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Розглянуто

*Ключові слова:* інтеграція,  
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Рассмотрены интеграционные процессы финансового и промышленного капитала как материальная основа корпоративного предпринимательства.

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## ABSTRACTS

**Amosha O.I., Vitushko O.V.** *Business-process management and its impact on Ukraine's coal mining.* – P. 3.

The paper deals with virtual corporations of metallurgical or power-producing type created as the process teams which use business-process management methods and are able to make changes in the structure of the coal industry.

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*Keywords:* motivation and personnel management, classification attributes of personnel, labour, management.

**Kendyukhov O.V., Kryvchykov A.O., Shparyova A.M.** *Problems and prospects for innovation-based development of Ukraine.* – P. 158.

The influence of innovation processes on the competitiveness of the national economy is shown. The author unveils main factors having influence on the innovation-based development of the economy. Key problems of the innovation-based development of Ukraine are identified, and priorities in the investment and innovation policy of Ukraine are proposed and confirmed.

*Keywords:* innovation process, development, problems, priorities, competitiveness, national economy, Ukraine.

**Khodareva O.O., Shulga L.O.** *Functional and cost-based approach to managerial activity: analysis and control over complex systems.* – P. 85.

The paper deals with basic principles of a functional-cost analysis. The approach to description, control and analysis of complex production systems on the basis of the given methods is presented. The possibility of using the above approach to improvement of managerial activity quality is evaluated.

*Keywords:* functional-cost analysis, analysis and control, complex production systems.

**Khodyko D.I.** *Estimation of sector coefficients of energy productivity in the Ukrainian industries.* – P. 112.

An econometric estimation of energy factor productivity in Cobb-Douglas production function is performed for the Ukrainian industries on a sector level. As an example, the estimated indicators are used to assess the challenges for modernization of heat-generating industry.

*Keywords:* quasi-fiscal deficit, factors productivity, seasonal fluctuations, Cobb-Douglas function, energy efficiency.

**Korneeva T.** *Organizing a flow of documents on accounting nature protection activity expenditures.* – P. 257.

The article analyses theoretical and practical aspects of accounting nature protection expenditures. Based on results of the analysis, the forms of primary documents are offered, internal and external accounting of mining enterprises and coal mines has been improved, and the record-keeping schedules for financial and managerial accounting of expenditures under complete and incomplete automation have been developed.

*Keywords:* organization of a flow of documents, nature protection activity expenditures, primary documents, internal accounting, record-keeping schedule, coal mines.

**Kotova N.I., Kucherenko I.Yu.** *Motivation of personnel of agricultural enterprises: problems and ways of providing.* – P. 226.

As a result of studying the external and internal reasons which have influence on priorities in motivation of agroindustrial enterprises' personnel, the ways of improving the system of labour motivation are well-grounded in order to provide its efficiency.

*Keywords:* motivation of personnel, priorities, agricultural enterprises.

**Kozyk V.V., Sydorov Yu.I., Chernyak O.Yu.** *Innovative capacity from point of Neo-Darwinism and thermodynamics of open systems.* – P. 128.

The problem of innovative capacity of a firm is considered from positions of Neo-Darwinism neutral theory of biological evolution and thermodynamics of open dissipative structures. It is shown that by analogy with sectional mutations which are in DNA in abeyance the archive of a firm should contain a set of technological developments which can be used under force-majeure situation. A conclusion is made that, without regard to the future, the results of R&D may be negative; to increase the innovative capacity of the firm these works must be conducted constantly and be funded sufficiently enough.

*Keywords:* Neo-Darwinism, sectional mutations, thermodynamics of open systems, offer of innovations, innovative capacity of a firm.

**Kruk O.M.** *Ways of increasing the efficiency of formation of a local budget's financial potential and its assessment.* – P. 220.

The article identifies the factors forming a financial potential of the local budget. The basic ways of increasing the efficiency of the local budget's financial potential formation are marked out. The necessity of forming and developing a methodical approach to assessment of the local budget's financial potential and search for additional budget receipts is grounded. This will promote the increase in the level of financial independence of local authorities.

