

SUMMARY

***Asanova E.R.* Investment activity of the enterprises of a chemical complex of Ukraine.**

In article the modern condition of investment activity of the enterprises of a chemical complex of Ukraine is considered. Dynamics of investments, their orientation, tendencies and the structural contents is analysed, available forms of investment are considered. The reasons of low investment activity are established, priorities of improvement of an investment climate for the enterprises of branch are determined.

Keywords: investment activity, the enterprises of a chemical complex, the investment into a fixed capital, foreign investments, an investment climate.

***Vasylenko V.A.* Situation anti-crisis management is the major component of stability of enterprises.**

In the article conceptual questions and approaches to the continuous management by steady development of enterprise a situation and anti-crisis are management

Keywords: enterprise, management a situation and anti-crisis management, stability.

***Dikhtyar A.I.* Eurointegration and Management of Education in Ukraine.**

Article considers problems of education management in context of Ukraine eurointegration

Keywords: eurointegration, innovation, information study, priorities

***Dobrovolskaya O.P.* Theoretical and Methodology Basis of Creation of Financial and Credit Mechanism of Conservancy.**

Methodological aspects of creation and functioning of financial and credit mechanism in conservancy were analyzed in the article. Main directions for optimization of financial and credit relations of conservancy character were proposed.

Keywords: financial and credit mechanism, conservancy, management, optimization.

***Etim Ch.* Virtual marketing and E_commerce and development e_commerce in Turkey.**

The specific features of virtual e_commerce and e_markets were studied. Also the development and volume, of such market were investigated in the today state of them in Turkey.

Key words: virtual marketing, e_commerce, Turkey.

***Efremov A.V.* Relations between the state and recreational enterprises that use marine beaches complexes.**

Estimation efficiency of the use of beach resources south seas of Ukraine is examined in the context of development of mechanism of adjusting of leasing relations between the state and recreational enterprises using marine beeches. Within the framework of the conducted research approach and proper requirements to the methodical base of leasing relations is grounded. The analysis with the purpose of finding out of next positions is

conducted – whether there is the mechanism of determination of leasing payments, on which it is possible to lean at development of chart of collection of lease for the use of beeches; which the algorithm of ground of size of payments must be; that it is necessary to take for a base at development of scale and scales, which the sizes of leasing rates for the certain categories of beeches were corrected on. The author grounds his opinion on the put questions.

Keywords: operating lease, beach resources, mechanism of adjusting of leasing relations, money estimation of ground, status of tax and leases.

Zagorulkin A.N. Formation and features functioning of mechanisms management innovatory sphere of the enterprises recreation in conditions of town (On an example of town Sudak Auotonomic Republic of Crimea)

The questions providing of effective functioning of the enterprises recreation in condition of territories priority development demand creation simple, flexible and ability for adaptation in external environment to the form of management of system of municipal economy focused on innovatory type of activity. The mechanism of management innovatory sphere should be focused not only on the normative documents, but regulate by the contractual relations of its participants excluding administrative and dictatorship from the side of a government bodies.

Key words: innovatory sphere, territorial gromada, economic structure, strategy of management, corporate principles, marketing strategy.

Kartashevskaya I.P. Geographical features of management of foreign tourism in Independent Republic of Crimea.

In the article the analysis of foreign tourism management in the Crimean Autonomous Republic was made. The cluster model of priority development of different kinds of tourism in the system of territorial recreational complex was proposed.

Key words: geography of management, foreign tourism, regional management in tourism, priority kinds of foreign tourism, cluster model of foreign tourism.

Kiselyova E. Problems and prospects of investment regional development electropower complex of Crimea.

The article is dedicated to research regional aspects development of electric power industry. The problems and outlooks of investment regional development of electric power industry an Crimea are parsed in the article.

Key words: region, a regional electropower complex, investment of regional development.

Sorokina E.V., Kovalchuk K.F. Management of investment projects in hardware manufacture based on an engineering economic analysis.

Is devoted to the actual problems of a choice of the equipment and technology of new manufacture by engineering – economic criteria. In the article, the technology of wire manufacture based on the use of a concrete set of the domestic and foreign equipment, is considered. The expediency of use of the domestic heating equipment is proved. Specific

variants of use of the equipment have been analyzed. Engineering – economic calculation of each of possible variants of operation of the heating equipment has been made. In the article are suggested original criteria of comparison of economic efficiency of various technologies of heating. Were made conclusions about the economic feasibility of investment in the enterprises involved in the hardware production activity.

Key words: the investment project, the engineering – economic analysis.

Kolesnik V.I. Social and economical causes and results of demographic crisis in the Autonomic Republic of Crimea.

The situation in the Autonomic Republic Of Crimea for the last 10 years is considered. The figures which characterize demographic processes are given. Social and economical causes and results of the crisis in the region are analyzed in terms of qualitative and quantitative characteristics of the population.

