

«

»

« »

: «

-

»

**45 (1088) 2014**

1961

« » 2014

« »

189 .

».- 2014. - 45 (1088)-

5256 2 2001

« ».

( 6, 2010 . 3 20) 26 2010 . 1 - 05/4.

... ( ) ... ( ) ...

2013 . « »,

« » - »,  
*Ulrich's Periodicals Directory (New Jersey, USA).*

9 10 2014 . « »

© « », 2014



liquidus,

. 1.

1 –

[4; 6].

( )	,	,	
( )	,	,	;
	,	,	

[5].

(

) [7].

— ∴  
—  
— [5];  
— ;

[4].

»

[8].

’

’

( . 1) [1, 3, 8]:

-

,

;

-

;

-

,

;

-

,

;

-

,

;

( , , ) ;

- , ,

,

.



bankovskoj lykvydnostiju v sovremenn kh uslovyjakh. – Vestnyk Altajskoj akademyy ekonomyky y prava. – 2010. – No 4. – P. 63–69. **5.** Rudan V. Strateghija upravlinnja likvidnistju komercijnykh bankiv. – Ukrainjsjka nauka: mynule, suchasne, majbutnje. – 2010. – No 14. – P. 149–165 **6.** Faljuta A. Udoskonalennja systemy upravlinnja likvidnistju bankiv v Ukraini. – Formuvannja rynkovoji ekonomyky v Ukraini. – 2009. – No 19. – P. 471–476. **7.** Khoma I. B. Problemy upravlinnja likvidnistju u sferi bankivskoj dijalnosti v umovakh kryzy. – Tezy dopovidej II Vseukrajinskoji naukovo-praktyčnoji konferenciji «Upravlinnja u sferakh finansiv, opodatkuvannja, strakhuvannja i kredytu», prysvjachenoji 165-rihchju Nacionaljnogho universytetu «Ljvivsjska politekhnika», 18–21 lystopada 2009 r. – Ljviv: Vydavnyctvo NU LP. – 2009. – P. 144–147. **8.** Dzijamulych M.I., Chyzhyk O.M. Zabezpechennja likvidnosti komercijnykh bankiv v umovakh finansovoji kryzy. – Ekonomichnyj prostir. – 2009. – No23/2. [Elektronnyj resurs] – Rezhym dostupu: <http://www.nbu.gov.ua>

(received) 04.06.2014

338.48

• • , • • , „ « »;  
• • , , « »

[1].



»

«

[1].

(Guerilla Marketing: Secrets for Making Big Profits from Your Small Business), (« »), («PR »), .

. 1.

1 –

1	2
( ) ,	, - ; ; , - ;

1

1	2
Buzz- WOM, « ( ») ( )	- ; - life placement – « »
	- ; - ; - ( , , , ) , ; - - ; - ;
	- , - ;
	- , - ; - ; - ; - ; - ; - ; - PR
-	- QR- ;
	- , , ; - ,

[2, 3]

Veronis Suhler Stevenson, 2011 .

6 % 885 .  
 .. « » 22 % ( 5 . . ),  
 – 51 % (350 . . ),  
 – 71 %, 78 . . [4, . 15].

, , buzz- , PR.

., SpyLOG,  
 «E-commerce 2004. - »  
 ( , 20% - « » ) .

Wetpaint Altimeter Group

, 2011 . 18%, 6% [5]. 2012 . 70% « » , Facebook Twitter, 65% – « », « » [6]. Buzz- [7], GMIPool, 2005 ., : – 40%, – 55, – 58, – 60, – 64%. (Evans Industries), (Freitag), (Procter & Gamble, Sony Ericsson, Puma, Hewlett-Packard, Mercedes-Benz).

B2B, B. Buttle,

PR, [8].

[9, . 81–95].

« – » ,

« » , « » , -

– « », « »

« R», -

« », « R», «

- ».

· ,

( «Procter & Gamble»), buzz-PR («Puma», «Mercedes-Benz»).

;

·

· , BuzzSpotte

–

·

Tuborg, Samsung, Boeing, Sony, Nestle, Microsoft, Google, Danone, Nokia,

MBA

1. [ ] - :28 : <http://www.vuzlib.org/articles/1205>. 2. , 2008.
3. 57 . - : , 2009. - 306 . 4. . . . , 2011. 5.
- // MediaRevolution. - [ ]: : <http://www.mediarevolution.ru/advertiser/markets/2355.html>. 6. Doihasz M. Postawy studentow wobec reklamy szokujcej // Marketing miedzynarodowy. Uwarunkowania i kierunki rozwoju. Monografia. Red. naukowa J. Wiktor, A. Zbikowska. - Warszawa: PWE. - 2010. - S. 444-451. 7. ? : // BigBuzz: buzz- . - [ ]:

: [http://www.rosen.bigbuzz.ru/materials\\_ir.php](http://www.rosen.bigbuzz.ru/materials_ir.php). 8. Buttle F.B. Relationship marketing theory and practice / Paul Chapman. London, 1996. 9. . . . « » -  
» // . - 2002. - 6. - . 81-95.

**Bibliography (transliterated):** 1. Moroz L. A. Viřusniy marketing yak specifičhna tehnologi'ya marketingovih komuni'kaci'y. – [Elektronniy resurs]. – Rejim dostupu: <http://www.vuzlib.org/articles/1205>. 2 <<http://www.vuzlib.org/articles/1205.%202>>. Ul'yanovskiy A.V. Marketingovy'e kommunikacii: 28 instrumentov Milleniama. – Moskow.:E'KSMO, 2008. – 432 p. 3. Mann I.B. Bez byudjeta. 57 e'ffektivny'h priemov marketinga. – Moskow: Mann, Ivanov i Ferber, 2009. – 306 p. 4. Hristoforov A.V. Formirovanie i razvitie kompleksa marketingovy'h kommunikaciy na predpriyatiyah sfery' uslug: Avtoref. dis. kand. e'kon. nauk. Moskow, 2011. 5. SCH'o strimue" vkladu u socmedi'a // MediaRevolution. – [Elektronniy resurs]: Rejim dostupu: <http://www.mediarevolution.ru/advertiser/markets/2355.html>. 6 <<http://www.mediarevolution.ru/advertiser/markets/2355.html.%206>>. Doihazs M. Postawy studentow wobec reklamy szokujqcej. – Marketing miedzynarodowy. Uwarunkowania i kierunki rozwoju. Monografia. Red. naukowa J. Wiktor, A Zbikowska. – Warszawa: PWE. – 2010. – P. 444-451. 7. Potrebitel' v vostorge? By't' molve: interv'yu s E'. Rouzenom. – BigBuzz: blog o buzz-marketinge. – [Elektronniy resurs]: Rejim dostupu: <[http://www.rosen.bigbuzz.ru/materials\\_ir.php](http://www.rosen.bigbuzz.ru/materials_ir.php)>. 8. Buttle F.B. Relationship marketing theory and practice. – Paul Chapman. London, 1996. 9. Arlancev A.V., Popov E.V. Matrica «e'ffektivnost'-izderjki» prodvijeniya tovarov // Marketing v Rossii i za rubejom. – 2002. – No 6. – P. 81–95.

(received) 05.06.2014

658:628.4.032

. . . , , « »

. i i

: , , , .

. ,

–

36

[1].

( ) –

, ,

, ,

[2].

(300-400 1 ) [1].

, - 60% - , 25% - [3].

.  
.

.

: . . [4], . . , . . [5],  
. . [6], . . , . [7]

[4].  
90% ( )  
9 6  
75 ,  
[1].

4 ,  
- « » ,  
40-50%.

:

( ); ( 3–6 ) ( 10–15 )

[8].

:

,

– 75

[9].

,

[8].

[3].

( .) [10].

2



, .  
 ( ), : (30%  
 ), (25%), (10%), (7%), (5%),  
 , [15].  
 ;  
 , , , .  
 ,  
 . 500 ,  
 , 3-5  
 , [11].  
 -  
 .  
 :  
 ; ,  
 ;  
 ;  
 ;  
 ;  
 ;  
 ;  
 ;

1. 2013-2020  
 22- - 03.01.13. 2.  
 - 2008. - 43. 3.  
 2010 - 2015 - N 996/4434. - 08.07.2010. 4.  
 / . . . . : « . », 2011. - 546 .  
 5. . A. : / . . . .  
 // . - : , 1992. - 27-49. 6.  
 : / . . . .  
 - : - , 2002. - 336 . 7.  
 / . c . . . - : , 2011. - 288 . 8.  
 / . . . //  
 - 2011. 9.  
 2010. - 24 . 10.  
 // . . . . / . . . .  
 - , 2009. - . 1(75). - . 89-92. 11.  
 : , , : . - . , 2005. - 77 .

**Bibliography (transliterated):** 1. Kontsepsiya zahalnoderzhavnoyi prohrany povodzhennia z viskhodamy na 2013-2020 roky. - No 22-r. - 03.01.13. Print. 2. *Vnukova N. V.* Tverdyye bytovyye otkhody: obiektyvnaya realnost, problem nakopleniya i pererabotki. - Vestnik KhNADU. - 2008. - No 43. Print. 3. Prohrama povodzhennia z pobutovymy viskhodamy v misti Kuyevi na 2010 - 2015 roky. - N 996/4434. - 08.07.2010. Print. 4. *Zhukhovitskyi V. B.* Utilizatsyya tverdykh bytovykh otkhodov. - Dnepropetrovsk: «Svidler A. L.», 2011. - 546. Print. 5. *Abalkina I. A.* Problemy borby s gorodskimi i promyshlennymi otkhodami v SShA: obzor. - Ekologiya i problemy bolshogo goroda. - oskow.: RAN INION, 1992. - 27-49. Print. 6. *Grinin A. S.* Promyshlennyye i bytovyye otkhody: khraneniye, utilizatsyya, pererabotka. - oskow: FAIR-Press, 2002. - 336. Print. 7. *Katrin De Silgi.* Istoriya musora. Ot srednikh vekov do nashykh dney. - oskow: Tekst, 2011. - 288. Print. 8. *Khodarev O. V.* Pererobka tverdykh pobutovykh vidkhodiv yak factor ekonomichnoho rozvytku Ukrayiny/ - Efektyvna ekonomika. - 2011. Print. 9. Rynok i problem obrashcheniya s otkhodami v Ukraine: digest.. - yiv, 2010. - 24. Print. 10. *Bachurin A. N.* Problema utilizatsyi i ispolzovaniya tverdykh bytovykh otkhodov. - Visnyk Donbaskoyi natsionalnoyi akademiyi budivnytstva ta arkhitektury. Suchasni budivelni materialy. - Makiyivka, 2009. - Vyp. 1(75). - 89-92. Print. 11. Yevropeyskaya praktika obrashcheniya s otkhodami: problemy, resheniya, perspektivy: digest. - St. Petersburg, 2005. - 77. Print.

(received) 13.10.2014

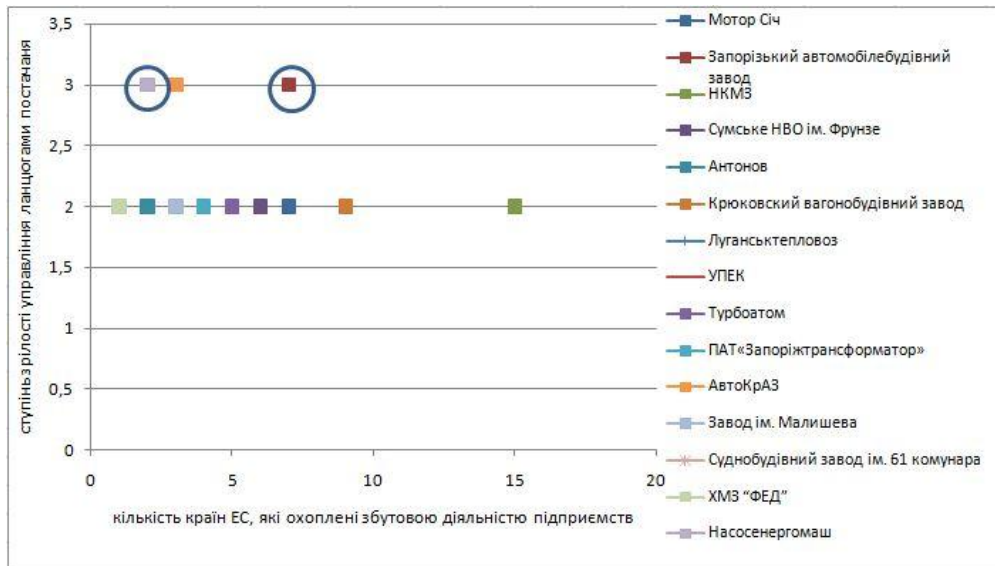
658.8:62

. . , . . , . . « »;  
 . . , . . « »



,  
- , , ,  
· [4]  
·  
· [5]  
,  
· [6]  
· ,  
· ,  
, , [7].  
[8]  
· , , ,  
· [9],  
· [10]  
· ,  
· ,  
· ,  
· ,





. 1 –

. 1,

—

—

,

«

».

,

,

,

.

,

,

,

,

,

,

.

,

,

,

.

,

.

,

—

«

» —

.

.

1

.

.

,

,

,

,

.



2008 – P. 339–345. 4. Hongze Ma. An iterative approach for distribution chain design in agile virtual environment, – Industrial Management & Data Systems – 2006 – Vol. 105, No. 6 – P. 815–834 5. Ali Amiri. Designing a distribution network in a supply chain system: Formulation and efficient solution procedure / Ali Amiri // European Journal of Operational Research <<http://www.sciencedirect.com/science/journal/03772217>> – 2006 – Vol. 171, No. 2 <<http://www.sciencedirect.com/science/journal/03772217/171/2>> – P. 567–576 6. Chopra S. Designing the distribution network in a supply chain / S. Chopra // Transportation Research Part E: Logistics and Transportation Review – 2003 – Vol. 39, No. 2. – P. 123–140. 7. Cavalieri S. A multiagent model for coordinated distribution chain planning / S. Cavalieri, V. Cesarotti, V. Introna // Journal of Organizational Computing and Electronic Commerce. – 2003. – Vol. 13, No. 3–4. – P. 267–287. 8. Chornopis'ka, N.V. Metodichni' pi'dhodi oci'nyuvannya logi'stichnoi' di'val'nosti' pi'dpriemstva – Logi'stika. – Lviv: Vid-vo Nac. un-tu «L'vi'v. poli'tehni'ka», 2008 – P. 265–271. 9. CHuhray N.I. Oci'nyuvannya funkci'onuvannya lancyuga postavok : sutni'st' ta konceptual'ni' pi'dhodi. Menedjment ta pi'dpriemnistvo v Ukraini': etapi stanovlennya i' problemi rozvitku [Tekst] : [zb. nauk. pr.] / vi'dp. red. O. E". Kuz'mi'n. – Lviv : Vidavnistvo Nac'ional'nogo uni'versitetu «L'vi'vs'ka poli'tehni'ka», 2009. – 652 p.: il. – (Vi'snik / Nac'ional'niy uni'versitet «L'vi'vs'ka poli'tehni'ka»; 647). – Summi 276–285. 10. Basch'uk, T.O. Anali'z potenci'alu zbutovogo lancyuga cherez podil' funkci'v distribuci'i' na ri'znih ri'vnayah mereji' [Tekst]. – Mehani'zm reguluyuvannya ekonomiki. – 2007. – No 4. – P. 151–154. 11. Dan'ko T. V. Provi'dni' ukrai'ns'ki' pi'dpriemstva mashinobuduvannya, yaki' viroblyayut visokotehnologichnu produkci'vu [Elektronniy resurs] – Informaci'yniy resurs laboratori'i' visokotehnologichnogo pi'dpriemstva mi'narodnogo bi'znes-centru NTU «HPI» – Tekst. dan. – Harki'v, 2013. – Rejim dostupu: <http://sites.kpi.kharkov.ua/HightechBiz/index.php/2013/09/12/providni-ukrayins-ki-pidpriemstva-mashinobuduvannya-yaki-viroblyayut-visokotehnologichnu-produktsiyu/> – Nazva z ekranu. 12. Dan'ko T.V, Anali'z ri'vnaya zri'losti' lancyugi'v postachannya pi'dpriemstv visokotehnologichnogo mashinobuduvannya Ukraini [Elektronniy resurs]. – Informaci'yniy resurs laboratori'i' visokotehnologichnogo pi'dpriemstva mi'narodnogo bi'znes-centru NTU «HPI» – Tekst. dan. – Harki'v, 2013. – Rejim dostupu: <http://sites.kpi.kharkov.ua/HightechBiz/index.php/2014/10/19/analiz-rivnaya-zrilostilantsyugiv-postachannya-pidpriemstv-visokotehnologichnogo-mashinobuduvannya-ukrayini/> – Nazva z ekranu.

(received) 13.10.2014

: 657.47:65.012.123:004.021

• • , , « »

ID3

:

•

,

.

,



[2] . [3], . [4], . [1], . , . [6],  
 . . [7] . , .

absorption costing, direct costing, standard costing, target costing, kaizen costing.

[5]

[4, 6, 7]

[4]. [1]

[3, 6]  
 (Activity-based costing).

; ,  
;

ID3.

.

[1–3, 5].