*Keywords:* budget, financial potential, tax potential, non-tax potential, reserve, assessment, factors.

**Krymova M.O.** *Life cycle of a specialist competitiveness development, factors and components of its formation.* – P. 231.

The paper presents a theoretical and methodical research of a competitive basis for realizing labour capabilities. The role of a specialist in the economy functioning is defined, as well as main stages in the development of his competitiveness, their content, factors and components which effect this process.

*Keywords:* specialist competitiveness, labour capabilities, economy, development.

**Kucher V.A.** *Methodical aspects of the analysis of basic trends in the development of building enterprises of Ukraine.* – P. 207.

The paper deals with the financial resources which are the basic factors of the economic growth. The problem of a correct and effective diagnostics of the state of enterprise's development funding is very

urgent now. The ability of an enterprise to attain a success on the market depends on the effective management of sales policy. It is proved that under conditions of a hard business competition the reliable and timely data are a necessary component of the work; they can be received as a result of a complex diagnostics of external and internal environment.

*Keywords:* production, industrial enterprise, funding, external environment, competition, development trends.

**Kutsenko M.A.** *Criteria for optimal providing the personnel resources for the Ministry of Emergency Situations of Ukraine.* – P. 253.

The criteria for the optimal level of providing the personnel resources for the units of the Ministry of Emergency Situations of Ukraine are suggested. This level implies minimization of expenses and reduction of losses caused by the emergency situations.

*Keywords:* personnel resources, optimization emergency situations, losses.

**Lazutkina A.V.** *Factors influencing the effectiveness of merchandising for leading companies in the juice industry of Ukraine.* – P. 190.

This article describes the list of factors that may have influence on the effectiveness of introduction and use of basic tools of marketing communications, in particular merchandising and its impact on sales volumes of the juice industry companies.

*Keywords:* marketing communications, merchandising, manufacturer, distributor, retail network.

**Levkovska L.V.** *Integration processes of financial and industrial capital as a material basis of corporate enterprise.* – P. 57.

The integration processes of financial and industrial capital are considered as a material basis of corporate enterprise. Integration of financial and industrial capital as pooling of assets of companies is determined, what gives an opportunity to extend scales in different market segments or diversify the markets of products which are produced by a company by basic type of activity.

*Keywords:* integration, integrated corporate organization, financial and industrial capital.

**Markhaichuk M.M.** *Forming the investment strategy for an industrial enterprise taking into account expected conjuncture changes.* – P. 174.

Classification of conjuncture types was developed. To form enterprise's investment strategy,

it is offered to use forecasting of various conjuncture types. This will allow to reach the balance between investment in the real assets and realization of financial investments, as well as to choose the most adequate investment strategy that corresponds to progressive development.

*Keywords:* investment strategy, industrial enterprise, conjuncture.

**Osadcha N.V.** *Customs regime export, algorithm of its using and ways of improvement.* – P. 41.

The article analyses elements of customs procedures of export regime, presents algorithms of customs operations and defines the ways to improve them.

*Keywords:* algorithm, export, customs payments, customs registration.

**Paliga N.B., Svitlychna Yu.V.** *Ways to prevent external and internal threats to economic security.* – P. 197.

The article focuses on the ways of preventing internal and external threats to the economic security of the enterprise in terms of such components as technical-technological, financial and personnel.

*Keywords:* economic security of enterprise, components of enterprise's economic security, external threats, internal threats.

**Pavlov K.V.** *Institutional conditions for introducing innovations and investments of intensive type.* – P. 154.

Creation of optimal institutional conditions and preconditions has a great importance in the process of increasing the efficiency of social reproduction on the basis of accelerated introduction of innovations and investments of intensive type. In this respect this paper investigates the factors of formation of optimal institutional environment as the basis for intensifying the Russian economy.

*Keywords:* innovations and investments, Russian economy, institutional environment.

