

SUMMARY

Babko A.N. The main problems of development and introduction of integrated systems of enterprise management // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 3-6.

In this article was analyzed some questions about develop of integrated systems of enterprise management.

Keywords: information systems, integrated systems of enterprise management, automation of enterprise activity.

Vershitsky A.V. Effectiveness problems of tourism development in Crimea // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 7-15.

The main problems of tourism development in Crimea are considered in the article, tourism effectiveness is analyzed, the necessity of automobile tourism as strategically more important and effective element of tourism in Crimea is grounded.

Keywords: tourism, development, effectiveness, automobile tourism.

Boiko A.L., Rudnitsky O.I. Development of systems of relational data bases management // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 16-18.

In this article discussed the questions about creation and functioning of the control system of the data bases, the optimization aspects for technical characteristics of relational data bases, offers the description of realized project of information system «University entrant», which was introduced in the entrance examination of Taurida National V.Vernadsky University in 2005 year.

Keywords: the information system, the data base system, the conceptual design, control system of the data bases, the relational diagram of the data base, conceptual model, the relational languages of data processing, the degree of report.

Dobrovolskaya O.P. Methodic approaches of the ecological management system implementation // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 19-24.

The article includes an analysis of theoretical-methodological approaches to the creation of ecological management system on the industrial enterprises. The foundation of methodic aspects of using the factors' analysis are given in order to evaluate the perspectives of implementation the ecological management system on the enterprise.

Keywords: management, ecological management, factors' analysis

Donskoy D.V. Dynamic situational informational models and systems of sustainable management // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 25-31.

The novel class of information models and systems for the steady economic object control is suggested. The approach is based on the following three items: the new

definition of the concept of a “steady”, which suggests an ability “to hold” an economic object on the level of attainment of it’s activities, the concept of the dynamic situation information-mathematical model (DSIM) and the concept of the information-analytical environment, which is destined for the DSIM realization. The scheme of economic object control with the “recourses switching” is presented. This scheme can be practically used for development of the steady information control management systems.

Keywords: Steady Control, Dynamic Situation Information-Mathematical Model, Scheme of the control with the “recourses switching”.

Dragan N.A. Evaluation of land resources of Crimea // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 32-38.

With aim to develop the propositions on improvement of land use in Crimea the ecological-soil rating is carried out. For it the following tasks were solved: assessment on the base of soils natural properties and agro-ecological soil evaluation.

The relative suitability of soils for basic agricultural cultures is determined. The activity of degradation processes in the soil cover is shown. The share of lands with negative soils properties consist about 30 % of the arable area, including poorly productive (number of evaluation is less than 30) - 19,1 %.

For environment optimization the restoration of natural biocenoses is necessary what is possible for the poorly productive lands with soil rating equal 20 numbers and less.

Keywords: land resources, degradation processes, ecological-soil rating of soils.

Dregaupt S.V. Chances and risk of globalization – the critical analysis from the German point of view // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 39-47.

In the present contribution the chances and risks of the globalization from German perception are lit up critically and solution offers, are also brought up for discussion for the prevention of the social dismantling.

Keywords: globalization, risk, Germany.

Igoshin M.M. Marketing market labour of the ARC // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 48-65.

The article theoretic questions of the development of marketing regional market labour AR Cream.

The organized analysis of the marketing studies market worker of the places and market of the labour AR Cream.

Keywords: marketing market labour, the market of the labour, the market worker places, marketing studies.

Kartashevskaja I.F. Geographical Features of Optimization of the Regional Management System in Tourism on the Example of Crimea // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 65-72.

In clause the analysis of efficiency of a modern management system by a recreational, tourist complex in Crimea is lead. Historical features of formation of a

management system in tourism at a planned economy in modern conditions are investigated. The optimum management system of tourist branch is offered, the structure of regional management in tourism of Crimea is proved.

Keywords: a regional management system, history of regional management in tourism.

Kramarenko V.I. Advertisement as an infrastructural element of public production // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 73-83.

Place and role of advertising services in a market infrastructure of modern social production are investigated in the article.

Keywords: advertisement, advertising service, infrastructure: advertising, institutional, market; services sector.

Kuzmina O.M. Potential of the ASP-approach use in the international marketing planning of the Ukrainian enterprises // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 84-91.

Potential possibilities of increase of effectiveness of international marketing activity of the Ukrainian enterprises at the ASP- approach use in the marketing planning are considered.

Keywords: marketing planning, ASP- approach.