(balanced scorecard)  
manufacturing) [5],

(balanced scorecard)

(lean

1) (Absorption costing) –

2) (Direct costing) –

3) (Standard costing) –

4) [2].  
(Activity-based costing, ABC) –

5) Target Costing Kaizen costing – [5, 7].

[8].

[9]

1. just-in-time,

1 –

Absorption costing	[7]			
Direct Costing	[2]	/		
Target Costing		[2]		[2]
ABC	[5]	[6]	[7]	[6]
Kaizen costing		[2]		[2]
Standard costing	[2]	/		/

1

2

ID3, ( . John Ross Quinlan) [10].

2

2.

?		?	?	
1	2	3	4	5
				Absorption costing
				Direct Costing
				Direct Costing
				Target Costing
				ABC
				ABC
				Kaizen costing
				Standard costing
				Standard costing
				Standard costing
				Standard costing

[11], E  
:

ітерації і множини даних,  
еності і дової енності,

$$E = - \sum_{x \in X} p(x) \log_2 p(x), \tag{1}$$

$X$  – ;  
 $p(x)$  – (

(information gain, IG),

:  
і на кроці ітерації, розі

$$IG = E - \sum_{t \in T} p(t) H(t), \tag{2}$$

$E$  – ;  
 $T$  – , ;

$$\frac{p(t)}{H(t)} = \frac{t}{t}; \quad (1)$$

$$E = -(2/11) \times \log_2(2/11) - (1/11) \times \log_2(1/11) - (2/11) \times \log_2(2/11) - (1/11) \times \log_2(1/11) - (4/11) \times \log_2(4/11) - (1/11) \times \log_2(1/11) = 2,3685.$$

$$(1) \quad (2)$$

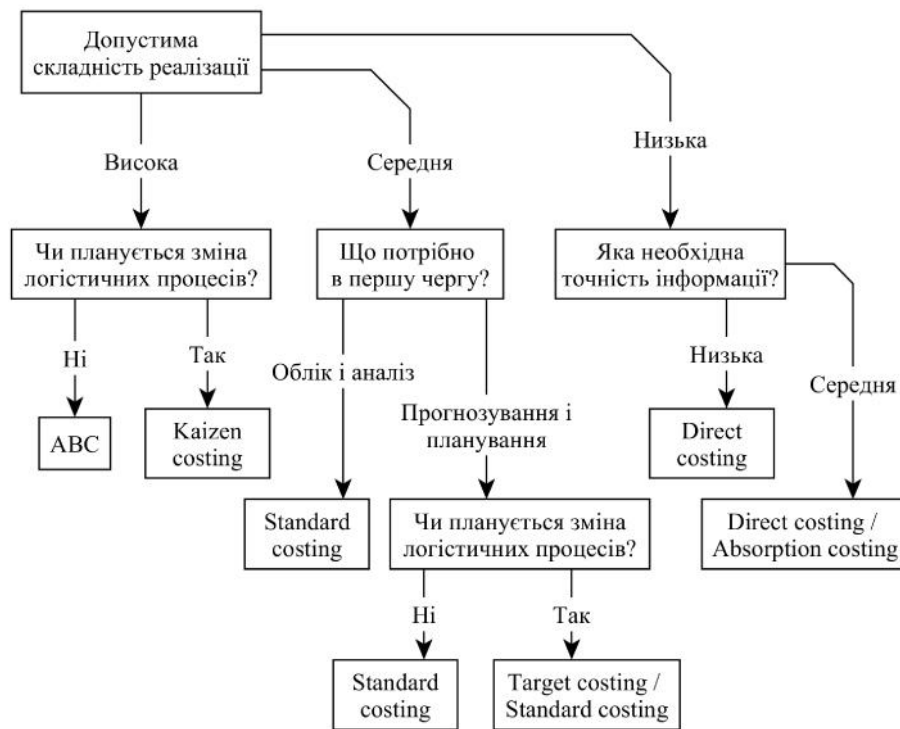
$$(2) \quad IG = 1,5395).$$

IG,

$$(1) \quad (2)$$

. 2

. 1.



. 1 –

ID3.

: 1. . 2. – . 240–243. 2. . . . . //

. – 2008. – 2. – . 240–243. 2. . . . . //

2011. – 1 (9). – . 117 – 122. **3.** Stapleton D. Activity-based costing for logistics and marketing / D. Stapleton, S. Pati, E. Beach, P. Julmanichoti // Business Process Management Journal. – 2004. – . 10, 5. – P. 584–597. **4.** Christopher M. Supply chain cost management and value-based pricing / M. Christopher, J. Gattorna // Industrial marketing management. – 2005. – . 34, 2. – P. 115–121. **5.** Surowiec A. Costing methods for supply chain management / A. Surowiec // European Scientific Journal. – 2013. – . 9, 19. – P. 213–219. **6.** Lin B. Supply chain costing: an activity-based perspective / B. Lin, J. Collins, R. K. Su // International Journal of Physical Distribution & Logistics Management. – 2001. – . 31, 10. – P. 702–713. **7.** Akyol D. E. A comparative analysis of activity-based costing and traditional costing / D. E. Akyol, G. Tuncel, G. M. Bayhan // World Academy of Science, Engineering and Technology. – 2005. – . 3. – P. 44–47. **8.** Singh J. Kaizen philosophy: a review of literature / J. Singh, H. Singh // The IUP Journal of Operations Management. – 2009. – . 8, 2. – P. 51–72. **9.**



$\{S_1, S_2, \dots, S_n\}$ .

$P, S_j, p_{ij} - S_i, i- j- S_i$

[1].

[2].

100 : 75  
, 15 , 10

: 87

: 70

, 15 -

, 15 -

-1 . . ;

-0,4 . . ;

0,6 . .

1)

$$P_{ij} = \frac{N_{ij}}{100},$$

$P_{ij} -$

$j$

$i;$



$N_{ij}$  –  $j$   
i.

$$= \begin{pmatrix} 0,75 \dots 0,15 \dots 0,1 \\ 0 \dots 0,87 \dots 0,13 \\ 0,15 \dots 0,15 \dots 0,7 \end{pmatrix}$$

( - ):

$$C_0 = |C_j|,$$

$C_j$  – .

$$C_0 = \left| \frac{1}{2} \dots \frac{0,4}{2} \dots \frac{0,6}{2} \right|$$

( ) - ( o)

( ), . . :

$$C_a = \times_0 = \begin{pmatrix} 0,75 \dots 0,15 \dots 0,1 \\ 0 \dots 0,87 \dots 0,13 \\ 0,15 \dots 0,15 \dots 0,15 \end{pmatrix} \times |0,5 \dots 0,2 \dots 0,3|$$

;

$$0,75 \times 0,5 + 0 \times 0,2 + 0,15 \times 0,3 = 0,42 .$$

$$0,15 \times 0,5 + 0,87 \times 0,2 + 0,15 \times 0,3 = 0,294 .$$

$$0,1 \times 0,5 + 0,13 \times 0,2 + 0,7 \times 0,3 = 0,286 .$$

$$C_a = |0,42 \dots 0,294 \dots 0,286| .$$

:

$$0,42 + 0,294 + 0,286 = 1.$$

:

$$\Delta = \frac{\quad - \quad}{\quad} \times 100\%$$

;

$$\Delta_1 = \frac{0,42 - 0,5}{0,5} \times 100\% = -16\%$$

;

$$\Delta_2 = \frac{0,294 - 0,2}{0,2} \times 100\% = 47\%$$

;

$$\Delta_3 = \frac{0,286 - 0,3}{0,3} \times 100\% = -4,7\%$$

.

:

– (16 %)

,

,

;

– (47 %) , ,  
 2 ;  
 – (4,7 %) , ,

– 0,42 × 2 = 0,84 . ;  
 – 0,294 × 2 = 0,588 . ;  
 – 0,286 × 2 = 0,572 . .

2) . :  
 , :

– ;  
 – .  
 :

$$| | = 0,75 \times 0,87 \times 0,7 + 0,15 \times 0,13 \times 0,15 + 0 - 0,15 \times 0,87 \times 0,1 - 0,15 \times 0,1 \times 0,75 - 0 = 0,432$$

, .  
 , .

$$A_{ij} = (-1)^{i+j} \times ;$$

$$A_{11} = (-1)^2 \times \begin{vmatrix} 0,87 \dots 0,13 \\ 0,15 \dots 0,7 \end{vmatrix} = 0,87 \times 0,7 - 0,13 \times 0,15 = 0,59 ;$$

$$A_{12} = (-1)^3 \times \begin{vmatrix} 0 \dots 0,13 \\ 0,15 \dots 0,7 \end{vmatrix} = 0 - 0,13 \times 0,15 = 0,02 ;$$

$$A_{13} = (-1)^4 \times \begin{vmatrix} 0 \dots 0,87 \\ 0,15 \dots 0,15 \end{vmatrix} = -0,13 ;$$

$$A_{21} = (-1)^3 \times \begin{vmatrix} 0,15 \dots 0,1 \\ 0,15 \dots 0,7 \end{vmatrix} = -0,09 ;$$

$$A_{22} = (-1)^4 \times \begin{vmatrix} 0,75 \dots 0,1 \\ 0,15 \dots 0,7 \end{vmatrix} = 0,51 ;$$

$$A_{23} = (-1)^5 \times \begin{vmatrix} 0,75 \dots 0,15 \\ 0,15 \dots 0,15 \end{vmatrix} = -0,09 ;$$

$$A_{31} = (-1)^4 \times \begin{vmatrix} 0,15 \dots 0,1 \\ 0,87 \dots 0,13 \end{vmatrix} = -0,07 ;$$

$$A_{32} = (-1)^5 \times \begin{vmatrix} 0,75 \dots 0,1 \\ 0 \dots 0,13 \end{vmatrix} = -0,1 ;$$

$$A_{33} = (-1)^6 \times \begin{vmatrix} 0,75 \dots 0,15 \\ 0 \dots 0,87 \end{vmatrix} = 0,65 ;$$

$$A = \begin{pmatrix} \dots 0,59 \dots 0,02 \dots - 0,13 \\ - 0,09 \dots 0,51 \dots - 0,09 \\ - 0,07 \dots - 0,1 \dots 0,65 \end{pmatrix} .$$

$$A^{-1} = \frac{1}{|A|} \times \dots$$

$$A^{-1} = \frac{1}{0,43} \times \begin{pmatrix} 0,59 \dots - 0,09 \dots - 0,07 \\ 0,02 \dots 0,51 \dots - 0,1 \\ - 0,13 \dots - 0,09 \dots 0,65 \end{pmatrix} = \begin{pmatrix} 1,36 \dots - 0,21 \dots - 0,16 \\ 0,05 \dots 1,18 \dots - 0,23 \\ - 0,3 \dots - 0,21 \dots 1,51 \end{pmatrix} ;$$

$$= \dots \times \dots ;$$

$$1,36 \times 0,5 + 0,05 \times 0,2 - 0,3 \times 0,3 = 0,6 ;$$

$$- 0,21 \times 0,5 + 1,18 \times 0,2 - 0,21 \times 0,3 = 0,07 ;$$

$$- 0,16 \times 0,5 - 0,23 \times 0,2 + 1,51 \times 0,3 = 0,33 ;$$

$$= \begin{pmatrix} 0,6 \\ 0,07 \\ 0,33 \end{pmatrix} .$$

- 60 % ,

- 7 % ,

- 33 % .

: 1 .

: - 2 - , - :

, 2005 . -

432 . 2 .

- : , 2000 . - 367 c .

**Bibliography (transliterated):** 1 *Berezhnaya E.V., Berezhnyi V.I.* Mathematical methods of modeling of economic systems: Proc. allowance. – 2-nd ed., Rev. and ext. – Moscow: Finance and statistics, 2005 – 432 p. 2 *Shelobaev S.I.* Mathematical methods and models in economics, finance and business: Proc. manual for high schools. – Moscow: UNITY-DANA, 2000 – 367 p.

(received) 23.06.2014

338.2

. . , . . , ”  
;  
. . , . . , ”  
;  
. . , . . , , ,  
,  
.  
.  
.  
:  
,  
,  
,  
,  
,  
,  
,  
,  
.  
,  
,  
,  
,  
.  
.  
.  
.  
,  
,  
,  
.  
.  
.  
.  
.  
.

( ).

( ), , , , :  
.

25 - 25 ( . 1).

1. -

	1	2
1. ( )		
1. ?		
2. ?		
3. ?		
4. ?		
5. : , ,		
2. , ?		
6. ?		
7. ,		
? ?		
8. ?		
9. ( )?		
10. ( )?		
3.		
11. ?		
12. ?		
13. ?		
14. ?		
15. ?		
4.		
16. ( )?		
17. ?		
18. ?		
19. ?		
20. ?		
5.		
21. ?		
22. ?		
23. ?		
24. ?		
25. ?		

; 0 - ; 1 - ; 2 - ; 3  
 - ; 4 -  
 ( ).

80%

50%

$$I = (I_1 + I_2) / 2, \tag{1}$$

$I_1, I_2 -$

$I$

$I$

$$I = (I_1 - I_2) / 4, \tag{2}$$

4 -

1)  $0,1 \quad 1 -$

2)  $-0,1 \quad 0,1 -$

3)  $-1 \quad -0,1 -$

2.

1	2	3
I	(0-20)	
II	(21-40)	

2

1	2	3
III	(41-60)	-
IV	(61-80)	
V	(81-100)	

$$= n \sum (I_i)^2 - (\sum I_i)^2 / n^2$$

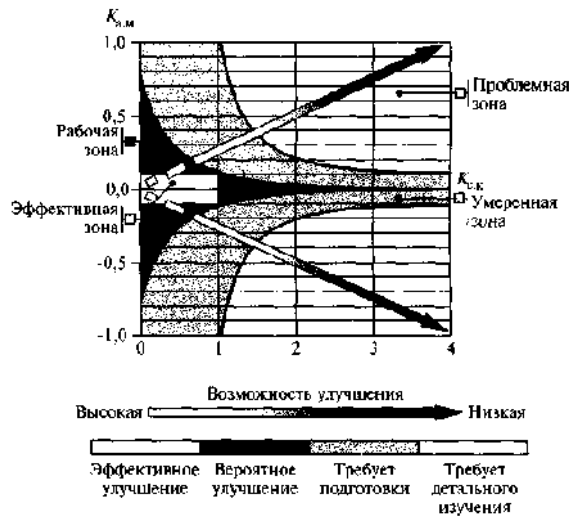
$n$  –

$I$  – ;  $i$  –

0 1.

1 4.

( . 1).



. 1 –

( . ; . ),

), (

), (

), (

... ).

« »

« ».

,

: I = 83,13, I = 76,65,

I = (83,13 + 76,65)/2 = 79,89.

IV.

.

10%,

« » « »

, ...

: 0,134 0,238 « » 0,178

« ».

: 1. . . .

// - : - 2008. - .3. -

. 171–175

**Bibliography (transliterated):** 1. I. Kry'nin, R.V. Galeeva *Mehanizm samoocenki menedjmenta promy'shennogo predpriyatiya // Molody'e ucheny'e – nauka i proizvodstvo: Sbornik trudov vserossiyskoy nauchno-prakticheskoy konferencii: Staryy Oskol: STI MISiS. – 2008. – Vol.3. – P. 171–175*

(received) 25.06.2014

664.3.1

. . . , . . . , . . . « » ,

. . . , . . . , . . . ,

« » ,



·

,

·

[1].

:

—

—

;

—

—

;

—

·

·

: · · · , · · · , · · · , · · · ,

· · · , · · · , · · · , · · ·

·

,

·

33

9,2 , /

98 %

:

« »; «

» ( . ); « » ( . );

« » —

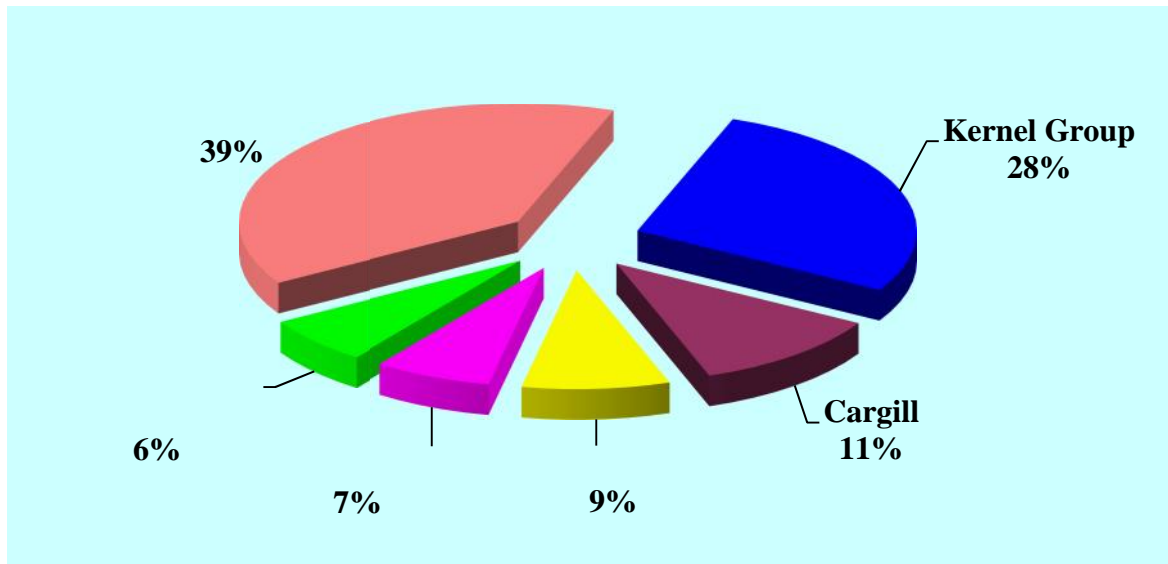
( .); « » ( .);

« »; « »; « —

» ( . ); «  
 »; « » ( . , .);  
 « » ( . ).  
 1 . / , -  
 17,9 . / 5 .610 . / .  
 2010/11  
 : « »;  
 « » ( . ); « »  
 ( . ); « »; « »;  
 « »; « - » ( . ) ( . 1).