**Romanenko V.A.** *Impact of a competitive policy on machine-building development in Ukraine.* – P. 67.

The paper studies the impact of a competitive policy on Ukraine's machine-building development. It highlights the period of forming competitive relations in Ukraine. The relationship between competition in machine building and its competitiveness is shown. The proposals are given to improve the competitive policy.

*Keywords:* competitive policy, machine-building, competition and competitiveness.

**Salikhova O.B., Krekhivska N.O.** *Import of high-tech capital goods into Ukraine: problems of investigation and ways of solving.* – P. 34.

The article investigates the concept "capital goods" and presents the author's interpretation of the term "high-tech capital goods". The Classification by wide economic categories and the List of high-tech goods are harmonized. A database of monthly data for 2003-2010 is collected, which is the basis for researching and forecasting the foreign trade in high-tech capital goods.

*Keywords:* capital goods, high-tech products, foreign trade.

**Shamileva E.E.** *Ways of increasing motivation of effective use of labour potential.* – P. 250.

The article examines one of the important problems that concerns motivation and stimulation of labour potential. These problems arise in the process of economic transformation and formation of a new-quality employment inherent in the market relations. Practical recommendations on genesis of a motivational mechanism of increasing the effective use of home labour potential under development of a socially oriented market economy are offered.

*Keywords:* efficiency, labour potential, motivation, employment.

**Shevchuk V.R., Perfilova O.E.** *Improving a tariff system as a necessary condition for transition to the economic methods of state regulation in the Ukrainian power energy.* – P. 104.

The paper discusses the problem of tariff regulation of the native power energy and discovers the causes of ineffectiveness of attempts to improve it. The features of electricity tariff formation in Ukraine are investigated. The prospects for the tariff policy improvement are analyzed.

*Keywords:* tariff differentiation, dotation certificates, uniform tariffs, seasonal tariffs, independent regulator, cross subsidization, tariff policy.

**Shwaika M.A., Pelyo A.B.** *On the issue of overcoming the world financial crisis, introducing the world reserve currency and establishing a global bank to manage it.* – P. 8.

The paper describes the reasons for the world financial crisis and gives recommendations to overcome it. It offers to create a new reserve currency instead of the American dollar and establish a global bank. The recommendations are also given to reform the world financial system and make a strict control over issue of money.

*Keywords:* world financial crisis, reserve currency, financial system, global bank, world currency system.

**Snigova .Yu.** *Old industrial regions of Ukraine in the post-crisis period: problems of efficient development.* – P. 14.

The paper analyses the economic situation in old industrial regions and evaluates the trends in their development in the post-crisis period. The necessity of diversifying the economy of old industrial regions is proved. Obstacles to the efficient diversification of the above regions are defined. The proposals are formulated to create the conditions necessary for efficient restructuring of old industrial regions' economy on the basis of diversification.

*Keywords:* old industrial regions, restructuring of economy, diversification of economy.

**Tantsyura M.Yu.** *Economic analysis of the level of enterprise's information protection.* – P. 203.

The article presents the economic analysis of enterprise's information protection level. The author formulates a general approach to the economic analysis of enterprise's information protection. A general mathematical model of economic estimation of enterprise's information protection level is offered.

*Keywords:* information protection, protection level analysis, protection estimation model.

**Telyshevska L.I.** *Enhancing innovation activity of enterprises under implementation of marketing product policy.* – P. 124.

The paper covers the issues of activation of the marketing product policy under conditions of innovations introduction, as well as enhancement of enterprise's innovation activity.

*Keywords:* innovations, marketing conception, marketing commodity policy, commodity policy, product innovation.

**Tereshchenko V.S.** *Securing future costs and payments as a source of providing reimbursement of fixed assets' repair costs and its accounting.* – P. 213.

The necessity of securing future repair costs for fixed assets by the Ukrainian enterprises is proved. Methods of its accounting have been developed.

*Keywords:* fixed assets, current repairs, capital repairs, capitalized repairs, analogue method of reserve calculation, estimated method of reserve calculation.