Lyul'chak L.A. Method of increase of the professional competence of the administrative personnel in the enterprise organizations // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 92-100.

In clause the to a focus is brought to existing techniques of an estimation of efficiency of administrative work and approbation of the given techniques at the enterprises in Crimea. The analysis of methods of measurement of the competence of the personnel is lead and the model of an estimation of the administrative personnel which will allow competently is developed and with the least time expenses to define professional and personal qualities of employees, proceeding from functional duties and the purposes of the concrete enterprise.

Keywords: head, estimation, efficiency, competence

Mamontova O.V. Economic model of organization of the controlling system at the enterprise // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 101-107.

In clause the questions of organisation of controlling system at the Ukrainian enterprises are considered with the purpose of increase of efficiency of economic activity and acceptance by a management of the expedient administrative decisions.

Keywords: controlling, information support, decision making.

Martovoy A.V. Effectiveness Measurement Methods of e-Marketing in Tourism // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 108-125.

Effectiveness measurement methods of e-marketing in tourism is developed in the article having stages of consumer decision process as a basis for taxonomy of financial and non-financial indices. Five possible cases of e-marketing effectiveness in tourism were analyzed. e-Marketing effectiveness indices were developed for tourism sector.

Keywords: e-marketing, marketing, measurement, effectiveness, efficiency, tourism services, indices.

Maslov E.S. Influence of system of ecological management on the quality of products of winemaking industry // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 126-131.

This article describes using of ecological standards and non-waste production on the example of winemaking industry.

Keywords: Ecological management, winemaking, ecology, “bio” wine

Matsebera S.A. Demands to composing the algorithms in informational systems of region’s management projects // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 132-136.

The problem of composing the logic and technological algorithms at the stage of technical project of the planning of systems of the region’s management is considered at the article.

Keywords: Informational systems of management, algorithms, information, effectiveness of algorithms.

Mironova T.L. City Economy Structure Formation based on business Profile Evaluation // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 137-146.

Methodological means based on city business profile evaluation are described. Recommendations to improve city economic structures and to increase a portion of highly effective city businesses are presented.

Keywords: city economy, effective structure, branch and regional factors of business profitability.

Nagorskiy Yu. The formation of corporate culture as an instrument of effective management // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 147-155.

The influence of corporate culture on management effectiveness and enterprise’s economic results is studied in the article. The author analyses possibilities and mechanism of corporate culture formation at the Ukrainian enterprises.

Keywords: organizational culture, corporate values, social priorities, staff motivation.

Nehai V.V. Functional the maintenance of marketing activity at the enterprise of agricultural mechanical engineering // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 156- 162.

Article represents a substantiation of necessity of the functional organization of service of marketing of the enterprise of agricultural mechanical engineering.

Keywords: marketing, function, the organization, branch.

Onischenko K.N. The state of grain crops complex and the price strategy of the enterprises with stable development at the cereals market in the Crimean Autonomous Republic // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 163-175.

In this article one can read about the changes in grain crops production in the years from 1990 to 2004. One can find out the price strategy of the enterprises with stable development at the cereals market, the creation of equivalent price exchange between industrial and agricultural production.

Key words: grain crops complex, the production of cereals, price disparity, price mechanism.

Pavlenko I.G. Analysis of basic approaches to interpretation of essence of efficiency as an economic category // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. C. 176-181.

Theoretical research of existent approaches to determination of efficiency stages are executed by the author of the article, specifics of becoming and variants of transformation of the category «efficiency» are exposed. The author's variant of interpretation of the notion «efficiency» is offered.

Keywords: efficiency, effectiveness, expenses.

Palenius A. The status of public services in the framework of electronic government // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 182-193.

In this paper the status of public services in the framework of electronic government is described.

Keywords: service, public services, electronic government

Pozachenyuk Ye.A., Sotskova L.M., Panin A.G. Approaches and classification of ecological corridors // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 194-198.

The existed classifications of ecocorridors are considered. The additional classification divisions are grounded and are illustrated by block-scheme.

Keywords: ecological corridor, ecological nature protection network, classification.

Pozachenuk E.A. Coadaptive concept of nature management // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 199-203.

In the article the author grounds theoretical and methodological aspects of forming of coadaptive concept in modern geography. The estimation of criteria of determining the degree of coadaptiveness of modern natural and economic territorial systems is carried out in the article.

Key words: coadaptive concept, nature management

Podsolonko V.A., Gay M., Curbatov O.U. Increase of a role of information technologies in construction of the economy based on knowledge, in Crimea and Ukraine // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 204-212.