Key words: results of demographic crisis, social and economical causes.

Kramarenko V.I. Basic aspects of the theory and practice of tourist insurance.

In article methodological problems of the mechanism of management by processes of realization of insurance in sphere of tourism by subjects of enterprise activity are investigated. The characteristic of a tourist product and his structural component – complex insurance service is given. The algorithm of managerial process is offered by tourist insurance. The technique of an estimation of efficiency of various variants of insurance protection, as one of ways of perfection of economic methods of management by insurance business on a travel company is considered.

Key words: tourism, insurance, insurance risk, an insurance product, insurance business.

Kuzmina O.M. External territories of realization of economic communications of Crimean mezoregion.

The features of forming of external territories of realization of economic relations of Crimean mezoregion through a method are considered grafo-anamorphosis for the decision of activity and intensity of economic relations that are an index for the decision of scopes of external territory.

Keywords: external territory, external economic relations, графо-анаморфозис, Crimean mezoregion.

Kulipanov K.A. Necessity of interaction of elements of a control system.

In article the control system of the enterprise which represents unity of administrative activity and the mechanism of management is submitted. The mechanism of management as uniform system in which functioning of separate elements is interconnected and mutually conditioned is determined, thus basic elements are the organizational structure, information base and a level of technical security.

Key words: a control system, structure.

Kulishenko, T.V. The contemporary state and prognoses of the development TMT market.

In this paper the contemporary tendencies of the development TMT market are described. Also a number of suggestions on giving Internet services by the Ukrainian providers are offered.

Keywords: providers, Internet services, Internet-technology, information resources.

Lulchak L.A. Management of processes of increase of the professional competence of the personnel in the organization.

In the article the analysis is made and results of real experience of management by processes of increase of the professional competence of the personnel in the building organization are considered. The given analysis was based on estimations of a level of the competence by means of a method of an estimation «360» and self-estimations under the competence, and also the analysis of professional conformity of the personnel according to business qualities of employees of the enterprise in a cut of individual parameters, inside of one and different professional groups is made.

Keywords: human resources, the competence, an estimation, efficiency.

Martovoy A.V. Development and Underpinning of Internet Marketing Mix.

Main approaches to composition determination of traditional marketing mix and internet marketing mix are considered in the article using methods of comparison and analysis. The internet marketing mix has been developed and grounded and its elements have been defined on the basis of synthesis and generalisation.

Keywords: marketing mix, element, internet marketing, product, price, promotion, distribution.

Maslov E.S. Falsification in wine production of the Crimea and Ukraine

The article describes the state of wine market of Ukraine and the Crimea and also problem of falsification of winemaking production is considered.

Keywords: fraction of market, competition, consumer, producer, falsification

Matsebera S.A. Atomized data banks are a basis for integrated information management system.

The basic methodological aspect of the development of the information management systems are analysed in the article. The characteristics of an atomized data bank and its parts are considered as a critical part of the information management system.

Key-words: Atomized data banks, information management system, data base.

Mironova T.L., Sribny V.I. Role of services in the structure of public production.

Criteria of distinction of spheres of public production were analysed in the article. Locus of services sector in current public production was defined.

Keywords: material production, intangible production, production sector, nonmaterial sector, services sector.

Nagorskaya M.N., Pavlenko I.G., Chigidin O.D. **The Crimea's recreational complex as an example for region's competitive advantages formation.**

In the article the conditions of economical and social development of Crimea's recreational complex are analysed, the main (basic) perspective directions for its further development are determined.

Keywords: recreational complex, competitiveness of the tourist services.

Nehai V.V. **Influence of functioning of service of marketing on improvement of parameters of economic activities of the enterprise of agricultural mechanical engineering.**

The article represents a group of indexes of economic activity of the agricultural machinebuilding enterprise and shows some measures of the marketing services that help their improvement

Key words: marketing, the enterprise, agricultural mechanical engineering.

Onischenko K.N. **The modern perspectives and the tendency in the development of the food industry in the Crimean autonomous Republic.**

The economic reforms' consequences of the food industry in CAR are submitted in this article. Some steps and measures are given to enlarge the production of food, strengthening the state influence on the system of the units of food industry in the Crimea changing the partners' relations based on profitable income of the production.

Key words: food industry, food products.

Pashentsev A.I. **Model of forecasting of ecological of Crimea from pollution of atmospheric air.**

Is offered model of stability of Crimea from pollution by harmful substances: by a dust, sulfur, nitrogen. The model is constructed on the basis of comparison of the data of actual and normative emission of harmful substances at confidential probability 0,90. Measures also are offered which will allow to power volumes of emissions of harmful substances in atmospheric air: ecological passport of the enterprise, declaration of safety of the enterprise, provision of economic incentives, introduction of floppy system of the sanctions, licensing of activity of the enterprise, limit of emissions of harmful substances.