1.

	2009/10	2010/11	, %
1	2	3	4
	112530	269656	239,6
( . )	251068	217099	86,5
« » ( . )	191099	187062	97,9
	199612	184197	92,3
	188499	181763	96,4
	187845	180106	95,9
« - » ( . )	143413	175499	122,4
( . )	134386	157422	117,1
« » ( . )	122270	147573	120,7
	148857	122033	82,0
	89325	103457	115,8
	126760	103069	81,3
	88290	76519	86,7
	71295	76159	106,8
	0	75039	-
	72202	73040	101,2
	82149	64351	78,3
« » ( . )	49092	60113	122,4
( . )	78073	53088	68,0
	56564	49305	87,2
	50203	48657	96,9
« » ( . )	61638	39635	64,3
	33301	33267	99,9
« » ( . )	31933	26203	82,1
« » ( . )	9119	17418	191,0
	7628	11468	150,3
	<b>2587151</b>	<b>2733198</b>	<b>105,6</b>



. 1 –

(60,8%): Kernel Group – 27,8%; Cargill – 11,3%; ( ) – 8,5%; – 6,8%; – 6,4% ( . 1). (2010/11 )

3 . ,  
– 2,9 . .

2010/11 1  
8510 ./ ( 2010 .) 11900 ./ ( 2011 .).  
3390 .  
2010/11

3,5 .  
2 . 660 . 2  
. 900 . .  
-  
2.

2.

	2010/11 .
« - », .	620,49
« », .	262,41
« », .	108,99
« », .	162,74
« », .	81,18
« », .	66,24
« »	71,37
« - », .	111,93
« - », .	66,16
» », .	70,03
» », .	62,01
» », .	56,80
	723,31
	<b>2463,67</b>

, [5-7]:

— ;

— ;

— ;

— ;

— ;

— ;

— ) ; (

— ;

— .

, .

— , — .

1. Cherednichenko O.O. Osoblivosti funktsionuvannya oliyno-zhirovogo pidkompleksu. [Elektronniy resurs]. – Rezhim dostupu: <http://elibrary.nubip.edu.ua/12736/1/11coo.pdf>
2. Maslozhirovaya otrasl Ukrainyi / Informatsionno-analiticheskiy byulleten maslozhirovoy otrasli Ukrainyi i Rossiyskoy Federatsii. Pokazateli raboty za 2011 god i yanvar 2012 goda. – Harkov: UkrNIIMZh NAAN. – 2011. – 111 p. 3. Maslozhirovaya otrasl Ukrainyi / Informatsionno-analiticheskiy byulleten maslozhirovoy otrasli Ukrainyi i Rossiyskoy Federatsii. Pokazateli raboty za 2010 god i yanvar 2011 goda. – Harkov: UkrNIIMZh NAAN. – 2010. – 94 p. 4. Maslozhirovaya otrasl Ukrainyi / Informatsionno-analiticheskiy byulleten maslozhirovoy otrasli Ukrainyi i Rossiyskoy Federatsii. Pokazateli raboty za 2009 god i yanvar 2010 goda. – Harkov: UkrNIIMZh NAAN. – 2009. – 92 p. 5. Popov N.A. Energoberezhenie kak osnova konkurentosposobnosti predpriyatiy maslozhirovoy otrasli. – Tehnologicheskiiy audit i rezervyi proizvodstva. – 2013. – No 2 (10). – P. 12–16. 6. Shumeyko V.M. Marketingoviy menedzhment eksportnogo potentsialu oliyno-zhirovogo kompleksu UkraYini. – Mehanizm reguluyuvannya ekonomiki. – 2009. – No 4. Vol.2. – P. 177–184. 7. Turchanovskiy A.O. Stan ta perspektivi rozvitku pererobnih pidpriEmstv oliyno-zhirovogo pidkompleksu APK/ – Zbirnik naukovih prats VNAU. SerIya: Ekonomichni nauki. – 2013. – No2 (77). – P. 113–122.

**Bibliography (transliterated):** 1. Cherednichenko O.O. Osoblivosti funktsionuvannya oliyno-zhirovogo pidkompleksu. [Elektronniy resurs]. – Rezhim dostupu: <http://elibrary.nubip.edu.ua/12736/1/11coo.pdf>

2. Maslozhirovaya otrasl Ukrainyi / Informatsionno-analiticheskiy byulleten maslozhirovoy otrasli Ukrainyi i Rossiyskoy Federatsii. Pokazateli raboty za 2011 god i yanvar 2012 goda. – Harkov: UkrNIIMZh NAAN. – 2011. – 111 p. 3. Maslozhirovaya otrasl Ukrainyi / Informatsionno-analiticheskiy byulleten maslozhirovoy otrasli Ukrainyi i Rossiyskoy Federatsii. Pokazateli raboty za 2010 god i yanvar 2011 goda. – Harkov: UkrNIIMZh NAAN. – 2010. – 94 p. 4. Maslozhirovaya otrasl Ukrainyi / Informatsionno-analiticheskiy byulleten maslozhirovoy otrasli Ukrainyi i Rossiyskoy Federatsii. Pokazateli raboty za 2009 god i yanvar 2010 goda. – Harkov: UkrNIIMZh NAAN. – 2009. – 92 p. 5. Popov N.A. Energoberezhenie kak osnova konkurentosposobnosti predpriyatiy maslozhirovoy otrasli. – Tehnologicheskiiy audit i rezervyi proizvodstva. – 2013. – No 2 (10). – P. 12–16. 6. Shumeyko V.M. Marketingoviy menedzhment eksportnogo potentsialu oliyno-zhirovogo kompleksu UkraYini. – Mehanizm reguluyuvannya ekonomiki. – 2009. – No 4. Vol.2. – P. 177–184. 7. Turchanovskiy A.O. Stan ta perspektivi rozvitku pererobnih pidpriEmstv oliyno-zhirovogo pidkompleksu APK/ – Zbirnik naukovih prats VNAU. SerIya: Ekonomichni nauki. – 2013. – No2 (77). – P. 113–122.

(received) 30.06.2014

658.15

• • • , • • • , • • • « »;

• • • , • • • « »

(

« »)

« ».

5

46

: . . . , . . . , . . . , . . . .  
 , . . . .  
 « » ,

422 496 520 .

0,25 .

1

« » .

(EBIT),

2

« » .

(Kd,%)

[4].

1.

« » , 2012 . [3]

1	, . . .				
	2009	2010	2011	2012	2013
1	2	3	4	5	6
	720162	992923	1357752	1404643	1741261
+	541546	705766	834042	1011283	1029875
(EBIT)	186616	287157	523710	393360	711386
%	0	0	0	0	0
(EBT)	186616	287157	523710	393360	711386
	60876	98377	96417	84498	128442
	125740	188780	427293	308862	582944

актер  
нка ценных бумаг .

:

$$\beta = \frac{Cov(r_a + r_m)}{D(r_m)}, \quad (1)$$

$r_m$  – ( );

$r_a$  – ( );

$Cov(r_a, r_m)$  – ковариация ;

$D(r_m)$  – дисперсия рыночной стоимости.

рассчитывается по формуле:

$$r_I = \frac{I - I_0}{I_0} * 100\%, \quad (2)$$

$I_0$  – начальная стоимость ;

;

$I$  – текущая стоимость .

2009 – 91,4%,  
2010 – 63,4%, 2011 – (-41,5%), 2012 – (-35,6%), 2013 – (-6,5%) [5].

$K_s$  – структура капитала :

(3)

$K_s$  – структура капитала ;

$R_f$  – безрисковая ставка ;

$R_m$  – рыночная ставка ;

–

2.

« »

	D, руб.	Kd, %		Ks, %
2009	408952	21,3	0,12	21,7
2010	476175	14,7	0,18	21,6
2011	813213	14,4	0,22	<b>-1,97</b>
2012	1586619	17,5	0,27	<b>-0,17</b>
2013	1559722	14,4	0,58	1,7

2009 – 12,21%, 2010 – 12,48%, 2011 – 9,17%, 2012 – 12,94%, 2013 – 13,13 [6].

:

$$S = \frac{(EBIT - K_d * D) * (1 - T)}{K_s}, \quad (4)$$

S – ;

EBIT – ;

K<sub>d</sub> – , %;

K<sub>s</sub> – , %;

D – ;

T – .

2009

25%,

2010 – 23%, – 2011 – 23%, 2012 – 21%, 2013 – 19%. [7]

читає . :

$$S_{2009} = \frac{(186616 - 0,213 * 408952) * (1 - 0,25)}{0,217} \approx 343926;$$

$$S_{2010} = 774133; S_{2013} = 2319392.$$

2011

2012

2011 2012

:

(5)

WACC – ;

K<sub>d</sub> – , %;

K<sub>s</sub> – , %;

W<sub>d</sub> – , %.

редневзвеш

(WACC):

$$WACC_{2009} = 0,543 * 0,213 + (1 - 0,543) * 0,217 = 0,215;$$

$$WACC_{2010} = 18,9\%; WACC_{2013} = 16\%.$$

3.

« »



D	Kd, %	Ks, %	S,	V, (D + S)	Po, (V/N)	Wd, % (D/V)*100%	WACC %
408952	21,3	21,7	343926	752878	1,78	54,3	21,5
476175	14,7	21,6	774133	1250308	2,96	38	18,9
813213	14,4	-1,97	-	-	-	-	-
1586619	17,5	-0,17	-	-	-	-	-
1559722	14,4	1,7	2319392	3879114	9,2	40,2	16

« » (V)

2013

3879114

40,2%.

40,2%

(WACC)

16%.

: 1.

2 /

, 1997 2.

/ . . //

. – 2005. – 6–7 (18–19). – P. 58–65. 3.

« » [ ] – : [http://www.turboatom.com.ua/content/documents/24/2317/files/2012\\_22.pdf](http://www.turboatom.com.ua/content/documents/24/2317/files/2012_22.pdf) 4.

[ ] – : <http://www.bank.gov.ua/control/uk/allinfo> 5.

[ ] – : <http://www.ux.ua> 6.

[ ] – : [http://bank.gov.ua/control/uk/publish/category?cat\\_id=44580](http://bank.gov.ua/control/uk/publish/category?cat_id=44580) 7.

[http://minfin.com.ua/taxes/-/page\\_prib.html](http://minfin.com.ua/taxes/-/page_prib.html)

**Bibliography (transliterated):** 1. Brighem Ju, Gapenski L Finansovyj menedzhment Polnyj kurs V 2 h t / Per. s angl pod red V V. Kovaleva. SPb Jekonomicheskaja shkola, 1997 2. Lavrik, O. . Problemi optim zac strukturi kap talu. – V snik Sums'kogo nac onal'nogo agrarnogo un versitetu. Ser ja Ekonom ka ta menedzhment. – 2005. – No 6–7 (18–19). – P. 58–65. 3. Godovaja otchetnost' OAO «Turboatom» [Jelektronnyj resurs] – Rezhim dostupa: [http://www.turboatom.com.ua/content/documents/24/2317/files/2012\\_22.pdf](http://www.turboatom.com.ua/content/documents/24/2317/files/2012_22.pdf) 4. Pokazniki f nansovogo rinku [Jelektronnyj resurs]. – Rezhim dostupa: <http://www.bank.gov.ua/control/uk/allinfo> 5. Ukra ns'ka b rzha [Jelektronnyj resurs]. – Rezhim dostupa: <http://www.ux.ua> 6. Doh dn st' OVDP na pervinnomu rinku [Jelektronnyj resurs]. – Rezhim dostupa: [http://bank.gov.ua/control/uk/publish/category?cat\\_id=44580](http://bank.gov.ua/control/uk/publish/category?cat_id=44580) 7. Nalog na pribyl' predpriyatij [Jelektronnyj resurs] – Rezhim dostupa: [http://minfin.com.ua/taxes/-/page\\_prib.html](http://minfin.com.ua/taxes/-/page_prib.html)

(received) 23.05.2014

• • ;  
 • • , • • , ”  
 ;  
 • • , • • , ”  
 ;  
 • • , ,  
 , ,

( ) .

2020

( ) ( ) - ( ) .

2008

1.

= x , (1)

3

2007

336

180

900 000

1 000 000

1 000

1

2

1,

(~900 .<sup>3</sup> ~103<sup>3/</sup> ) .

(~900 .<sup>3</sup> ~103<sup>3/</sup> ) .

3

~900 .<sup>3</sup> ~103<sup>3/</sup> .

. 1.

1 –

336 ./ . .

					(		
					2008 ), . . .		
2010 . = 336 ./ . .	618,106	31,9	650,006	6384,148			
1	303,166	31,9	335,066	6384,148	314,940	0,000	314,940
2	303,166	0,0	303,166	6384,148	346,840	0,000	346,840
3	303,166	0,0	303,166	6042,718	346,840	341,430	688,269

, ,

3.

336 . 1 . 3

,

.

-

574 ./ .

<sup>3</sup> ( . 2).

–

569 922,0 .

583 276,0 . .

2.

574 ./ . .

					( 2008 )		
2010 = 574 / . . .	1055,93	31,9	1087,830	10906,253			
1	517,909	31,9	549,809	10906,25	538,02	0,0	538,02
2	517,909	0,0	517,909	10906,25	569,92	0,0	569,92
3	517,909	0,0	517,909	10322,97	569,92	583,27	1153,18

( )

,

3.

3.

—

	336,0				574,0				
	2010-2014				2015-2019				
	1	3	1	4	1	5	1	5	
1	2	3	4	5	6	7	8	9	10
1	314,94	1574,70	314,94	1 574,70	538,02	2 90,11	538,02	2 690,11	2 000,00
2	346,84	1734,20	346,84	1 734,20	569,92	2849,61	569,92	2 849,61	500,00

3

1	2	3	4	5	6	7	8	9	10
3	346,84	1734,20	688,27	3 441,35	569,92	2849,61	1 153,20	5 765,99	10 000,00

--	--	--	--	--	--	--	--	--	--

:

,

-

,

:

1

1,

-

-200.

,

,

. 4.

,

4.

-200

pH	5,5-9,5	7-7,7
	110-400 /	1,8-5 /
	900-2000 /	10-15 /
	0,2-10 /	0,8-4,2 /
	3-22 /	0,2-4,8 /
	10-90 /	0,2-0,6 /
.	500-1200 /	3-5 /
	20 /	0,05-0,3 /
	1000 /	

2

( 3),

-

8,0 . .

3

2 (

500,0 . .).

4

.

5

- 1. <http://www.nalog.ru>.18.09.14.
- 2. Ledovskoy V.M., Worldly N.I., Gladyshev S.A., Kracht V.B. have been, Karpov MET Noospheric development of mining-metallurgical complex of Kyiv-Mohyla Academy. Ecology. Technology. Economy. Management. – Sary Oskol: Thin high technology, 2003.

**Bibliography (transliterated):** 1. Electronic resource: access mode <http://www.nalog.ru>.18.09.14.  
 2. Ledovskoy V.M., Worldly N.I., Gladyshev S.A., Kracht V.B. have been, Karpov MET Noospheric development of mining-metallurgical complex of Kyiv-Mohyla Academy. Ecology. Technology. Economy. Management. – Sary Oskol: Thin high technology, 2003.

(received) 23.05.2014

338.32.053.4

• • , • • , ”  
 ;  
 • • , • ,  
 ;  
 • • , , ,

$x_i$ .  
 $k_i$ ,  
 $n$  ( , ),  
 $i$   $i$ .  
 $R$ .  
 $(1, 2, \dots, n)$ ,  
 $)$   
 $)$

$\dots$ , A.M. ,  $\dots$ ,  $\dots$ ,  $\dots$ ,  
 $\dots$

$$R(x) = \prod_{i=1}^n [1 - (1 - K_i)^{x_i}] \tag{1}$$

$$T = \ln R = \sum_{i=1}^n \ln [1 - (1 - K_i)^{x_i}] \tag{2}$$



$$C(x) = \sum_{i=1}^n C_i k_i x_i \tag{3}$$

$$(x_i, \beta) = \sum_{i=1}^n \ln [1 - (1 - K_i)^{x_i}] - \beta \times \left( \sum_{i=1}^n C_i k_i x_i - C \right) \tag{4}$$

$$\frac{\partial (x_i, \beta)}{\partial x_i} = \frac{-(1 - K_i)^{x_i} \times \ln(1 - K_i)}{1 - (1 - K_i)^{x_i}} - \beta C_i k_i = 0 \tag{5}$$

$$x_i = \frac{-\ln \left( 1 - \frac{\ln(1 - K_i)}{\beta C_i k_i} \right)}{\ln(1 - K_i)} \tag{6}$$

$$\frac{\partial (x_i, \beta)}{\partial \beta} = \sum_{i=1}^n C_i k_i x_i - C = 0 \tag{7}$$

$$(x_i, \beta) = \sum_{i=1}^n C_i k_i x_i - \beta \times \left( \prod_{i=1}^n [1 - (1 - K_i)^{x_i}] - R \right) \tag{8}$$

$$(17) \quad x_i$$

$$\frac{\partial (x_i, \beta)}{\partial x_i} = C_i k_i - \beta (1 - K_i)^{x_i} \ln(1 - K_i) \prod_{\substack{j=1 \\ j \neq i}}^n [1 - (1 - K_j)^{x_j}] = 0 \tag{9}$$

$$x_i = \frac{\ln \left( -C_i k_i / \beta \ln(1 - K_i) \prod_{\substack{j=1 \\ j \neq i}}^n [1 - (1 - K_j)^{x_j}] \right)}{\ln(1 - K_i)} \tag{10}$$

$$\frac{\partial (x_i, \beta)}{\partial \beta} = \prod_{i=1}^n [1 - (1 - K_i)^{x_i}] - R = 0 \tag{11}$$

3,2 . .,

$R_0=0,95.$   
0,9.