**Tkachenko V.A., Schukin O.I.** *Motivation of the civil society on the basis of initiative creative economic activity and socialization of society.* – P. 239.

The paper examines the urgent problem of today's, namely: the Ukrainian society should recognize the development of productive forces as a common matter and every person and every economic entity should consider their activity as a kind of a civil service of the people.

*Keywords:* motivation, initiative, creativeness, society, productive forces.

**Vazhynskiy F.A., Gavrylko P.P., Kolodiychuk A.V.** *Role of international innovative and scientific-technical cooperation in the increase of competitiveness of machine-building industry.* – . 186.

Advantages of international scientific-technical cooperation are considered for the enterprises of Ukraine in modern terms. Plugging of machine-building complex of Ukraine in international scientific-technical cooperation with other countries of the world and integration associations is one of major instruments of increase of competitiveness in all its aspects.

*Keywords:* competitiveness, scientific and technical policy of development of engineer, international scientific-production cooperation, international cooperation, innovative activity.

**Vatchenko O.B., Svystun K.O.** *Analysis of industrial development in Ukraine under transformational changes.* – P. 90.

The article investigates the features of Ukraine's industry development, such as its territorial placing, structure, state of fixed assets, innovation-based development, investment aspects, financial results of industrial enterprises activities, directions of development.

*Keywords:* industry, industrial structure, technological modes, fixed assets, wear, renewal, profitability, investments, innovations, clusters.

**Yuryk Ya.I., Konovalov Yu.I.** *Preconditions for forming and current condition of industrial structure in Ukraine.* – P. 72.

The paper studies regularities in the structural changes in the national economy. The role of the state is defined in their regulation, both in the context of the world experience and national features of a transformation period.

*Keywords:* national economy, industry, structure, state regulation.

**Zvaygintseva O.B.** *Formation and development of marketing theory and practice in Ukraine.* –P. 21.

The evolution of theoretical principles and practical measures of marketing in Ukraine since the Soviet Union till the independence of the country is presented. The analysis of the well-known marketing specialists' works was made, including the works of theorists and practical workers who had a great influence on marketing development in Ukraine.

*Keywords:* marketing, expediency of using marketing, marketing theory, practice in marketing, UAM.

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*Keywords:* motivation and personnel management, classification attributes of personnel, labour, management.

**Kendyukhov O.V., Kryvchykov A.O., Shparyova A.M.** *Problems and prospects for innovation-based development of Ukraine.* – P. 158.

The influence of innovation processes on the competitiveness of the national economy is shown. The author unveils main factors having influence on the innovation-based development of the economy. Key problems of the innovation-based development of Ukraine are identified, and priorities in the investment and innovation policy of Ukraine are proposed and confirmed.

*Keywords:* innovation process, development, problems, priorities, competitiveness, national economy, Ukraine.

**Khodareva O.O., Shulga L.O.** *Functional and cost-based approach to managerial activity: analysis and control over complex systems.* – P. 85.

The paper deals with basic principles of a functional-cost analysis. The approach to description, control and analysis of complex production systems on the basis of the given methods is presented. The possibility of using the above approach to improvement of managerial activity quality is evaluated.

*Keywords:* functional-cost analysis, analysis and control, complex production systems.

**Khodyko D.I.** *Estimation of sector coefficients of energy productivity in the Ukrainian industries.* – P. 112.

An econometric estimation of energy factor productivity in Cobb-Douglas production function is performed for the Ukrainian industries on a sector level. As an example, the estimated indicators are used to assess the challenges for modernization of heat-generating industry.

*Keywords:* quasi-fiscal deficit, factors productivity, seasonal fluctuations, Cobb-Douglas function, energy efficiency.

**Korneeva T. .** *Organizing a flow of documents on accounting nature protection activity expenditures.* – P. 257.

The article analyses theoretical and practical aspects of accounting nature protection expenditures. Based on results of the analysis, the forms of primary documents are offered, internal and external accounting of mining enterprises and coal mines has been improved, and the record-keeping schedules for financial and managerial accounting of expenditures under complete and incomplete automation have been developed.