On the basis of the analysis of a modern condition of the legislation and economy, a level of development of information technologies of Ukraine and Crimea, the international experience of information in clause it is determined priority formations in development of economy, necessity of construction for Crimea and Ukraine the economy based on knowledge is shown. Necessity of studying and use of experience of training to information technologies in management at universities of the European countries having steadily high results of development is proved. Conceptual bases of principles, problems of formation of the national program of information strategy in educational aspect are developed and expected results of construction of the economy based on knowledge are shown.

Keywords: the economy based on knowledge; information; information technologies of Ukraine and Crimea; the international experience of information; strategy of the national program of information in educational aspect.

Podsolonko E., Pavlidis P. Evaluation of efficiency of the personnel activity // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 213-234.

Amplifying increase value of the contribution of divisions of organizations in improvement of the final results of organizations and countries' development is shown. Importance of stimulation problems of divisions for improvement of the final activity results is shown by the example of the scientific and educational organizations taking into account the world community tendencies of the knowledge based economy construction.

Keywords: knowledge based economy; division's stimulation; improvements of final activity results; educational divisions of Ukraine's universities; stimulation of departments work.

Protsay A.F. Personnel Stimulation and Motivation in Modern Management Practice // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 235-239.

The Article analyzes the theory of personnel stimulation and motivation. Practical recommendations are presented on personnel stimulation and motivation for management, labour stimulation and motivation.

Keywords: personned management, labour stimulation and motivatio.

Pushkareva E.V. Forming of the firm's image with the help of Public Relations measures // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 240-245.

In the article the author considers the necessity of forming of the organization's image with the help of Public Relations measures, and also works out recommendations concerned with effective organization of such measures.

Key words: image, Public Relations

Rotanov G.N. Problems of Restructuring Effectiveness Evaluation of Manufacturing Enterprises // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 246-254.

Approaches to problem of criteria and evaluation of effectiveness of manufacturing enterprises are considered on the basis of cost, expenditures and resources indices. Considered methods would be of help during restructuring processes for calculating of general effectiveness of enterprise management and its departments.

Keywords: management, effectiveness, costs, expenditures, resources, output to resources, availability of resources.

Siric V.F. The Ecologo-economical problems of the Ukrainian regions // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 255-258.

There are 24 regions, the Autonomous Republic of Crimea, also Kiev and Sevastopol, that have special status, in the modern system of administrative territorial arrangement of Ukraine.

The important peculiarity of possibilities of economical development of the regions or administrative districts is a presence of natural resources of the territories. The potential of natural resources shows firstly the irregularity of economical development of the territories.

In the article the separate questions of economical, social and ecological development of the regions of Ukraine are considering.

Keywords: ecologo-economical problems, the potential of natural resources, socio-economical disproportions socio-economical development.

Skorobogatova T.N. Some aspects of economic stability of logistic service systems // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 259-265.

The article is devoted to questions of economic stability of logistical service systems. Structural and functional aspects of stability, and also its internal and external factors of risks are considered. One of criteria of economic stability estimation is offered.

Keywords: economic stability, logistics, service systems.

Sotskova L.M., Dyachenko E.A. Ecological and economic problems of the North-Crimean Channel functioning // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 266-273.

In the article the author analyzes ecological and economic problems of functioning of North-Crimean Channel as one of the main waterways of the Crimean water-supply, and explains the influence of factors of emerging of ecological problems of water-supply.

Keywords: North-Crimean Channel, ecological problems, water-supply

Sotskova L.M, Filimonova E.U. Organization of water industry of Simferopol // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 274-281.

The article is devoted to the analysis of water industry of Simferopol. The main trends in optimization of urban water-supply are revealed and grounded in the article.

Key words: ecological and economic problems of water-supply, structure of water industry

Sribniy V.I. Characteristics and Peculiarities of Operation of Housing and Public Utilities Sector of Autonomous Republic of Crimea // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 282-299.

Characteristics and peculiarities of operation of housing and public utilities sector of Crimea were analysed in the article. Analysis of the situation in main subsectors of regional housing and public utilities sector was provided. Technical and financial development of the sector was revealed.

Keywords: housing and public utilities sector, prices for public utilities, level of deterioration, level of provision, debts.

Tverdohlebov N.I. The Activity of the UN Development Programme in Autonomous Republic of Crimea // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 300-307.