1.

1.

	33636	10
	2835	20
	11123	20
	340	20
	2665	10
	5362	10
	692982	1
	2185	30
	2770	1

2

i ,

« »

Microsoft Excel,

( . 2)

2.

	$3,3 \times 10^{-9}$	$3,01 \times 10^6$
--	----------------------	--------------------

$\beta_0 = 3,2$  . .

1,

0,999.

0,95,  
3.  
3.

( )  
( )

	26	22	9
	53	45	21
	34	27	8
	48	31	17
	23	18	15
	22	16	23
	2	1	1
	51	43	54
	7	4	2
	3115341	2110207	

-1

( . 3).  
: 1. 27.002-89 «  
». 2. . . II -  
, 2007, . 168.

**Bibliography (transliterated):** 1. GOST 27.002-89 «Nadezhnost' v tehnike. Osnovnye ponjatija. Terminy i opredelenija». 2. Novikova O.A. Ivannikova E. Planirovanie remontnogo obsluzhivaniya oborudovanija na osnove ispol'zovanija imitacionnogo modelirovanija. II Nauchno – praktičeskaja konferencija OAO OJeMK, Staryj Oskol, 2007, P. 168.

(received) 23.05.2014

658.11:658.5.018.2

. . , , « »,

, , ,

: , , ,

. , ,

, .

, ,

, .

- ,

, ,

. ,

, ,

,

.

.

.

«

»

:

. . , . . , . , . . , . . , . .

. . , . . , . . [1-7]

,

.

,

,

,

,

:

,

,

[1],  
—  
—  
—  
[3, 8, 9].  
[1, 4, 6-7],  
[10],  
[11],  
2008  
[12],

,  
 .  
 ,  
 :  
 - ( [3,8-9];  
 - [5];  
 - , -  
 - ( [1, 2, 6, 8-9, 13];  
 ) [1, 5];  
 - ,  
 , [1, 6];  
 - ,  
 , [1-2, 4, 6, 8-9];  
 - ,  
 [2];  
 - ,  
 [1-2, 6, 8-9, 13],  
 [13];  
 [8-9, 13];  
 [8-9];  
 , [1, 4].  
 . 1

			/
( )		7,3%	[3, 8, 9]
	1	9 .- ./	[5]
		30%	[1-2, 6, 8-9, 11, 13]
	( 0,1 1)	→1,	[12]
		→1,	[12]
		→ max,	[1, 12]
	( 0,1 1,0)	→1,	[12]
		→ max,	[12]
	1	50 . ./	[5]
-	, , :	≥1,	[14]
		→1,	,
( ) ,		10-40%	[14]
	1		/
-	+/-	+	[11]

( )			
( )	- ;	5	[11]
		60%	[1]
		( + )	[12]
		→1,	[12]
		50%	[11-12]
, ,			
	+/-	+	[1]
		( + )	[12]
	+/-	+	[5, 7]
, ,			
-	-	1000	[14]
- , ,			
	(0,1-1)	→1,	[12]
		→1,	[12]
	( )		
	( )	→1,	[12]

1

			/
		5	[12]



	( )		
	( )	10-13%	[15]
	( )	→1,	[12, 14]
	+/-	+	
		→ max	[12]
		>0,	[14]
	- ; - ; -	0,15-0,2 ≥0,5 ≥0,1	[16]
	- ; - ; -	<0,5 >1 ≤1	[14]
	(0,6–1,0)	1	[14]
	(0,4–1,2)	≥1	[14]
	+/-	+	[1]
( )		≥15%	[17]

1

			/
			[17]

		>=15%	
			[17]
		40%	[1]

», , [17]:

, ,

, ,

.

-

.

» [17]:

1. . . . / . . . // - .

- 2010. - 1. - . 85-95. 2. . . . , [ 2004. - 10 (58). - ] /

. . . . // . - 2004. - 5. - . 76-

81. 4. . . . « »:

07/2008. - N5. - . 27-32. 5. // : - . -

. . . . // . - 2005. - 3. - . 7-13. 6. . . . /

. - 2008. - 310. - . 122-126. 7. . . . //

: 08.00.11 « » / . . . . - ;

2008. - 33 . 8. / // -

[ . - 2007. - 27 . - : http://vpk-news.ru/ 9. . . .

SciTecLibrary.ru [ . - 2003. - 23 . - :

http://www.sciteclibrary.ru/rus/catalog/pages/6807.htm 10. «

» «

» [ ]: 14.01.2014 21. -

: http://www.google.com.ua/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&ved=0CCcQFjAA&url=http%3A%2F%2Fwww.gks.ru%2Fmetod%2Fmetodika\_21.docx&ei=2NoVU9b4HIOe4wSR4IGQAQ&usg=AFQjCNH5BRDEqZjpCAEY8PKp6KeahSr1Mw&bvm=bv.62286460,d.bG 11.

( , )

- [ ] / 18.12.2008 12. -

: <http://pravo.levonevsky.org/bazaby11/republic12/text436.htm> 12.

] / 08.02.2008 80. – [ :  
<http://pravo-law.kiev.ua/30141.html> 13.

, 2011. – 70 . – [ ] / . . . . . – . . . . . : <http://www.google.com.ua/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&ved=0CDYQrAIwAQ&url=http%3A%2F%2Fibm.bmstu.ru%2Fibm4%2Fforum%2Fdownload%2Ffile.php%3Fid%3D354&ei=zR4WU-7eNef-ygPD74GYBw&usg=AFQjCNHLanaLvtRrl5OVwRoh14IzfGowkQ&bvm=bv.62286460,d.bGQ> 14.

. . . . . – 2008. – 12(50). – . 23–28. – / . . . . . // : [http://www.google.com.ua/url?sa=t&rct=j&q=&esrc=s&source=web&cd=9&cad=rja&ved=0CFoQFjAI&url=http%3A%2F%2Fvestnik.sseu.ru%2Fview\\_pdf.php%3Fpdf%3D2126&ei=ut0VU\\_HjF-en4ATvklGwDg&usg=AFQjCNF79NgbrrUYGI9bwsClzHw6yTUX9Q&bvm=bv.62286460,d.bGE](http://www.google.com.ua/url?sa=t&rct=j&q=&esrc=s&source=web&cd=9&cad=rja&ved=0CFoQFjAI&url=http%3A%2F%2Fvestnik.sseu.ru%2Fview_pdf.php%3Fpdf%3D2126&ei=ut0VU_HjF-en4ATvklGwDg&usg=AFQjCNF79NgbrrUYGI9bwsClzHw6yTUX9Q&bvm=bv.62286460,d.bGE) 15.

. 08.00.05 « » / . . . . . – . . . . . , 2007. – 25 .  
 16.

[ ] / . . . . . // . . . . . – 2006. – 4 (76). – . 33–39. – :  
<http://www.creativeconomy.ru/articles/7410/> 17.

] / . . . . . // . . . . . – 2012. – [ :  
[http://www.rusnauka.com/1\\_NIO\\_2012/Economics/10\\_98743.doc.htm](http://www.rusnauka.com/1_NIO_2012/Economics/10_98743.doc.htm)

**Bibliography (transliterated):** 1. *Salikhova O. B.* Otsinka vysokotekhnologichnoyi vyrobnychoyi sfery – fundament dlya stvorenniya diyezdatnoyi innovatsiynoyi stratehiyi derzhavy. – *Ekonomika promyslovosti.* – 2010. – No 1. – P. 85–95. 2. *Mel'nikov O. N.* Faktory, vliyajushhie na upravlenie formirovaniem nematerial'nyh aktivov vysokotekhnologichnyh predpriyatij [Jelektronnyj resurs]. – Rossijskoe predprinimatel'stvo. – 2004. – No 10 (58). – Rezhim dostupa: <http://www.creativeconomy.ru/articles/6772/> 3. *Denysyuk V.* Vysoki tekhnolohiyi i vysokonaukoyemni haluzi – klyuchovi napryamy v innovatsiynomu rozvytku. *Ekonomist.* – 2004. – No 5. – P. 76–81. 4. *Borysenko P. A.* Metodychni pidkhody do vyznachennya ponyattya «naukoyemne vyrobnytstvo»: na prykladi aviatsiynoyi promyslovosti. *Skhid: Analychno-informatsiynyy zhurnal.* – 07/2008. – No 5. – P. 27–32. 5. *Krivov G. A.* Prioritet – naukoemkaja i vysokotekhnologichnaja produkcija. – *Tehnologicheskie sistemy.* – 2005. – No 3. – P. 7–13. 6. *Zuev S. Ju.* K probleme kachestvennoj identyfikacii naukoemkogo proizvodstva. – *Vestnik Tomskogo gosudarstvennogo universiteta.* – 2008. – No 310. – P. 122-126. 7. *Ustenko S. V.* Modelyuvannya protsesiv funkcionuvannya ta rozvytku naukomistkykh vyrobnychych system: avtoref. dys. na soyskanye uch. stepeny d-ra ekon. nauk: 08.00.11 «Matematychni modeli i metody v ekonomitsi». – Kyev., 2008. – 33 p. 8. *Panin A.* Ocenka naukoemkoj produkcii. – *Voенно-promyshlennyj kur'er [Jelektronnyj resurs].* – 2007. – 27 avg. – Rezhim dostupa: <http://vpk-news.ru/> 9. *Skljarenko R. P.* Chto takoe naukoemkij rynek. – *Agenstvo nauchno-tehnicheskoy informacii SciTecLibrary.ru [Jelektronnyj resurs].* – 2003. – 23 dek. – Rezhim dostupa: <http://www.sciteclibrary.ru/rus/catalog/pages/6807.htm> 10. Metodika rascheta pokazatelej «Dolja produkcii vysokotekhnologichnyh i naukoemkih otraslej v valovom vnutrennem produkte» i «Dolja produkcii vysokotekhnologichnyh i naukoemkih otraslej v valovom regional'nom produkte subekta Rossijskoj Federacii» [Jelektronnyj resurs]: Utverzhdena Prikazom Rosstata ot 14.01.2014 – No 21. – Rezhim dostupa: [http://www.google.com.ua/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&ved=0CCcQFjAA&url=http%3A%2F%2Fwww.gks.ru%2Fmetod%2Fmetodika\\_21.docx&ei=2NoVU9b4HIOe4wSR4IGQAQ&usg=AFQjCNH5BRDEqZjpCAEY8PKp6KeahSr1Mw&bvm=bv.62286460,d.bG](http://www.google.com.ua/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&ved=0CCcQFjAA&url=http%3A%2F%2Fwww.gks.ru%2Fmetod%2Fmetodika_21.docx&ei=2NoVU9b4HIOe4wSR4IGQAQ&usg=AFQjCNH5BRDEqZjpCAEY8PKp6KeahSr1Mw&bvm=bv.62286460,d.bG) 11. O porjadke vydachi zakljuchenij ob otnesenii tovarov (rabot, uslug) k vysokotekhnologichnym i organizacii raboty nauchno-tehnicheskikh jekspertnyh sovetov [Jelektronnyj resurs] / Postanovlenie Gosudarstvennogo komiteta po nauke i tehnologijam Respubliki Belarus' ot 18.12.2008 – No 12. – Rezhim dostupa: <http://pravo.levonevsky.org/bazaby11/republic12/text436.htm> 12. Pro zatverdzhennya Metodyky identyfikatsiyi ukrajins'kykh vysokotekhnologichnykh promyslovykh pidpryyemstv [Elektronnyy resurs] / Nakaz Ministerstva promyslovyi polityky Ukrainy vid 08.02.2008 No 80. – Rezhim dostupa: <http://pravo-law.kiev.ua/30141.html> 13. *Kokueva Zh. M.* Upravlenie personalom naukoemkih predpriyatij. 1 chast' [Jelektronnyj resurs]. – Moscow: MGTU im. M. E. Bauman, 2011. – 70 p. – Rezhim dostupa: <http://www.google.com.ua/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&ved=0CDYQrAIwAQ&url=http%3A%2F%2Fibm.bmstu.ru%2Fibm4%2Fforum%2Fdownload%2Ffile.php%3Fid%3D354&ei=zR4WU-7eNef-ygPD74GYBw&usg=AFQjCNHLanaLvtRrl5OVwRoh14IzfGowkQ&bvm=bv.62286460,d.bGQ> 14. *Dudkina M. N.* Modelirovanie vybora formy kommercializacii intellektual'noj sobstvennosti naukoemkih predpriyatij s ispol'zovaniem instrumentarija raskrashennyh setej Petri. – *Vestnik Samarskogo gos. jekon. un-ta.* – 2008. – No 12(50). – P. 23–28. – Rezhim dostupa:





(Behavioral Controlling) –

«

[1, . 139].

»

( )

. 1 [2, . 127].

1.

		-
		,
		,
		-
		-
		-
		,
		-

2. ( [3, . 50] )

(moral hazard),

	/	
	(adverse selection)	
	; /	
	(self-selection).	
	(moral hazard)	(hold up)

2

--	--	--	--


, ;  
 ,  
 :  
 ( ,  
 ,  
 ).  
 - ,  
 , ,  
 ,  
 ,  
 « »  
 ,  
 . . ,  
 ,  
 , [4, . 26].  
 (adverse selection),  
 ,  
 ,  
 [5, . 418].  
 « »  
 / \* ,  
 ; , [3, . 50].  
 ( hidden intentions ) / ).  
 (hold-up).

---

\* ( )-



,  
 ,  
 ,  
 :  
 — , ;  
 — .  
 ,

[4, . 26; 3, . 47]:

—  
 ( , );  
 — , ( ,  
 , );  
 — , ( ).

.  
 ,  
 .  
 ( , )

: **1.** . . . : . . . — :  
 , 2013. — 406 . **2.** , . . .  
 . . 8. — 2005. — . 123–140, . 127. **3.** *Picot, A., Reichwald, R. & Wigand, R. (2008).*

Information, Organization and Management. Berlin Heidelberg: Springer Verlag. 4.

: . 08.00.12 « » / . . . . . , 2012. – 53 .  
5. Chapman C., Hopwood A. & Shields, M. (2007). Handbooks of Management Accounting Research. Kidlington: Elsevier Science.

**Bibliography (transliterated):** 1. Teresch'enko O. O., Babyak N. D. Fi'nansoviy kontroli'ng: Navch. posi'bnik. – Kyev: KNEU, 2013. – 406 . 2. Libman, A. V. Teoreticheskie aspekty' agentskoy problemy' v korporacii. Vestnik SpbGU. Ser. 8. – 2005. – . 123–140, . 127. 3. Picot, A., Reichwald, R. & Wigand, R. (2008). Information, Organization and Management. Berlin Heidelberg: Springer Verlag. 4. Voronova E. YU. Institucional'ny'e aspekty' upravlencheskogo ucheta : avtoref. na zdobuttya nauk. stupenya dokt. ekon. nauk : spec. 08.00.12 «Buhgalterskiy uchet, statistika» – Moscow, 2012. – 53 p. 5. Chapman C., Hopwood A. & Shields, M. (2007). Handbooks of Management Accounting Research. Kidlington: Elsevier Science.

(received) 25.06.2014

350.5.

. . , . « »;  
. . , « »

[6].

2013 .

( )  
119- 134- . 2010–  
2009-

( ) – 139-



[2].

2000–2012 . ( . 1).

1.

2000–2012 .\*

	, .	, .	, %		
2000	31,3	637	0,095	0,34	
2001	38,0	782	0,12	0,4	5,1
2002	42,4	880	0,12	0,41	5,1
2003	50,1	1049	0,13	0,4	5,0
2004	64,9	1367	0,15	0,44	5,0
2005	86,1	1828	0,19	0,56	5,4
2006	107,8	2299	0,21	0,64	5,5
2007	142,7	3059	0,25	0,73	5,7
2008	180,0	3874	0,29	0,84	5,7
2009	117,2	2534	0,2	0,62	4,8
2010	136,4	2962	0,21	0,71	4,8
2011	163,4	3568	0,23	0,78	4,9
2012	176,3	3872	0,24	0,87	5,2

\*

«

». 2013 .2.

145 .

5,6 176,3 .

12,1 . 38,6%.

0,53%,

0,4%.

0,15%,

2000-2012 .

3235

6,1

3872 .