*Keywords:* organization of a flow of documents, nature protection activity expenditures, primary documents, internal accounting, record-keeping schedule, coal mines.

**Kotova N.I., Kucherenko I.Yu.** *Motivation of personnel of agricultural enterprises: problems and ways of providing.* – P. 226.

As a result of studying the external and internal reasons which have influence on priorities in motivation of agroindustrial enterprises' personnel, the ways of improving the system of labour motivation are well-grounded in order to provide its efficiency.

*Keywords:* motivation of personnel, priorities, agricultural enterprises.

**Kozyk V.V., Sydorov Yu.I., Chernyak O.Yu.** *Innovative capacity from point of Neo-Darwinism and thermodynamics of open systems.* – P. 128.

The problem of innovative capacity of a firm is considered from positions of Neo-Darwinism neutral theory of biological evolution and thermodynamics of open dissipative structures. It is shown that by analogy with sectional mutations which are in DNA in abeyance the archive of a firm should contain a set of technological developments which can be used under force-majeure situation. A conclusion is made that, without regard to the future, the results of R&D may be negative; to increase the innovative capacity of the firm these works must be conducted constantly and be funded sufficiently enough.

*Keywords:* Neo-Darwinism, sectional mutations, thermodynamics of open systems, offer of innovations, innovative capacity of a firm.

**Kruk O.M.** *Ways of increasing the efficiency of formation of a local budget's financial potential and its assessment.* – P. 220.

The article identifies the factors forming a financial potential of the local budget. The basic ways of increasing the efficiency of the local budget's financial potential formation are marked out. The necessity of forming and developing a methodical approach to assessment of the local budget's financial potential and search for additional budget receipts is grounded. This will promote the increase in the level of financial independence of local authorities.

*Keywords:* budget, financial potential, tax potential, non-tax potential, reserve, assessment, factors.

**Krymova M.O.** *Life cycle of a specialist competitiveness development, factors and components of its formation.* – P. 231.

The paper presents a theoretical and methodical research of a competitive basis for realizing labour capabilities. The role of a specialist in the economy functioning is defined, as well as main stages in the development of his competitiveness, their content, factors and components which effect this process.

*Keywords:* specialist competitiveness, labour capabilities, economy, development.

**Kucher V.A.** *Methodical aspects of the analysis of basic trends in the development of building enterprises of Ukraine.* – P. 207.

The paper deals with the financial resources which are the basic factors of the economic growth. The problem of a correct and effective diagnostics of the state of enterprise's development funding is very

urgent now. The ability of an enterprise to attain a success on the market depends on the effective management of sales policy. It is proved that under conditions of a hard business competition the reliable and timely data are a necessary component of the work; they can be received as a result of a complex diagnostics of external and internal environment.

*Keywords:* production, industrial enterprise, funding, external environment, competition, development trends.

**Kutsenko M.A.** *Criteria for optimal providing the personnel resources for the Ministry of Emergency Situations of Ukraine.* – P. 253.

The criteria for the optimal level of providing the personnel resources for the units of the Ministry of Emergency Situations of Ukraine are suggested. This level implies minimization of expenses and reduction of losses caused by the emergency situations.

*Keywords:* personnel resources, optimization emergency situations, losses.

**Lazutkina A.V.** *Factors influencing the effectiveness of merchandising for leading companies in the juice industry of Ukraine.* – P. 190.

This article describes the list of factors that may have influence on the effectiveness of introduction and use of basic tools of marketing communications, in particular merchandising and its impact on sales volumes of the juice industry companies.

*Keywords:* marketing communications, merchandising, manufacturer, distributor, retail network.

**Levkovska L.V.** *Integration processes of financial and industrial capital as a material basis of corporate enterprise.* – P. 57.

The integration processes of financial and industrial capital are considered as a material basis of corporate enterprise. Integration of financial and industrial capital as pooling of assets of companies is determined, what gives an opportunity to extend scales in different market segments or diversify the markets of products which are produced by a company by basic type of activity.