Key words: Ecolog-economic development of economy, ecological stability, model, stationary sources of pollution, emissions of harmful substances.

Podsolonko V.A. **Analys of tendencies and prospects of development of an agriculture in Crimea.**

Volumes of manufacture of agricultural production in Crimea constantly decrease. It entails a unguided rise in prices on this production, raises dependence of Crimea on other regions of Ukraine and other countries of the world in manufacture of articles of food, reduces receipts of means in the budget of Crimea, increases unemployment in agricultural regions, strengthens price vulnerability of a great bulk of the population in cities of Crimea, resulting them to unreasonable excessive monetary expenses at purchase of food stuffs.

Change of the organizational mechanism of management by development of an agriculture in Crimea, creation business – units by an example of New Zealand can rescue an agricultural production of Crimea and all Ukraine from the further disorder.

Key words: decrease(reduction) of volumes of manufacture, a rise in prices on production, creation of business - units.

Podsolonko E.A., Gey M. **The human factor in development of a business economics of Crimea and Ukraine.**

The business economics of all branches of managing in Ukraine, 40 % which have reached a level in 1999 in comparison since 1990, has gradually passed a level of 50 % in 2002 and starts to grow. As the basic source of revival of economy the human factor serves. In conditions of constant physical decrease in a population in Ukraine revival of economy probably only on the basis of amplification of feedback of each person.

Conditions трансформационной economy, amplification of its globalization demand updating of knowledge, both from the working population, and during training the academic students. The increment of economy on the basis of an increment of number of graduates of high schools runs low in 2008 - 2010. Amplification of a role of the human factor in development of a business economics in Ukraine and its regions at the end of the first decade of XXI century will be possible only on the basis of actualization of knowledge of students and the working population.

Key words: the human factor, actualization of knowledge, development of economy.

Polonskaya N.A. **Analysis of form and methods of management of economics.**

Author fulfils systematization and classification of forms and methods of management of economics on the basis of learning works as foreign so home scientists-economists about problems of state regulation for national and regions level. Fulfilled systematization serve as on base of working out different versions of social – economic development of region and choice of the best way to their accomplishing.

Key words: form and methods of management; social – economic development; region.

Pushkaryova E.V. **Ethics of Manager's Activity.**

Main components of an image of modern manager are considered in the article. Main instruments of introduction of ethical norms and principles into manager's activity with the purpose of improvement of management effectiveness are defined.

Key words: image, ethics of business communication, ethical norms and principles of management.

Rotanov G. **The perspectives of Ukraine on international market of high-tech speed ships with dynamic support principles.**

In article is analyzed World market of shipbuilding and estimated the perspectives of Ukraine on international market of high-tech speed ships with dynamic support principles.

Key words: High-speed court with dynamic principles of maintenance, the world market of shipbuilding.

Skorobogatova T.N. To the problem about service logistics development.

The article is devoted to the finding out the place of service logistics in modern economics in comparison with traditional logistics and the substantiation of the trends of its development. Particular attention is paid to the investigation of the service complex: the stability to the environment and concrete effect, which is got out of its functioning.

Key words: service logistic, service complex, service, consumers' service, supply chain.

Tverdokhlebov N.I. **International non-government organizations, participations in the social and economic reforms in Ukraine.**

The article describes the main directions and forms of the international non-government organizations, social and economic activities in Ukraine. Special attent is given to the obstacles for the spread of these organizations in this country.

Key words: international non-government organizations, social and economic development, Ukrainian non-government organizations.

Khrapko V.N. **Main approaches to Crimean regional economy modeling.**

The modeling principles for regional economy were proposed. The block wise model was built

Key words: model, regional economy

Kharicheva G., Kharichev V.V. **Organization of place of rest marketing.**

Have been examined the essence of goals and peculiarities of marketing of places of rest, were given the recommendations for the development of tourism in the places of rest in the Crimea.

Keywords: tourism, places of rest marketing, alternative directions of tourism development.

Tsyokhla S.U. **Enterprise as an Object of Property Law.**

Content of main legislative acts for consideration of an enterprise as an object of law relations are explored in the article. Main social and economic principles of integrated approach to consideration of an enterprise as object of property are defined.

Keywords: property relations, enterprise, entrepreneurship activity, property transformation.

Chueva O. **Human resources as a basis of marketing strategy of the tourist enterprise.**

In this article are considered the questions of importance of qualified personnel preparation in Ukraine as a part of realization of the enterprises' marketing strategy in the tourist sphere in conditions of a growing competition.

Key words: human resources, marketing strategy, the tourist enterprise, management.

Shvets I.U. **The source of local competitive advantages.**

This article about local advantages of a region and shows how they effect competitive position of firms and companies.

Keywords: competition, klaster, company.