# CONTENTS

## ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

<b>Yelisieieva Liudmyla</b> MODERN PROCESSES OF URBANISATION: THE MAIN TRENDS AND CHALLENGES	11
Matusevich Konstantin SUBJECT AREA OF ECONOMIC SCIENCE	18
WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS	
<b>Bilenkyi Oleksii</b> THE ANALYSIS OF METHODS OF TRANSNATIONAL CORPORATIONS BUSINESS REPUTATION STRATEGIC FACTORS IDENTIFICATION	25
<b>Maksymenko Anna</b> CHALLENGES AND GUIDELINES IN TAXATION OF TRANSNATIONAL CORPORATIONS ACTIVITIES	31
<b>Malovychko Andrey</b> LOGISTICAL CONCEPT OF TRANSIT TRAFFIC DEVELOPMENT IN UKRAINE	39
ECONOMICS AND NATIONAL ECONOMY MANAGEMENT	
<b>Gavrikova Alina</b> ANALYSIS AND PROBLEMS OF DEVELOPMENT AND REFORMING THE ELECTRICITY MARKET OF UKRAINE	47
<b>Zhmudenko Victoria</b> PECULIARITIES OF RISK MANAGEMENT IN AGRICULTURE	55
<b>Karpov Vladimir, Shevchenko-Perepelkina Radislava</b> ANALYSIS OF CASH FLOWS EFFICIENCY FUNDAMENTAL CONTRADICTIONS OF A PROJECT	62
<b>Kulinskaya Anzhela</b> EVOLUTION OF NATIONAL ECONOMIC SECURITY PARADIGM FOR NATIONAL SECURITY STRATEGIC ENSURING	72
Lozova Oksana PRIORITIES OF SOCIAL SPHERE STATE REGULATION DURING CRISIS AND SOCIO-ECONOMIC TURMOIL: THE WAYS OF ADAPTATION	79
ECONOMICS AND ENTERPRISES MANAGEMENT	
<b>Buslayeva Ganna</b> EVALUATION OF INCOMES AND EXPENSES OF THE SPECIALIZED ACCOMODATION FACILITIES ESTABLISHMENTS OF ODESSA REGION	89
Kartashov Sergii COMPLEX DIAGNOSTICS OF «RISK-MANAGEMENT» AT ENTERPRISES	96
Kovalyov Anatoliy, Kartashov Sergii CRISIS CONDITION AS AN OBJECT OF ENTERPRISE CRISIS MANAGEMENT	103
<b>Kovalyov Anatoliy, Semenova Valentina</b> FEATURES OF COMPANY'S INTELLECTUAL PROPERTY MANAGEMENT MODEL IMPLEMENTATION BASED ON THE PROCESS APPROACH	113

<u>1551 2515-4509</u> Бісник социльно-економічних обслюжень, випуск 5 (58), 2015	
<b>Kuznetsova Inna, Kuehne Olena</b> THE CLASSIFICATION OF THREATS TO ECONOMIC SECURITY OF AN ENTERPRISE	120
<b>Malovychko Svitlana</b> THE USE OF INFORMATIVE AND COMMUNICATIVE TECHNOLOGIES AT ENTERPRISES OF UKRAINE	129
<b>Matishchak Yulia</b> CURRENT STATE AND DEVELOPMENT PROSPECTS OF DAIRY INDUSTRY OF UKRAINE	137
<b>Nikitina Alina</b> ENTERPRISE ECONOMIC SECURITY MANAGEMENT IN THE CONTEXT OF GLOBALIZATION CHANGES	144
<b>Nyenno Iryna</b> COMPARATIVE REVIEW OF RISK MANAGEMENT STANDARDS, PRACTICES AND NORMS IN UKRAINE AND ABROAD	151
<b>Olvinskaya Juliya, Samotoenkova Elena</b> THE USE OF RANK CORRELATION METHOD IN ANALYSING OF SMALL BUSINESS DEVELOPMENT	160
<b>Orlenko Olga</b> ENTERPRISE SYSTEMS AS A CONDITION OF MODERN COMPANIES' LABOUR PRODUCTIVITY GROWTH	170
<b>Pohorielova Tetiana</b> MONITORING AS A STATISTICAL METHOD OF ENTERPRISES FINANCIAL PERFORMANCE RESULTS RESEARCH	179
<b>Popova Nadezhda</b> MARKETING SUPPORT OF ENTERPRISES DEVELOPMENT IN TRANSPORT AND LOGISTICS CLUSTER	187
Sazonets Ihor, Pokul Olha BASIN MANAGEMENT AS AN EFFECTIVE GOVERNMENT METHOD OF PROVIDING WATER RESOURCES RATIONAL USE BY ENTERPRISES OF UKRAINE	198
<b>Seleznova Olha</b> DIAGNOSTIC OF BUILDING ENTERPRISES MARKETING MICROENVIRONMENT IN UKRAINE	206
Semenov Vasil, Niecheva Natalia THE STUDY OF PERSONNEL MANAGEMENT PROCESSES OF ENTERPRISES ENGAGED IN RESORT AND RECREATIONAL AREAS: TERMINOLOGY CLARIFICATION	214
<b>Semenova Kateryna, Tarasova Krystyna</b> ORGANIZATION OF RISK MANAGEMENT SYSTEM AT THE ENTERPRISE	221
Yankovyi Volodymyr PRODUCTION FUNCTION WITH CONSTANT ELASTICITY OF SUBSTITUTION RESOURCES	228
DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLICY	
Kravchenko Victor Kravchenko Natalia	

## Kravchenko Victor, Kravchenko Natalia

MODERN DEMOGRAPHIC SITUATION IN UKRAINE AND PROSPECTS OF ITS 236 DEVELOPMENT

### MONEY, FINANCE AND CREDIT

Arutyunyan Ruzanna, Arutyunyan Svetlana, Itygina Elena CURRENCY CRISIS: THE ESSENCE, CAUSES AND CONSEQUENCES IN UKRAINE	242
<b>Sverdan Mykhailo</b> WEALTH TAX: THE STATE AND APPLICATION TRENDS IN OECD COUNTRIES	248
Syrchyn Oleksandr FLEXIBLE PLANNING OF THE BANK ACTIVITIES	262
<b>Shpakovskyi Arthur</b> FEATURES OF RESTRUCTURING PROCESS IN UKRAINIAN BANKING SECTOR AT THE PRESENT STAGE	270
ACCOUNTING, ANALYSIS AND AUDIT	
Koliada Anastasiia ANALYTICAL ESTIMATION OF THE SOUTHERN REGION ENTERPRISES FUNCTIONING EFFICIENCY MATHEMATICAL METHODS, MODELING AND INFORMATION	277
TECHNOLOGIES IN ECONOMICS	

### Kulynych Olena

PROBLEMS OF DETERMINING STARTUPS INVESTMENT APPROPRIATENESS285FOR IT-SECTOR DEVELOPMENT IN UKRAINE285

#### **AUTHORS OF ARTICLES**

292