269,6

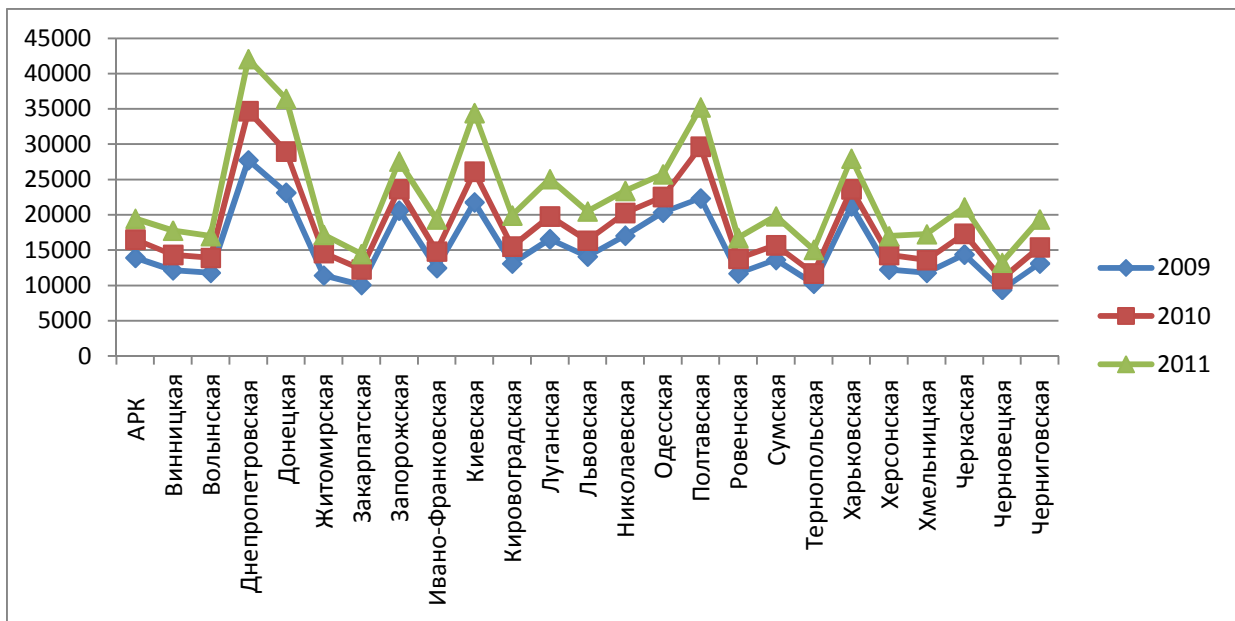
42,3%.

[4].



	13631	15711	19800	68,73	66,57	69,50
	10240	11713	15055	51,63	49,63	52,84
	21228	23639	27966	107,03	100,16	98,16
	12256	14346	16990	61,79	60,78	59,63
	11780	13602	17260	59,39	57,63	60,58
	14393	17325	21082	72,57	73,41	74
	9383	10939	13228	47,31	46,35	46,43
	13121	15406	19357	66,16	65,27	67,94
.	61088	70424	79729	308,027	298,40	279,86
.	16966	20455	24564	85,54	86,67	86,22

( . 1).



. 1 –

2009–2011 .

.  
 : 1.  
 : . . . / . . . ;  
 . . . , 2012. – 720 . 2.  
 : / [ . . . .]; . . .  
 ; - . . . . , 2011. – 696 . 3. :  
 [ ] – : <http://xreferat.ru/113/5524-2-vvp-tendencii-rosta->

izmerenie.html 4. [ ] – :  
[http://www.be5.biz/makroekonomika/gdp/gdp\\_ukraine.html](http://www.be5.biz/makroekonomika/gdp/gdp_ukraine.html) 5. [ ]– :  
<http://forum.for-ua.com/read.php?1,1613425,page=2>; 6. [ ] – :  
[http://forexaw.com/TERMs/Exchange\\_Economy/Macroeconomic\\_indicators/Production/1245\\_Valovy\\_y\\_vnutrenniy\\_produkt\\_Gross\\_domestic\\_product](http://forexaw.com/TERMs/Exchange_Economy/Macroeconomic_indicators/Production/1245_Valovy_y_vnutrenniy_produkt_Gross_domestic_product).

**Bibliography (transliterated):** 1. Skripnichenko M.I'. Faktori makroekonomi'chnoi' nestabi'l'nosti' v sistemi' modeley ekonomii'chnogo rozvitku: kol. monogr. / za red. d-ra ekon. nauk M.I'. Skripnichenko; NAN Ukrai'ni, I'n-t ekon. ta prognozuv. – K., 2012. – 720 s. 2. Strukturni' zmi'ni ta ekonomii'chniy rozvitok Ukrai'ni: monografi'ya / [Gee"ch' V.M., SHinkaruk L.V., Art'omova T.I'. ta i'n.]; za red. d-ra ekon. nauk L.V. SHinkaruk; NAN Ukrai'ni; I'n-t ekon. ta prognozuv. – K., 2011. – 696 s. 3. VVP: tendencii rosta i izmerenie [E'lektronny'y resurs] – Rejim dostupu: <http://xreferat.ru/113/5524-2-vvp-tendencii-rosta-izmerenie.html> 4 <<http://xreferat.ru/113/5524-2-vvp-tendencii-rosta-izmerenie.html%204>>. Valovy'y vnutrenniy produkt Ukrainy' [E'lektronny'y resurs] – Rejim dostupu: <[http://www.be5.biz/makroekonomika/gdp/gdp\\_ukraine.html](http://www.be5.biz/makroekonomika/gdp/gdp_ukraine.html)> 5. [E'lektronny'y resurs]– Rejim dostupu: <<http://forum.for-ua.com/read.php?1,1613425,page=2>>; 6. Valovy'y vnutrenniy produkt [E'lektronny'y resurs] – Rejim dostupu: [http://forexaw.com/TERMs/Exchange\\_Economy/Macroeconomic\\_indicators/Production/1245\\_Valovy\\_y\\_vnutrenniy\\_produkt\\_Gross\\_domestic\\_product](http://forexaw.com/TERMs/Exchange_Economy/Macroeconomic_indicators/Production/1245_Valovy_y_vnutrenniy_produkt_Gross_domestic_product) <[http://forexaw.com/TERMs/Exchange\\_Economy/Macroeconomic\\_indicators%20/Production/1245\\_Valovy\\_y\\_vnutrenniy\\_produkt\\_Gross\\_domestic\\_product](http://forexaw.com/TERMs/Exchange_Economy/Macroeconomic_indicators%20/Production/1245_Valovy_y_vnutrenniy_produkt_Gross_domestic_product)>.

(received) 22.05.2014

336(075.8)

• • , • • , „

;

• • , ,

,

,

.

c

:

,

,

,

.

•

,

•

,

,

•

•

,

:

•

„

•

„





1	2	3
		=20 =30 =40 =50 =70
, %	$\frac{74155}{128900} \times 100 = 57,5\%$	
, %	0,12	=1 =0,5 =0 =0 =-1
( ), %	$\frac{21365}{1454931} \times 100 = 1,47\%$	=8 =6 =4 =2 =1
,	$\frac{142520 \times 8,5}{1454931} \times 100 = 83,27\%$	=70 =50 =40 =30 =15
, %	$\frac{584114,1}{1454931} \times 100 = 40,2\%$	=20 =30 =40 =50 =60
, %	$\frac{142520 \times 8,5}{1454931} = 83,27\%$	=40 =45 =55 =60 =70
/ , %	$\frac{64708}{1454931} \times 100 = 4,45\%$	=-2 =-3 =-4 =-5 =-6
, %	$\frac{464400}{1454931} \times 100 = 31,92\%$	=28 =30 =33 =35 =37

1

1	2	3
, %	$\frac{31700 + 81068,4}{339180} \times 100 = 33,2\%$	=6 =7 =10 =13 =16
, .	$8,3 - 9,5 = -1,2$	=0 =-0,3 =-0,5 =-0,8 =-1,2

, %	$\frac{(52410+461740+3730)}{908994,3} \times 100 = 56,9$	=15 =20 =24 =27 =30
-		
( 0/ 3),%	$\frac{237776,6}{908994,3} \times 100 = 26,16$	=20 =22 =25 =30 =35
,	21,3	=9 =12 =15 =18 =21

, . 1 , ,  
 , 2013 12% ,

: , , ;  
 , , ;

[4, с. 246].

, , - , ,  
 , , ,  
 , , ,  
 [5, с. 6].

, :

, , ,

... , ... [8, c. 101].

. 1 ,

2013 1 % 2014 0,8 %

[9, c.129].

. ( )

2013 56,9%  
15 20.

. 1 -

(26,16 %)

2013 .

( )

- ;
- ,
- ;
- ;
- « » ,
- .
- ,
- ,
- ,
- ,
- ,
- .
- 29 2013 N 1277. 2. « » 964-IV  
19.06.2003 . 3. : 2013 : /  
2014. – 184 . 4. : ( ). – . /  
. . . – : , 2013. – 246 .  
5. : / . . ,  
. . // , : .  
2013. . 2-6. 6. : , 2001. – 309 . 7. .  
// –  
2009. – 29. – .125-127. 8. . . /  
. . // . 2013. – 9. . 98-103.  
9. . . /  
. . // . 2011. – 3. . 125-131.

**Bibliography (transliterated):** 1. Nakaz Ministerstva ekonomichnogo rozvitku s torogsvls Ukraini «Pro zatverdzhennya Metodichnih rekomendatsiy schodo rozrahunku rivnya ekonomichnoi bezpeki Ukraini» vid 29 zhovtnya 2013 roku N 1277. 2. Zakon Ukraini «Pro osnovi natsionalnoi bezpeki Ukraini» No 964-IV vid 19.06.2003 r. 3. Analitichniy oglyad: Bankivska sistema Ukraini v 2013 rotsi: Ukraina / Natsionalniy bank Ukraini; Derzhavniy komitet statistiki Byuleten (elektronne vidannya). – Kiev. 2014. – 184 p. 4. *Baranovskiy O. I.* Bankivska bezpeka: problema vimiru: monografiya. – Kiyv: Institut ekonomiki ta prognozuvannya NAN Ukraini, 2013. – 246 p. 5. *Dyachek S. M.* Otsinka rivnya finansovoi bezpeki derzhavi: problemi ta shlyahi virishennya. – Zhitomirskiy derzhavniy tehnologichniy universitet, Seria: Ekonomichni nauki. 2013. p. 2–6. 6. *Ermoshenko M. M.* Finansova bezpeka derzhavi: natsionalni Interesi, realni zagrozi, strategiya zabezpechennya : monografiya. – Kiev : KNTEU, 2001. – 309 p. 7. *Makaryuk O.V.* Mistse ta rol finansovoi bezpeki v zagalniy sistemi natsionalnoi bezpeki. – Naukovi pratsi NUHT – 2009. – No 29. – P.125–127. 8. *Omelchenko L. S.* Borgova bezpeka Ukraini ta anal z ii suchasnogo. – V snik sotsialno-ekonomichnih doslidzhen. 2013. – No 9. P. 98–103. 9. *Postolenko Y. P.* Byudzhetna bezpeka yak klyuchova skladova finansovoi ta ekonomichnoi bezpeki. – V snik sotsialno-ekonomichnih doslidzhen. 2011. – No 3. P. 125–131.

(received) 15.07.2014



, . . .  
. . .  
—  
. . .  
: « / » ( BCG);  
« / » ( GE/McKinsey);  
«  
/ » ( Shell/DPM); «  
/ » ( Hofer/Schendel);  
« / » ( ADL/LC).

4-



— ,  
 ,  
 .  
 ,  
 ,  
 ,  
 .

( . 1).

1.

1	2	3
	: , , : , .	, ( : ) — ; — . , .
,	: : , .	, , . — . .

1

1	2	3
	( - ), , .	.
, -	: - / . : ,	, , / .




2. : 1. / . . - : « », 2010. - 352 .  
 495 . 4. : [ . . ] / . . / [ . . . ]. - : , 2012. - 520 . 3. « », 2000. -  
 . / . . // - , 2005. - 151 c. 5. . . . : [ .  
 .] / . . // : , 2007. - 356 . 6. / . . // :  
 « », 2010. - 87 . 7. : / . . // :  
 / . .

. . - .: , 2010. - 758 . 8. / . . . - .: , 2012. - 123 .

**Bibliography (transliterated):** 1. *Baumgarten St. L.* Strategic management in tourism : a manual for schools. – Moscow: Publishing center «Academy», 2010. – 352 p. 2. Management of competitiveness of the enterprise: textbook. manual. – Kyev: KNEU, 2012. – 520 p. 3. *Porter M* Competition: [Uch. POS.] [TRANS. from English.]. – Moscow: Publishing house «Williams», 2000. – 495 p. 4. *Rodionov, C. N.* Organization of production in industrial enterprises in the current economic conditions. – Voronezh, 2005. – 151 c. 5. *Gerchikov I. N.* Management.: [Uch. POS.]. – Century Nersesova. – Moscow: Banks and exchange 2007. – 356 p. 6. *Demchenko A.* Measuring the competitiveness of companies: Theory and measurement methods. – Kursk: GWIPP «Kursk», 2010. – 87 p. 7. Marketing on the notes. Practical course on examples. – under the editorship of *Danchanok L. A.* – Moscow: Market DS Corporation, 2010. – 758 p. 8. *Pechenkin A. C.* assessment of the competitiveness of the products and producers. – Moscow: MGEL, 2012. – 123 p.

(received) 15.06.2014

339.137.2(100)

. . , . . , ., « »;

. . , , « »,

. . , , « »

( )

,

,

.

•

:

.

,

•

,

•

,

•

,

•

,

•

,

•

,

•

,

•

»

•

»

•

»

,

•

,

•

,

•

,

•

,

•

,

•

,

•

«

»,

.

•

•

,

:

—

—

,

•

,

•

,

•

,

,

,

,

[3].

,

—

,

,

•

,

,

,

•

,

,

•

—

•

,

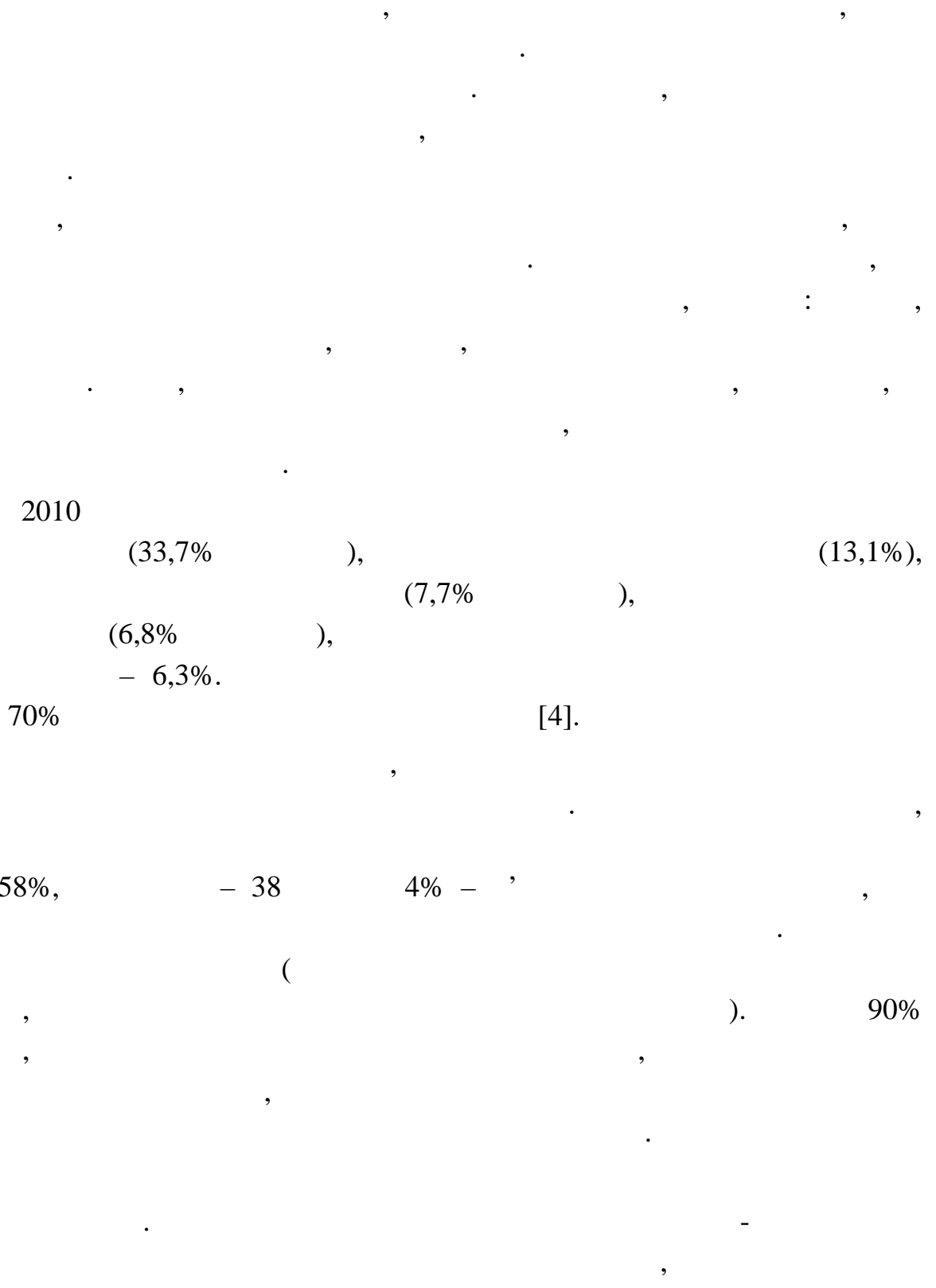
,

,

,

•

[1].



