a historical aspect are summarized. The basic components for determination of the quality of human life have been established: a man himself as a biological and spiritual entity of human activity, the conditions of human life. The objective and subjective approaches to assessing the life quality of the population have been investigated. The position of Russian and national experts as for the determination of the life quality are given. The approaches to measuring and evaluating the life quality of the population were examined. The components of the aggregate indicator of the human development level in a particular country were examined – the index of human development: life expectancy index, education index, the index of gross national income. Opportunities to evaluate the quality of life based on the Human Development Index (HDI) have been identified. Indicators of human development index in Ukraine, CIS countries and Europe were analyzed. Comparative data on the HDI in Ukraine and other countries are presented.

Keywords: quality of life, conditions of human life, human development index, measuring the level of life quality.

Rassuzhday E.Ya. *Structural and institutional changes in the coal industry.* – P. 269.

The article describes theoretical and methodological foundations of the study of transformation processes in the Ukrainian economy, analyzes the processes of development and transformation of the institutions of a modern economy, changes in the economic transformation of coal mines,

functions of the state regulation of coal mining enterprises, offers the recommendations on the modernization of the economy in the context of institutional changes. The institutional nature of the transformation of the model of rent-seeking behavior and the innovative behavior of coal mines were examined, and the attempts were made to search for the sources of modernization of industrial economy.

The focus is made on the economic relations associated with the transformation of coal enterprises in the process of developing the institutions of the modern economy.

Keywords: coal mining, institutional changes, institutional environment, institutional analysis, restructuring, labor protection.

Revva A.M. *The role of intangible assets in the strategy of development of industrial enterprises.* – P. 178.

The paper studies the role of intangible assets in enhancing the competitiveness and efficiency of industrial enterprises. The practical significance of intangible assets management is proved for industrial enterprises. The methodical approach to the management of intangible assets of an industrial enterprise is offered. The level of competition in a market economy forces businesses to apply innovative technologies - both in production and in management. The use of such technologies requires, in turn, new approaches to the management of enterprise's assets as a new class for efficiency of industrial enterprises and the economy as a whole.

Currently, the companies should develop the tools to identify, analyze and evaluate intangible assets, which for various reasons can not be assessed on the basis of existing techniques. The use of these tools will allow companies to reach a new level of attractiveness.

Keywords: assets of an enterprise, intangible assets, management of intangible assets.

Semenov G.A., Yeroputova O.O., Yelkin A.V. *Assessment of efficiency of structure of the capital of a joint-stock company.* – P. 75.

The approaches to an assessment of efficiency of equity and loan capital ratio by the criterion for maximizing the level of financial profitability are considered. The model is offered to determine the effectiveness of management of enterprise's capital structure. The average weighted cost of the capital of PJSC "Motor Sich" was calculated.

Keywords: efficiency, structure, capital, model, management, cost, assessment.

Vaschenko N.V. *The role of staff in building potential for the development of the system "enterprise".* – P. 125.

The article specifies the nature of potential in terms of defining its role in the development of enterprises; the leading role of the staff in this process is defined; the concepts of "potential of the enterprise" and "staff of the enterprise" are specified; the economic laws and the laws governing the formation of potential of the enterprise with the justification of the role of the staff are brought into system; based on generalizations of the concepts of the "system", the essence of the development of the "enterprise" in relation to other economic systems of higher level is revealed.

Keywords: driving forces of development, laws and regularities of development, staff, potential, enterprise, development, system.

Zavgorodnya .P. *Some theoretical aspects of determination of factors of increasing the cost (capitalization) of enterprises.* – P. 204.

The features of existent methods of determination of factors of increasing the cost of enterprise are investigated. The approach to forming the system of cost indexes is offered taking into account non-financial constituents. The expedience of grouping the factors of increasing the cost of enterprise is grounded on hierarchical levels (macro-, mezo- and microeconomic factors). It is determined that at the macroeconomic level the institutional system is an important factor which must create the system of stimuli for effective activity of enterprise.

The features of some methodical approaches to forming the system of cost indexes at the level of enterprise are revealed. The necessity of using both financial and non-financial indexes is stressed. It is suggested to utilize the following indexes of increasing the cost of enterprise: development and strengthening of reproduction-innovative processes; stimulation of expansion of scales and

deepening of R&D; optimization of the system of contracts and resource supply; creation of the system of strategic planning and organization of control system by an enterprise on the basis of strategic plans; perfection of the system of the in-plant training of workers of enterprises; strengthening of integration activity of enterprises; creation of the effective system of micro-institutes of enterprise.

Keywords: factors of increasing the cost, enterprise, financial and non-financial indexes, institutional factors.