*Keywords:* integration, integrated corporate organization, financial and industrial capital.

**Markhaichuk M.M.** *Forming the investment strategy for an industrial enterprise taking into account expected conjuncture changes.* – P. 174.

Classification of conjuncture types was developed. To form enterprise's investment strategy,

it is offered to use forecasting of various conjuncture types. This will allow to reach the balance between investment in the real assets and realization of financial investments, as well as to choose the most adequate investment strategy that corresponds to progressive development.

*Keywords:* investment strategy, industrial enterprise, conjuncture.

**Osadcha N.V.** *Customs regime export, algorithm of its using and ways of improvement.* – P. 41.

The article analyses elements of customs procedures of export regime, presents algorithms of customs operations and defines the ways to improve them.

*Keywords:* algorithm, export, customs payments, customs registration.

**Paliga N.B., Svitlychna Yu.V.** *Ways to prevent external and internal threats to economic security.* – P. 197.

The article focuses on the ways of preventing internal and external threats to the economic security of the enterprise in terms of such components as technical-technological, financial and personnel.

*Keywords:* economic security of enterprise, components of enterprise's economic security, external threats, internal threats.

**Pavlov K.V.** *Institutional conditions for introducing innovations and investments of intensive type.* – P. 154.

Creation of optimal institutional conditions and preconditions has a great importance in the process of increasing the efficiency of social reproduction on the basis of accelerated introduction of innovations and investments of intensive type. In this respect this paper investigates the factors of formation of optimal institutional environment as the basis for intensifying the Russian economy.

*Keywords:* innovations and investments, Russian economy, institutional environment.

**Romanenko V.A.** *Impact of a competitive policy on machine-building development in Ukraine.* – P. 67.

The paper studies the impact of a competitive policy on Ukraine's machine-building development. It highlights the period of forming competitive relations in Ukraine. The relationship between competition in machine building and its competitiveness is shown. The proposals are given to improve the competitive policy.

*Keywords:* competitive policy, machine-building, competition and competitiveness.

**Salikhova O.B., Krekhivska N.O.** *Import of high-tech capital goods into Ukraine: problems of investigation and ways of solving.* – P. 34.

The article investigates the concept "capital goods" and presents the author's interpretation of the term "high-tech capital goods". The Classification by wide economic categories and the List of high-tech goods are harmonized. A database of monthly data for 2003-2010 is collected, which is the basis for researching and forecasting the foreign trade in high-tech capital goods.

*Keywords:* capital goods, high-tech products, foreign trade.

**Shamileva E.E.** *Ways of increasing motivation of effective use of labour potential.* – P. 250.

The article examines one of the important problems that concerns motivation and stimulation of labour potential. These problems arise in the process of economic transformation and formation of a new-quality employment inherent in the market relations. Practical recommendations on genesis of a motivational mechanism of increasing the effective use of home labour potential under development of a socially oriented market economy are offered.

*Keywords:* efficiency, labour potential, motivation, employment.

**Shevchuk V.R., Perfilova O.E.** *Improving a tariff system as a necessary condition for transition to the economic methods of state regulation in the Ukrainian power energy.* – P. 104.

The paper discusses the problem of tariff regulation of the native power energy and discovers the causes of ineffectiveness of attempts to improve it. The features of electricity tariff formation in Ukraine are investigated. The prospects for the tariff policy improvement are analyzed.

*Keywords:* tariff differentiation, dotation certificates, uniform tariffs, seasonal tariffs, independent regulator, cross subsidization, tariff policy.

**Shwaika M.A., Pelyo A.B.** *On the issue of overcoming the world financial crisis, introducing the world reserve currency and establishing a global bank to manage it.* – P. 8.

The paper describes the reasons for the world financial crisis and gives recommendations to overcome it. It offers to create a new reserve currency instead of the American dollar and establish a global bank. The recommendations are also given to reform the world financial system and make a strict control over issue of money.