« » , , 3,7  
 , . , ,  
 , . ,  
 , .  
 , ,  
 , ,  
 13,7% 2000 5,8% 2010 , ,  
 14,8% 2000 11,5%  
 2010 . ,  
 5,1% 32 , 10  
 11,4% 49  
 . ,  
 , ,  
 , ,  
 , ,  
 , ,  
 , ,  
 , ,  
 [2].  
 — , 25%  
 10% , 40% .  
 . ,  
 , ,  
 , ,

1. Zamroz M., YAcura V. - Ekonomichna sutnist' konkurentospromojnosti i osnovni aspekti i' zabezpechennya: jurnal. Ekonomichniy analiz. - 2011 rik. Vipusk 8. Chastina 2. - p. 151 - 154. 2. Peresada A. A. - Upravlinnya investitsiyim procesom. - Kiyv: Li'bra, 2002. - 472 p. 3. Porter M. Konkurenciya; per s angl. - Moscow: Izdatel'skiy dom «Vil'yams», 2000. - 495 p. 4. Statistichniy sch'ori'chnik Ukraini za 2010 rik - Derjkomstat Ukraini - Za red. O.G. Osaulenko. - Kiyv: TOV «Avgust Treyd», 2011 - 559 p.

**Bibliography (transliterated):** 1. Zamroz M., YAcura V. - Ekonomichna sutnist' konkurentospromojnosti i osnovni aspekti i' zabezpechennya: jurnal. Ekonomichniy analiz. - 2011 rik. Vipusk 8. Chastina 2. - p. 151 - 154. 2. Peresada A. A. - Upravlinnya investitsiyim procesom. - Kiyv: Li'bra, 2002. - 472 p. 3. Porter M. Konkurenciya; per s angl. - Moscow: Izdatel'skiy dom «Vil'yams», 2000. - 495 p. 4. Statistichniy sch'ori'chnik Ukraini za 2010 rik - Derjkomstat Ukraini - Za red. O.G. Osaulenko. - Kiyv: TOV «Avgust Treyd», 2011 - 559 p.

(received) 10.06.2014

519.2

• • , • • , • • , « »;  
 • • , • • , • • , « »;  
 • • , • • , « »

:

2007-2015

**1.**

[2]:

—

—

;

—

20 );

—

( 30%),

—

,

,

—

«

»

(

)

«

»

,

.

,

20

,

,

**2.**

— , , .

• ( ) ;

• ( ) , ( ) .

— ;

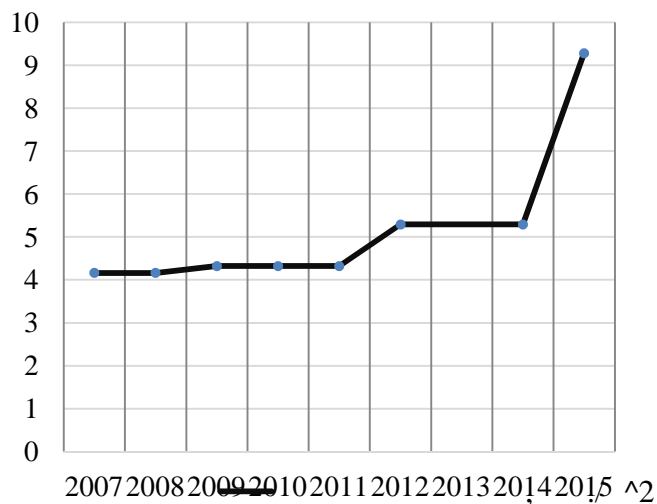
— ;

— .

, 01.08.2014 « » [3].

1 – 01.01.2015 01.01.2007

	, / <sup>2</sup>
2007	4,16
2008	4,16
2009	4,32
2010	4,32
2011	4,32
2012	5,29
2013	5,29
2014	5,29
2015	9,28

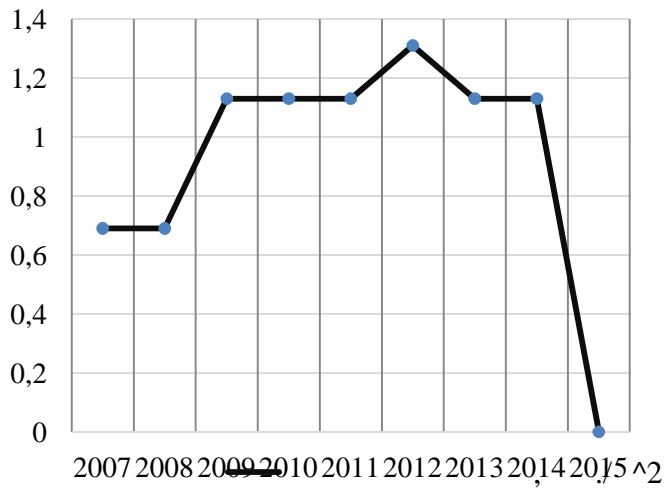


. 1 – 01.01.2007 01.01.2015

2 – 01.01.2015 01.01.2007



Year	Value
2007	0,69
2008	0,69
2009	1,13
2010	1,13
2011	1,13
2012	1,13
2013	1,13
2014	1,13
2015	0



. 2 –

01.01.2007 01.01.2015

2015

3.

[4] 2013 21,3 64,2  
 70,8 48,3  
 (41,4%) 19,99

ctan\_sistem\_ teplopostachannja\_mist. -  
 erc.megabank.net/ru/tarify. 4. ukrstat.gov.ua.

**Bibliography (transliterated):** 1. *Havrys' O.M.* Udoskonalennya ekonomichnoyi otsinky enerhozaoshchadzhennya: monohrafiya. – Khatkiv: «Tsyfrova typohrafiya No1», 2012. 2. *Mel'nychenko O.V.* Stan, isnuuyuchi ta maybutni problemy system teplopostachannya. – OVVK (OTOPLHENYE. VODOSNABZhENYE. VENTYLYaTsYYa. KONDYTsYONER ). Web. 18 October 2014 <[http://www.truba.ua/library/art-ctan\\_sistem\\_teplopostachannja\\_mist](http://www.truba.ua/library/art-ctan_sistem_teplopostachannja_mist)>. 3. erc.megabank.net/ru/tarify. 4. ukrstat.gov.ua.

(received) 18.10.2014

681.83

« »

, [1, 2].  
 ( ) – , ( )  
 , ( ) .  
 ( ) ( ) .  
 ( - ) [1–3].  
 , , - ,  
 , , , ,  
 .  
 , .

[1, 4–8]

[1–8],

, Pilgrim [4], MATLAB  
 SIMULINK [5]. EXCEL

« » ,

[1, 6–8].

( . 1).  
 ( . 2).

1.

- Q	150	300
-	40	55
- V	35	25

2.

- F, . . .	500
- , . . .	100
- , %	24
- r, %	13
- n,	5
- I <sub>0</sub> , . . .	2000

[1, 6]:

1.

2.

3.

4.

5.

( ) N V [1, 6, 7]:

$$NPV = \sum_{i=1}^n \frac{NCF_t}{(1+r)^t} - I_0, \tag{1}$$

N F<sub>t</sub> -

t.

N F -

[1, 6, 7]:

$$NCF_t = ((P - V) \cdot Q - A - F) \cdot (1 - T) + A. \tag{2}$$

MS L.  
- [3]:

1)

2)

1%.

MS L ( . 1):

	A	B	C	D	E	F
1	<b>Імітаційний</b>	<b>аналіз</b>	<b>інвестиційного</b>	<b>проекту</b>		
2		<b>Дані</b>	<b>для</b>	<b>аналізу</b>		
3	Початкові інвестиції (I)	2000	Норма дисконту (r)	0,13		
4	Постійні витрати (F)	500	Податок (T)	0,24		
5	Амортизація (A)	100	Термін (n)	5		
6		<b>мінімум</b>	<b>максимум</b>			
7	Змінні витрати (V)	25	35			
8	Кількість (Q)	150	300			
9	Ціна (P)	40	55			
10	Кількість іспитів=		1000			
11						
12		<b>Результати</b>	<b>аналізу</b>			
13	<b>Показники</b>	<b>Змінні витрати (V)</b>	<b>Кількість (Q)</b>	<b>Ціна (P)</b>	<b>Надходження (NCFt)</b>	<b>NPV</b>
14	Середнє значення	29	218,5	46	2172,9	5642,59181
15	Стандартне відхилення	3	64,5	3	163,02	573,37904
16	Коефіцієнт варіації	0,103448276	0,295194508	0,065217391	0,075024161	0,10161625
17	Мінімум	26	154	43	2009,88	5069,21277
18	Максимум	32	283	49	2335,92	6215,97085
19	Число випадків NPV<0					13
20	Імовірність p(NPV<0)					3,7501E-23
21	Сума збитків=	-5135,08071		Сума доходів=		7258964,76
22						
23		<b>Змінні витрати (V)</b>	<b>Кількість (Q)</b>	<b>Ціна (P)</b>	<b>Надходження (NCFt)</b>	<b>ЧСС (NPVt)</b>
24		32	283	43	2009,88	5 069,21р.
25		32	283	44	2224,96	5 825,70р.
26		31	185	49	2174,8	5 649,27р.
27		27	164	50	2510,72	6 830,78р.

. 1 –

. 1,

-5135,08

N V

NPV, 7258964,76  
 (-5135,08  
 7258964,76 ). NPV 5642,59  
 573,38 NPV.  
 (0,1) 1,

1. :  
 , : ,  
 , -  
 ,  
 2.  
 MS L.  
 (-5135,08 7258964,76  
 ). (0,1) ,

: 1. // « » . - : « » . - 2013. - 53 (1026). - . 3-7. 2. 2005. - 306 . 3. « » , 2004. - 140 . 4. . 2003. - 92 . 5. : - . - : . , 2008. - 228 . 6. : , 1998. - 400 . 7. , 2006. - 32 . 8. MicrosoftExcel: . - : , 2004. - 1024 .

**Bibliography (transliterated):** 1. Bi'locerki'vs'kiy O.B. Vibi'r i'nvestici'ynogo proektu z vikoristannyam i'mitaci'ynogo modelyuvannya – Vi'snik Naci'onal'nogo tehni'chnogo uni'versitetu «Harki'vs'kiy poli'tehni'chniy i'nstitut». – Harki'v: NTU «HPI». – 2013. – No 53 (1026). – P. 3–7. 2. Vi'tli'ns'kiy V.V., Vi'tli'ns'kiy G.I. Modelyuvannya ekonomiki: navch.-metod. posi'b. dlya samost. vivch. disc. – Kiev: KNEU, 2005. – 306 p. 3. Bahrushin V.E". Matematichne modelyuvannya: Navchal'niy posi'b'nik. – Zaporij'jya: GU «ZIDMU», 2004. – 140 p. 4. Emel'yanov A.A., Vlasova E.A. Imitacionnoe modelirovanie e'konomicheskikh processov. – Moscow. Moskovskiy mejdunarodny'y institut e'konometriki, informatiki, finansov i prava. 2003. – 92 p. 5. Snetkov N.N. Imitacionnoe modelirovanie e'konomicheskikh processov: Uchebno-



:

$$K_k = \frac{1 \ 2 + \ 1 \ 3}{2}, \tag{1}$$

1 -  
2 -  
3 -





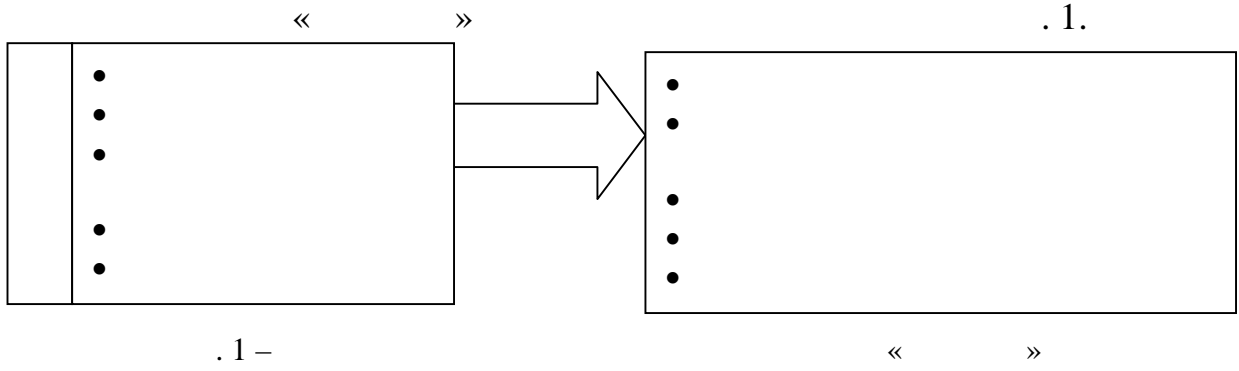
2005. 2. : 1. - ; 2006.  
3. , 2002.

**Bibliography (transliterated):** 1. Fathutdinov R.A. Upravlenie konkurentosposobnost'yu organizacii – Kazan', Lana, 2005. 2. Azoev G.L. Konkurenciya: analiz, strategiya i praktika – Moscow: Centr e'konomiki i marketinga, 2006. 3. Dolinskaya M.G., Solov'ev I.A. Marketing i konkurentosposobnost' promy'shlennogo predpriyatiya – Moscow: Delo, 2002.

(received) 04.09.2014

658.15:005.21

• • , • • , •• • • ;  
• • , • • , • • ,



» [1].

[2].

«Business Studio»,

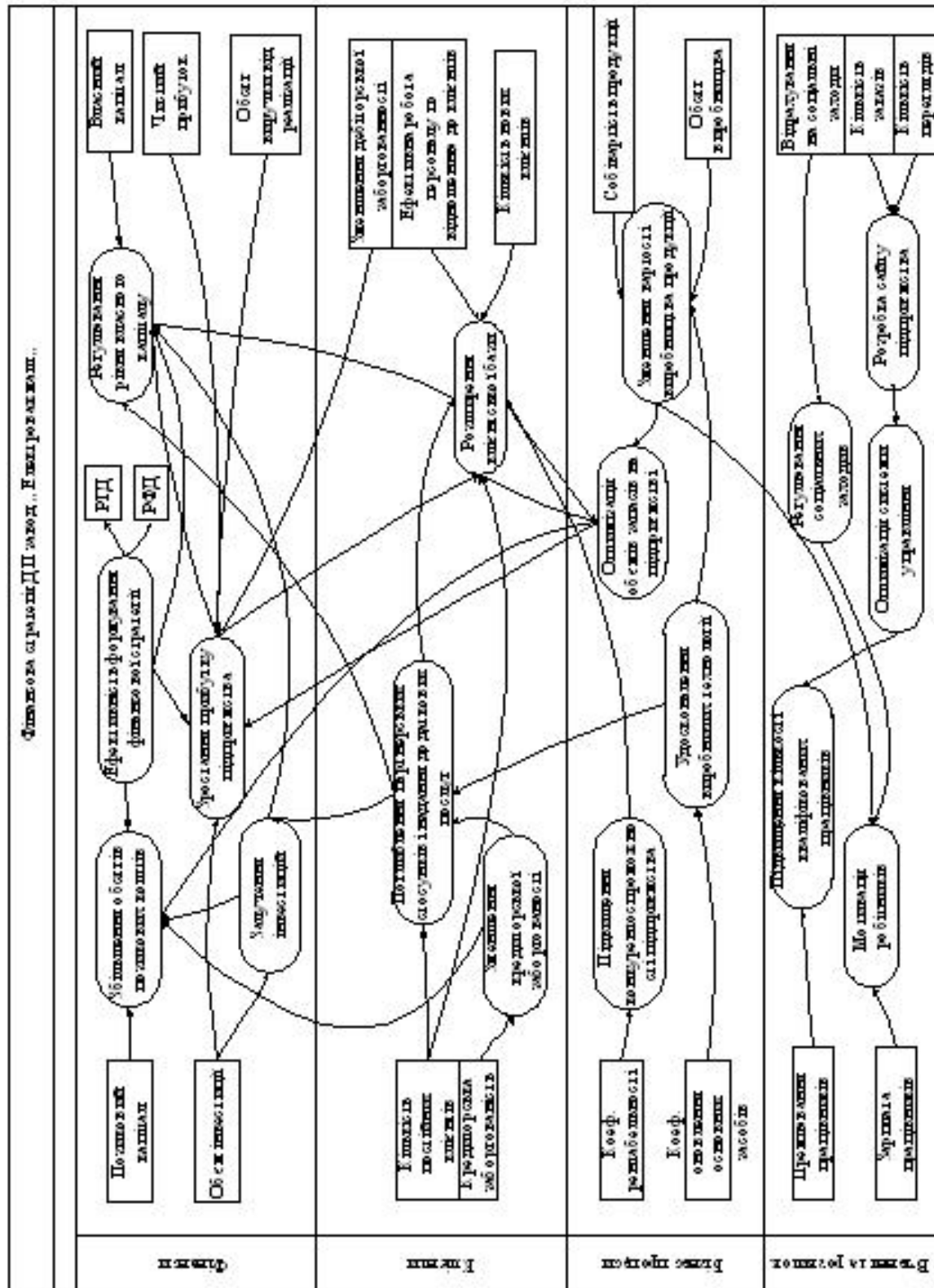


Рис. 2 – Стратегічна карта формування фінансової стратегії ДП завод «Електроламшаш»

·  
,  
,  
·  
:

[3].