The activity of Crimea Integration and Development Programme is analyzed by the main directions for the last 10 years.

Keywords: development assistance, CIDP/UNDP, social development

Fedorenko N.P. Managing audit: problems and acceptance of decisions // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 308-312.

The Suggestions about the change of existing mechanism of calculation the expenditures on production of goods

Keywords: managing audit, calculation the expenditures, actives.

Shvets I.Y. Theoretical aspects competitiveness // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 313-319.

In this artical the analysis of the theoretical aspects of concurrence development is made and it concerns the theoretical works of various authors the science of our country.

Keywords: concurrence, competitiveness, the concurrence theories.

Yarosh O.B. Ecomical problems arisen in recreational zones under condition of oil products pollution // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 320-324.

The short- and long-term negative consequences of hydrocarbon material extraction, operation, and transportation are analyzed. The man-caused pollution mechanisms of different components of biosphere. are escribed. The approaches to monitoring research of petrochemical pollution control are also proposed.

Keywords: petrochemical pollution, economical problems of extraction, material transportation, recreational zones, Crimea.

Curbatov Oleg Y., Pavlidis Pl. Le knowledge marketing et les outils de création des connaissances: le web et la télévision parfumée // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 325-337.

Ce travail de recherche est la construction d'une proposition de marketing fondée sur la notion de création de connaissances. Une réflexion conceptuelle sur le processus de consommation expérientielle, d'une part, et sur le processus de création de la connaissance-client en relation avec la connaissance-entreprise, d'autre part, nous a conduit à développer une proposition théorique de « knowledge marketing».

La conceptualisation du « Knowledge Marketing » a fait ressortir l'apport managérial qui permet de développer les connaissances des clients dans les activités des services innovants. Elle a également permis de mettre en évidence des pistes de recherches pour la mise en œuvre des technologies innovantes de diffusion des fragrances dans l'environnement multimédia, de la télévision olfactive et du web parfumé.

Mots clés: marketing expérientiel, appropriation, knowledge marketing, communication, gestion des connaissances, compétences des clients, télévision et web parfumé

De la Fouchardiere C., Labbe-Pinlon B. Efficacité des promotions prix dans un contexte de changement de monnaie: influence du degré d'apprentissage à l'euro sur la perception des offres et le comportement d'achat en promotion. Premiers résultats d'une étude longitudinale // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 338-366.

Cet article présente les principaux résultats d'une recherche réalisée au sein d'un magasin laboratoire pour mieux anticiper les comportements des consommateurs face à des promotions prix en euro, et appréhender les modifications éventuelles liées au changement de monnaie. Plus particulièrement, les travaux présentés visent à évaluer l'impact du degré d'apprentissage à l'euro sur l'intérêt des consommateurs vis-à-vis des promotions-prix et leurs réponses en terme de comportements. Cette expérimentation, menée auprès d'étudiants, compare, dans un contexte d'affichage des prix en euro uniquement, deux techniques promotionnelles classiques (prix barrés et coupons de réduction immédiate) selon deux dimensions majeures : l'intérêt que les consommateurs perçoivent de chaque offre, leurs réponses comportementales et les raisons qu'ils proposent pour expliquer leurs choix.

Il ressort de cette étude exploratoire qu'en euro, la technique du bon de réduction immédiate est la mieux perçue par les consommateurs et qu'elle a aussi plus d'influence sur le nombre d'acheteurs en promotion et sur leurs paniers d'achats, que les prix barrés. Cette expérience confirme aussi que les consommateurs continuent à répondre aux promotions prix en euro, même s'ils ont le sentiment de perdre leurs repères et de rencontrer des difficultés pour apprécier l'intérêt des promotions exprimées en euro. Leurs achats en promotion portent toutefois encore essentiellement sur des achats habituels.

Mots clés: comportement du consommateur, prix, promotions, euro, distribution.

Mayol S. Gay M. Influence of classical music in advertisement upon the frame of believes, borrowed from the young people between 18 and 25 years // Uchenye zapiski TNU. Series: Economy, 2005. – Vol. 18 (57). № 2. – P. 367-383.

In the article the author examines the approaches to evaluation of the degree of advertising music influence on the nature of ways of persuasion borrowed from consumers. The author proves the necessity of motivating advertisers to consider music to be the central, strategic and crucial element of information transmission, on account of its ability to change the perception of consumers and influence their comprehension of messages.

Key words: effect of the advertising music, classical music, consumer's perception, the frame of believes, consumer's confidence.