*Keywords:* world financial crisis, reserve currency, financial system, global bank, world currency system.

**Snigova .Yu.** *Old industrial regions of Ukraine in the post-crisis period: problems of efficient development.* – P. 14.

The paper analyses the economic situation in old industrial regions and evaluates the trends in their development in the post-crisis period. The necessity of diversifying the economy of old industrial regions is proved. Obstacles to the efficient diversification of the above regions are defined. The proposals are formulated to create the conditions necessary for efficient restructuring of old industrial regions' economy on the basis of diversification.

*Keywords:* old industrial regions, restructuring of economy, diversification of economy.

**Tantsyura M.Yu.** *Economic analysis of the level of enterprise's information protection.* – P. 203.

The article presents the economic analysis of enterprise's information protection level. The author formulates a general approach to the economic analysis of enterprise's information protection. A general mathematical model of economic estimation of enterprise's information protection level is offered.

*Keywords:* information protection, protection level analysis, protection estimation model.

**Telyshevska L.I.** *Enhancing innovation activity of enterprises under implementation of marketing product policy.* – P. 124.

The paper covers the issues of activation of the marketing product policy under conditions of innovations introduction, as well as enhancement of enterprise's innovation activity.

*Keywords:* innovations, marketing conception, marketing commodity policy, commodity policy, product innovation.

**Tereshchenko V.S.** *Securing future costs and payments as a source of providing reimbursement of fixed assets' repair costs and its accounting.* – P. 213.

The necessity of securing future repair costs for fixed assets by the Ukrainian enterprises is proved. Methods of its accounting have been developed.

*Keywords:* fixed assets, current repairs, capital repairs, capitalized repairs, analogue method of reserve calculation, estimated method of reserve calculation.

**Tkachenko V.A., Schukin O.I.** *Motivation of the civil society on the basis of initiative creative economic activity and socialization of society.* – P. 239.

The paper examines the urgent problem of today's, namely: the Ukrainian society should recognize the development of productive forces as a common matter and every person and every economic entity should consider their activity as a kind of a civil service of the people.

*Keywords:* motivation, initiative, creativeness, society, productive forces.

**Vazhynskiy F.A., Gavrylko P.P., Kolodiychuk A.V.** *Role of international innovative and scientific-technical cooperation in the increase of competitiveness of machine-building industry.* – . 186.

Advantages of international scientific-technical cooperation are considered for the enterprises of Ukraine in modern terms. Plugging of machine-building complex of Ukraine in international scientific-technical cooperation with other countries of the world and integration associations is one of major instruments of increase of competitiveness in all its aspects.

*Keywords:* competitiveness, scientific and technical policy of development of engineer, international scientific-production cooperation, international cooperation, innovative activity.

**Vatchenko O.B., Svystun K.O.** *Analysis of industrial development in Ukraine under transformational changes.* – P. 90.

The article investigates the features of Ukraine's industry development, such as its territorial placing, structure, state of fixed assets, innovation-based development, investment aspects, financial results of industrial enterprises activities, directions of development.

*Keywords:* industry, industrial structure, technological modes, fixed assets, wear, renewal, profitability, investments, innovations, clusters.

**Yuryk Ya.I., Konovalov Yu.I.** *Preconditions for forming and current condition of industrial structure in Ukraine.* – P. 72.

The paper studies regularities in the structural changes in the national economy. The role of the state is defined in their regulation, both in the context of the world experience and national features of a transformation period.

*Keywords:* national economy, industry, structure, state regulation.

**Zvaygintseva O.B.** *Formation and development of marketing theory and practice in Ukraine.* –P. 21.

The evolution of theoretical principles and practical measures of marketing in Ukraine since the Soviet Union till the independence of the country is presented. The analysis of the well-known marketing specialists' works was made, including the works of theorists and practical workers who had a great influence on marketing development in Ukraine.

*Keywords:* marketing, expediency of using marketing, marketing theory, practice in marketing, UAM.