[4].

« »









1.

	+	-	+	+
	+	+	+	+
	-	-	-	+
	+	-	+	+
	-	-	+	+

) ;

) ;

[4].

[5].

[1, 2, 3].

« 63-15-8» ( .2).

2. : 63-15-8 (1 .)

		1 .	1 .	
1	2	3	4	5
( 20,23)				5 701,21
. : – 15	3	1,20800	3 037,30	3 669,06
–		1,89000	16,18	30,59
– . 50		8,00000	3,82	30,57
–	3	0,00700	2 372,88	16,61
– 63-15-8		1,00000	1 954,38	1 954,38
( 20,23)	/	26,40	3,16	171,85
( 20,23)			1 535,00	
( 20,23)	3	7,60	4 503,09	70,50
( 20,23)	3	0,24	16,71	8,26
( 20,23)	. 3	0,16	1 223,60	411,62
( 20,23)	.			329,60
( )	.			59,33
( 20,23)	.			120,18
( )	.			692,16
( )	.			313,12
				2 176,62
				7 564,71
				7 877,83

) «  
» ( . 3).

3. , « »

1	2
	,
	,
	,
	,
	,
	–

3

1	2
	,
	( ),
	,

) « ».

( )

, « - »[6].

( ).  
. 4.

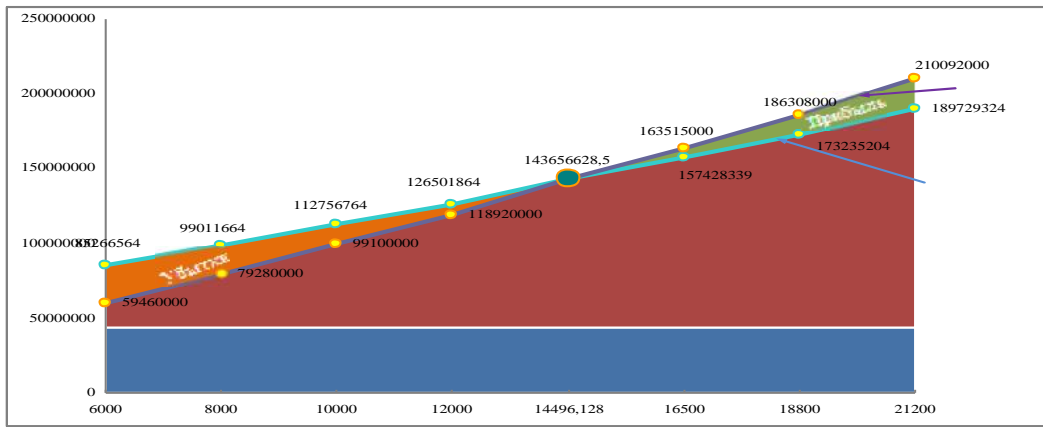
4.

	2013 .( )	2014				2014 .
		1 . ( - )	2 . ( - )	3 . ( - )	4 . ( - )	
,	434058	130217,4	151920,3	173623,2	195326,1	651087
,	301017,69	90305,307	105356,1915	120407,076	135457,9605	451526,54
,	133040,31	39912,09	46564,12	53216,12	59868,14	199560,47
,	44031,26	11007,82	11007,82	11007,82	11007,82	44031,26
,	89009,05	28904,28	35556,29	42208,31	48860,32	155529,2
,	14496,13	3624,03	3624,03	3624,03	3624,03	14496,13

2014 ,

« - », .

. 1.



. 1 –

« – ».

5.

« – »

	2013 .	2014 .	
	43800	65700	21900
1 . . . . .	9910	9910	0
	345048,95	495557,8	150508,85
	434058	651087	217029
	89009,05	155529,205	66520,16

, 2014

( . 6).

6.

« – »

	2013 ( )	2014 ( )
	89009,05	155529,2

:

« – »

« - »

31 1998 . 146- ( . 28 2014 . [ 187- ) // ]:



( )

[1-4, 6-7, 10]

Beck, T., R. Levine, A. Levkov, G. Kaminsky, C. Reinhart, M. Dooley [11-13].

,  
 .  
 ,  
 ,  
 .  
 ,  
 . 1.  
 ( , ) -  $\{ i^{(t)} \}$ ,  $i = \overline{1, n}$ ;  $t = \overline{1, T}$  (  $n -$  ;  
 $T -$  ). 2.  
 ( )  
 $\{ I_k^{(t)} \}$ ,  $k = \overline{1, K}$ ; (  $K -$   
 ). 3.  
 $\{ \Delta I_k^{(t)} \}$  . 4.  
 ,  
 . 5.  
 . 6.  
 ,  
 .  
 7.  
 ,  
 ,  
 ,  
 ,  
 ( ),  
 , 1,  $\{ i^{(t)} \} -$  ,  
 ( , ),  
 $i = \overline{1, n}$ ;  $t = \overline{1, T}$  (  $n -$  ;  $T -$  ).  
 ).



[5]  
2013 .),

2014 .

(2007–

1.

\*)

/		( )
1	2	3
1.	(t) 1	
2.	(t) 2	( )
3.	(t) 3	( )
4.	(t) 4	
5.	(t) 5	
6.	(t) 6	
7.	(t) 7	
	(t) 8	
8.	(t) 9	, ,
9.	(t) 10	,
10.	(t) 11	
11.	(t) 12	

\*)

:

[5]

[8],

( )

[8],

$D^{(t)}$

( )

0 1.

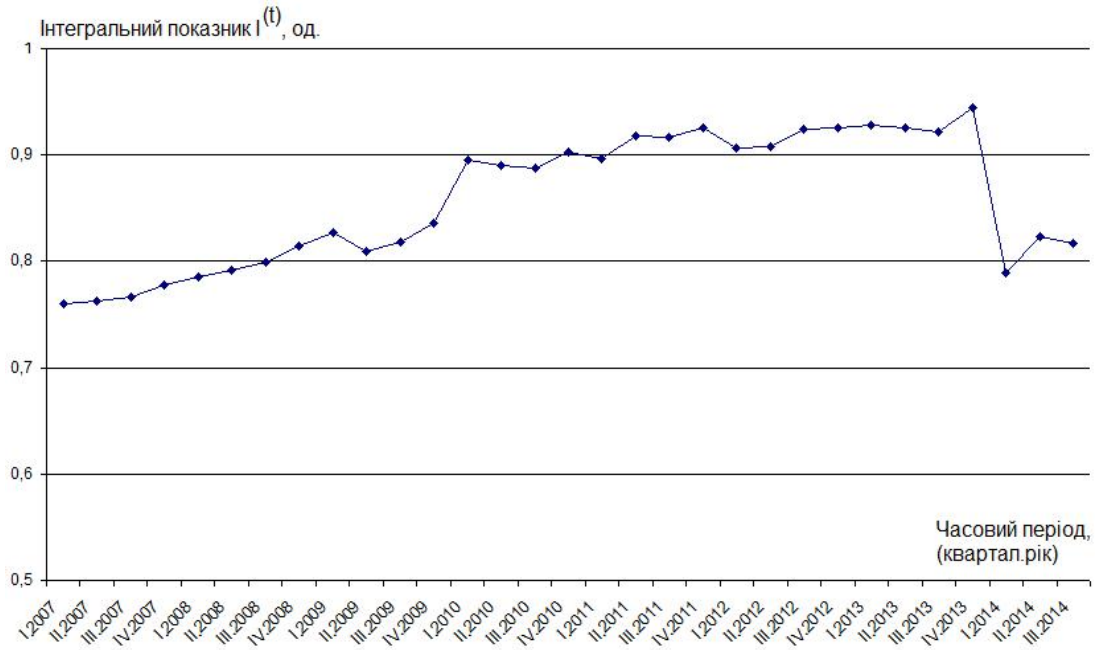
$$I^{(t)} = 1 - \frac{D^{(t)}}{\sqrt{\sum_{i=1}^N D^{(i)2}}}$$

(1)

(1)  
0 1.

[5] (1),

. 1.



\*) . 1. – I^(t) \*)  
[5] [8]

. 1 , 2007 2009

. 2009 2,1%.

2014

(1)

( 2%

).

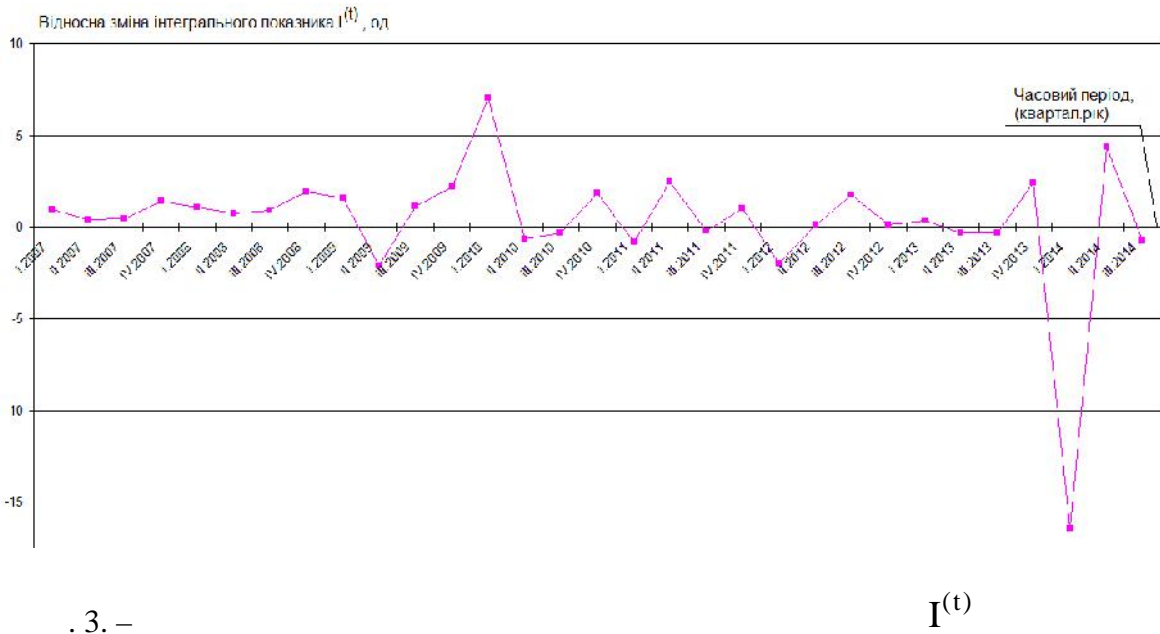
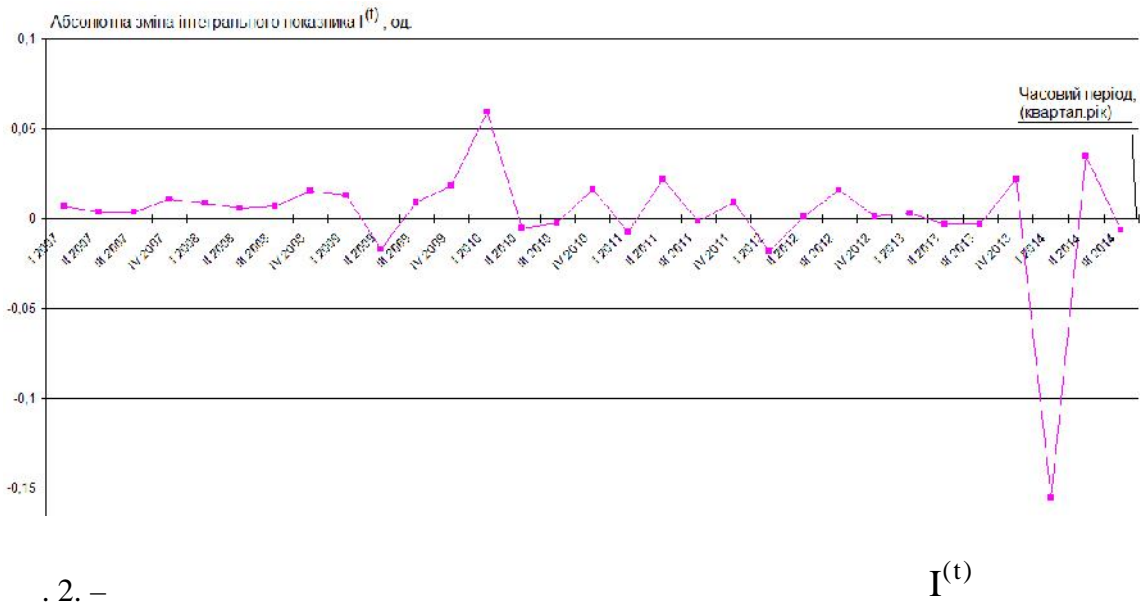
2014

I^(t) –

16,5%.

. 2, 3

I^(t)



2009 ,  
 2010 ,  
 2014 .

( . 2, 3):

- 1) -0,017 . -2,08%;
- 2) 0,059 . 7,07%;
- 3) 0,005 . -0,63%;

4) -0,155 . . -16,43%.

$I^{(t)}$

,

,

. 2.

2.

,

$I^{(t) *}$

/	( )	( ) /				( / )	
		1, /	2, % /	4, % /	5, % /	6, % /	8, % /
1	2	3	4	5	6	7	8
1.	.2008	82479630	13,29	51,57	71,39	36,32	151,33
2.	.2008	88965422	13,4	54,25	71,41	38,03	154,15
3.	.2008	96954523	13,61	54,06	79,34	37,58	162,36
4.	IV.2008	123065598	14,01	62,38	75,16	32,99	187,36
5.	.2009	<b>128489772</b>	<b>15,35</b>	<b>63,05</b>	<b>71,78</b>	<b>30,95</b>	<b>165,92</b>
6.	.2009	<b>119475580</b>	<b>14,54</b>	<b>69,81</b>	<b>73,87</b>	<b>32,63</b>	<b>188,96</b>
7.	.2009	128051035	15,63	67,42	70,62	33,77	187,64
8.	IV.2009	<b>135802128</b>	<b>18,08</b>	<b>64,45</b>	<b>72,9</b>	<b>35,88</b>	<b>169,21</b>
9.	.2010	<b>150219870</b>	<b>20,8</b>	<b>68,64</b>	<b>82,04</b>	<b>100,85</b>	<b>139,36</b>
10.	.2010	<b>147503237</b>	<b>20,6</b>	<b>69,63</b>	<b>81,72</b>	<b>100,28</b>	<b>153,35</b>
11.	.2010	150530955	20,15	53,56	74,19	94,35	158,47
12.	IV.2010	160896945	20,83	58,8	77,33	91,19	161,2
13.	...	...	...	...	...	...	...
14.	.2013	182504700	18,2	56,89	91,49	93,07	176,15
15.	.2013	184492700	17,99	55,97	88,64	90,28	179,42
16.	I.2013	189787300	17,92	56,27	87,95	88,27	185,71
17.	IV.2013	<b>204975900</b>	<b>18,26</b>	<b>56,99</b>	<b>80,86</b>	<b>89,11</b>	<b>172,05</b>
18.	.2014	<b>179976410</b>	<b>14,8</b>	<b>48,81</b>	<b>79,63</b>	<b>83,23</b>	<b>259,44</b>
19.	.2014	187343600	15,87	48,5	78,71	85,16	243,58
20.	I.2014	186548200	15,96	43,94	79,53	86,75	246,46

\*)

:

[5]

. 2,

:

–

I

2009

I

2009

$I^{(t)}$

( -7,0%

-9 . );

2 –

( )

( -5,3%)

8 –

( 14%);

–

2010

IV

2009

$I^{(t)}$

( 14,4 .

10,6%);

6 –



208 . 5. : / . . . , . . . , . . . : « » 2007. – [ c]. – : http://bank.gov.ua/control/uk/publish/article? art\_id=4919415&cat\_id=36800. 6. 2010. – 462 . 7. / . . . // . . . « - : » - : , 2012. – . 1(12). – . 66–75. 8. / . . . // . . . « - : » - : . – 2011. – . 2(11). – . 248–254. 9. . . . , . . . . – . : , 2008. – 473 . 10. . . . // - 2012. – 1(128). – C. 24–35. 11. Beck, T., R. Levine and A. Levkov. 2010. «Big Bad Banks? The Winners and Losers from US Branch Deregulation.» *Journal of Finance*, 65(5), pp. 1637–1667. 12. Dooley, Michael, 2000, «A Model of Crises in Emerging Markets,» *Economic Journal*, Royal Economic Society, Vol. 110 (460), January, pp. 256–272. 13. Kaminsky, Graciela, and Carmen Reinhart, 1999, «The twin crises: The causes of banking and balance of payments problems,» *American Economic Review*, June, 89:3, pp. 473–500.

**Bibliography (transliterated):** 1. Baran vskyi, O. I. (2007). Stiikist bankivsk i systemy Ukrainy. *Finansy Ukrainy*, 9, 75–87. 2. Baran vskyi, O. I. (2009). *Finans vi kryzy: peredum vy, naslidky i shliakhy zap bihannia*. Kyiv: Nats. t rh.-ek n. un-t. 3. V zhzh v, A. P. (2006). *Pr tsesy transf rmatsii bankivskykh resursiv*. Sevast p l: Vyd-v SevNTU. 4. Kyzym, M. O., & Pylypenk A. A., & Yaldin I. V. (2007). *Upravlinnia stv renniam i r zvytk m vydatn i k rp ratsii*. Kharkiv: VD «INZhEK». 5. Znachennia ek n michnih n rmativiv v tsil mu p sistemi. http://bank.gov.ua/control/uk/publish/article?art\_id=4919415 &cat\_id=36800. 6. Sm vzhenk , T. S., & Slaviuk, R. A. (Eds.) (2010). *R zvyt k bankivsk i systemy Ukrainy*. Kyuv: UBS NBU. 7. Sam r d v, B. V. (2012). Analiz ta vyznachennia sutn sti upravlinnia finans vym r zvytk m banku. *Finans v -kredytna diialnist: pr blemy te rii ta praktyky: zbirnyk naukovykh prats*, 1(12), 66–75. 8. Sam r d v, B. V. (2011). P rivnialnii analiz met dik viznachennia vah vih k efitsientiv vazhliv sti p kaznikiv diialn sti bankiv pri ih reitinhuvanni. *Finans v -kredytna diialnist: pr blemy te rii ta praktyky: zbirnyk naukovykh prats*, 2(11), 248–254. 9. Sm vzhenk , T. S., & Trydid, O. M., & V vk, V. Ya. (2008). *Antykryz ve upravlinnia stratehichnym r zvytk m banku*. Kyiv: UBS NBU. 10. Trydid, O., & Sam r d v, B. (2012). Finans vi p kaznyky bankiv: alternatyvna met dyka analizu nadiin sti banku. *Bankivska sprava*, 1(128), 24–35. 11. Beck, T., R. Levine and A. Levkov. 2010. «Big Bad Banks? The Winners and Losers from US Branch Deregulation.» *Journal of Finance*, 65(5), pp. 1637–1667. 12. Dooley, Michael, 2000, «A Model of Crises in Emerging Markets,» *Economic Journal*, Royal Economic Society, Vol. 110 (460), January, pp. 256–272. 13. Kaminsky, Graciela, and Carmen Reinhart, 1999, «The twin crises: The causes of banking and balance of payments problems,» *American Economic Review*, June, 89:3, pp. 473–500.

(received) 28.10.2014

336.71

. . . , . . . , „

,

: 1)

2)

. . . ,

( )

( )

... , Avery, Robert B., Glenn B. Canner, Shannon C. Mok, Dan S. Sokolov, Cetorelli N., Goldberg L.

... Huizinga H., Houston, J., Lin C., Ma Y.

... , Dermine J., Grant, J.

[1];

[2];

[3];

[4].

[5].

: 1)

2)

CAMELS [4],

CAMELS

[6]:

1)

« - »;

2)

« »;



3)

« - »;

4)

« - »;

5)

« - »;

6)

« « ».

**IBIRATING**  
RATING AGENCY

Поєднати запит

Вхід

рус укр

Рейтинги та аналітика

Про рейтингування

Послуги

Рейтинги

Назва емітента

Емітент

Назви житлових комплексів

Введіть назву житлового комплексу

Очистити фільтр

Сектор

Корпоративний

Муніципальний

Фінансовий

Сегмент ринку

АПК


Банки

Інша промисловість

Кредитні рейтинги	Рейтинги надійності банківських вкладів	Рейтинги фінансової стійкості	Рейтинги інвестиційної привабливості	Рейтинги надійності будівництва	
Емітент	Рівень рейтингу			Прогноз	Дата рейтингової дії
АЛЬПАР БАНК	uaBBB-			Стабільний	25.09.2014
Грін Банк	uaCC			Погіршений	25.09.2014
СОЮЗ КБ - С	uaBBB			Стабільний	23.09.2014
СОЮЗ КБ - В	uaBBB			Стабільний	23.09.2014
СОЮЗ КБ - А	uaBBB			Стабільний	23.09.2014
СОЮЗ КБ	uaBBB			Стабільний	23.09.2014
Радикал Банк	uaBBB-			У розвитку	18.09.2014
Держзембанк	Призупинено				18.09.2014
Алекс Банк	uaBBB			Стабільний	16.09.2014
ІМЕКСБАНК	uaBBB+			У розвитку	09.09.2014

\*) 1 -

« « « « « « »\*)  
» (<http://www.ibi.com.ua>)



публічне акціонерне товариство  
**АПЕКС-БАНК**

(044) 224-59-85

---

ПРИВАТНИМ КЛІЄНТАМ
МАЛОМУ БІЗНЕСУ
КОРПОРАТИВНИМ КЛІЄНТАМ
ФІНАНСОВИМ ОРГАНІЗАЦІЯМ
ПРО БАНК

Головна > Про банк > Новини > Рейтингове агентство «IBI-Rating» оновило рейтинги банку

- Відділення та банкомати
- Вакансії
- Заставне майно
- Новини
- Контакти
- Органи управління


## Рейтингове агентство «IBI-Rating» оновило рейтинги банку

18.09.2014

Рішенням рейтингового комітету незалежного уповноваженого Рейтингового агентства «IBI-Rating» від 16.09.2014 було сновлено (підтверджено):

- кредитний рейтинг ПАТ «АПЕКС-БАНК» на рівні ua BBB з прогнозом «стабільний» за національною рейтинговою шкалою;
- індивідуальний рейтинг надійності вкладів ПАТ «АПЕКС-БАНК» на рівні 4 (висока надійність).

\*) : . 2 – « - » \*)  
« - » (<http://www.apeksbank.com.ua>)



РЕЙТИНГОВЕ АГЕНТСТВО КРЕДИТ-РЕЙТИНГ

ПРО НАС ▾
ПРО РЕЙТИНГУВАННЯ ▾
РЕЙТИНГИ ▾
АНАЛІТИКА ▾
СТАТИСТИКА ДЕФОЛТІВ ▾

РЕЙТИНГИ

Список рейтингів (відкритих для публікації): 140

Контрагенти	Тип рейтингу	Рейтинг	Прогноз	Дата присвоєння	Дата оновлення
<a href="#">Брокбізнесбанк АБ ВАТ</a>	РП	відкликаний		30.03.06	19.06.14
<a href="#">БТА Банк</a>	РП	призупинений		25.09.07	31.07.12
<a href="#">ВіЕйбі Банк (Всеукраїнський Акціонерний Банк ВАБанк)</a>	РДІ	відкликаний		18.11.05	05.02.08
<a href="#">ВіЕс Банк</a>	РП	uaA+	Стабільний	20.09.12	26.08.14
<a href="#">Даніель</a>	РП	відкликаний		06.03.07	30.05.14
<a href="#">Діамантбанк</a>	РП	uaBBB	Стабільний	20.09.10	30.09.14
<a href="#">Діамантбанк</a>	РДІ	uaBBB	Стабільний	16.10.14	16.10.14

\*) : . 3 – « - » \*)  
« - » \*)  
(<http://www.credit-rating.ua>)



Мережа | Про банк | Прес-центр | Банк у ЗМІ | Кар'єра |  
 0 800 308 303  
 Пошук (Напр  
 Call Back

**Діамантбанку підтверджений рейтинг uaBBB з прогнозом «стабільний»**  
 01.10.2014

Незалежне рейтингове агентство "Кредит-Рейтинг" у черговий раз підтвердило довгостроковий кредитний рейтинг Діамантбанку на рівні uaBBB. Рівень кредитного рейтингу свідчить про достатню кредитоспроможність та вказує на відсутність передумов для зміни рейтингу протягом року.

Прогноз рейтингу – стабільний. Для оновлення кредитного рейтингу агентство використовувало фінансову звітність Діамантбанку за I півріччя 2014 року, а також внутрішню інформацію, надану Банком у ході рейтингового процесу.

f t B g+ li.ru +

\*) : . 4. – « » \*)  
 « » (http://www.http://diamantbank.ua/)

[6],

( ),

[4].

[7]:

- 1) Fitch Ratings ( );
- 2) Moody's Investors Service ( );
- 3) Standard and Poor's ( );
- 4) , Moody's

Investors Service Inc.

**Moody's** About Moody's | Careers | Regulatory Affairs | Terms of Use | Contact Us

Find ratings, research, analysts and more **GO** Your Saved Searches **M** Welcome Borys Samorodov | Profile

Research & Ratings | Products & Solutions | News & Events | My Portfolios | My Alerts | My Events | Log Out

### Banking - Ukraine

Research Organizations

Rating Activity | Watchlist | Organization List

Exclude Withdrawn Ratings  Include Withdrawn Ratings [View All >](#)

Issuer/Entity	Rating Description	Current Rating	Action	Date
Bank Finance and Credit JSC	LT Bank Deposits	Ca	Affirmation	26 Jun 2014
VAB Bank	LT Bank Deposits	Ca	Downgrade	09 Apr 2014
Privatbank	LT Bank Deposits	Ca	Downgrade	09 Apr 2014
Raiffeisen Leasing Aval	NSR LT Corporate Family Ratings	B3.ua	Downgrade	09 Apr 2014
First Ukrainian International Bank, PJSC	LT Bank Deposits	Ca	Downgrade	09 Apr 2014
Raiffeisen Bank Aval	LT Bank Deposits	Ca	Downgrade	09 Apr 2014
Prominvestbank	LT Bank Deposits	Ca	Downgrade	09 Apr 2014
Pivdennyi Bank, JSCB	LT Bank Deposits	Ca	Downgrade	09 Apr 2014
Savings Bank of Ukraine	LT Bank Deposits	Ca	Downgrade	09 Apr 2014

\*) . 5. — Moody's Investors Service, \*)  
 \*) : «Moody's Investors Service»  
 (http://www.moody's.com)

. 5 ,  
 Moody's.

. 5 , ,  
 , ,  
 : « « , VAB ,  
 « » , «  
 » , « » ,  
 « » .

, ,  
 , ,  
 .

, , :  
 [8], « » [9],  
 « » [10], Prostobankir.com.ua [11] .



- 1) ; ( ), ;
- 2) , ;
- 3) - , .

- 1) ;
- 2) ;
- 3) .

**1.** / . – 2012. – 7. – . 58–61. **2.** / . – 2012. – 10. – . 36–39. **3.** / « » . – 2. – 2012. – . 445–451. **4.** « . 2(13). – . 64–75. **5.** // (25-26 2014 .). – . : , 2014. – 1 (CD-ROM). **6.** [ ]. – : [http://nssmc.gov.ua/user\\_files/content/807/1377854213.doc](http://nssmc.gov.ua/user_files/content/807/1377854213.doc). **7.** [ ]. – : [http://nssmc.gov.ua/user\\_files/content/807/1315839285.doc](http://nssmc.gov.ua/user_files/content/807/1315839285.doc). **8.** [ ]. – : <http://www.nabu.com.ua/ukr/analytcs/main/raiting>. **9.** -10 2014 . [ ]. – : <http://forinsurer.com/rating-banks>. **10.** 2014. [ ]. – : <http://minfin.com.ua/banks/rating>. **11.** [ ]. – : [http://www.prostobankir.com.ua/spravochniki/rejtingi\\_bankov](http://www.prostobankir.com.ua/spravochniki/rejtingi_bankov). **12.** : . – . : , 2012. – 307 . **13.** / ( . ) . – 2011. – 3(12). – . 306–310. **14.** / . – 2012. – 1. – . 18–21. //

**Bibliography (transliterated):** 1. *Sam r d v, B.* (2012). Met d l hichni sn vi zast suvannia te rii ptimizatsii u bankivskii spravi. *Visnik Natsi naln h banku Ukraini.* 7. 58–61. 2. *Sam r d v, B.* (2012). M nit rinh pidvishchennia reitihu banku na sn vi ptimizatsii i h finans vih p kaznikiv. *Visnik Natsi naln h banku Ukraini.* 10. 36–39. 3. *Sam r d v, B. V.* (2012). K ntseptualni pidh di d upravlinnia finans vim r zvitk m banku cherez ptimizatsiiu finans vih p kaznikiv i h diialn sti. *Nauk vii zhurnal «Ek n michnii f rum».* 2. 445-451. 4. *Sam r d v, B. V.* (2012). Te retichnii analiz suchasnih met dik viznachennia kreditn h reitihu banku. *Zb. nauk. prats «Finans v -kreditna diialnist: pr blemi te rii ta praktiki».* – Kharkiv: KhIBS UBS NBU. 2(13). 64-75. 5. *Sam r d v, B. V.* (2014). Publichne reitinhuvannia bankiv : aktualnist ta pr blemni aspekti. *Finans v -kreditna diialnist: pr blemi te rii ta praktiki : Materiali II Mizhnar dn i nauk v -praktichn i k nferentsii (25-26 veresnia 2014 r.).* – Kharkiv : KhIBS UBS NBU, 1 elektr n. pt. disk (CD-ROM). 6. Up vn vazheni reitinh vi ahentstva vklucheni d Derzhavn h reiestru up vn vazhenih reitinh vih ahentstv. [http://nssmc.gov.ua/user\\_files/content/807/1377854213.doc](http://nssmc.gov.ua/user_files/content/807/1377854213.doc). 7. Mizhnar dni reitinh vi ahentstva, iaki maiut prav viznachati b v'iazk vi za zak n m reitinh vi tsinki emitentiv ta tsinnih paperiv. [http://nssmc.gov.ua/user\\_files/content/807/1315839285.doc](http://nssmc.gov.ua/user_files/content/807/1315839285.doc). 8. Reitinh bankiv. <http://www.nabu.com.ua/ukr/analytics/main/raiting>. 9. TOP-10 samyh nadezhnyh bank v Ukraini v 2014 h du. <http://forinsurer.com/rating-banks>. 10. Reitinh ust ichiv sti bank v za 2 kvartal 2014. <http://minfin.com.ua/banks/rating>. 11. Reitinh bank v. [http://www.prostobankir.com.ua/spravochniki/rejtingi\\_bankov](http://www.prostobankir.com.ua/spravochniki/rejtingi_bankov). 12. *Sam r d v, B. V.* (2012). Met d l hiia upravlinnia finans vim r zvitk m banku : *m n hrafiia.* – Kyev : UBS NBU. p. 307. 13. *Sam r d v, B. V.* (2011). Met dika viznachennia reitihu banku na sn vi ekspertnih tsin k z urahuvanniam k mpetentsii ekspertiv. *Visnik Universitetu bankivsk i spravi Natsi naln h banku Ukraini (m. Kii v).* 3(12). 306–310. 14. *Sam r d v, B., Trydid, O. and Samorodov, V.* (2012). Os bliv sti matematichn i br bki danih pri vik ristanni ekspertnih pidh div dlia viznachennia reitinhiv bankiv. *Visnik Natsi naln h banku Ukraini.* 1. 18–21.

(received) 17.10.2014

330.342.1

• •

, , « »

,

,

.

,

-

,

,

,

,

:

,

-

,

,

-

,

.

•

,

,

,

,

.

,

,

.

,

,

«

».

« » , » ,

« » , » ,

IT

IT-

[1].

[3].

(CAPEX) (OPEX),



[2].

[4]:

1)

2)

3)

4)

[5].

50%

[7].

1.

1.

<b>1)</b>	
1.	?
	?
	- ?
	?
2.	(IaaS, PaaS, SaaS)?
	( , , , )?
	( / , )?
	( , , )?
3.	, .
	, ( , , ).
4.	( , , ).
	( , , ).
5.	?
<b>2)</b>	
1.	, .
2.	.
3.	.
	, .
<b>3)</b>	
1.	( -5 ).
2.	.
	.
	.
3. (ROI)	.
4.	) ( ( ) ).

[6].

: 1. »Computerworld«, 19, 2012 [Elektronniy resurs]. –  
<http://www.osp.ru/cw/2012/19/13016902/>. 2.  
 « + », 73. 3. [Elektronniy resurs]. –  
<http://www.journeytothecloud.com/cloud-computing/how-a-cloud-infrastructure-can-save-or-make-you-money/>. 4.  
 Computing Summit 2013, Parallels. CLOUD  
[http://www.ex.ua/view\\_storage/271113003934](http://www.ex.ua/view_storage/271113003934). 5.  
 cloud computing [Elektronniy resurs]. –  
[http://archive.nbuv.gov.ua/portal/natural/vcndtu/2011\\_53/29.htm](http://archive.nbuv.gov.ua/portal/natural/vcndtu/2011_53/29.htm). 6. CNews Analytics, 2011  
 ? <http://www.cnews.ru/reviews/free/saas/articles/articles8.shtml>. 7.  
<http://www.saasworld.ru/>.

**Bibliography (transliterated):** 1. »Computerworld Rossiya«, 19, 2012 [Elektronniy resurs]. – Rezhim dostupu:<http://www.osp.ru/cw/2012/19/13016902/>. 2. HmarnI tehnologIYi na dopomogu bIznesu. Zhurnal «Vlasniy bIznes Franchayzing», 73. 3. HmarnI tehnologIYi [Elektronniy resurs]. – Rezhim dostupu:<http://www.journeytothecloud.com/cloud-computing/how-a-cloud-infrastructure-can-save-or-make-you-money/>. 4. Kolerov Yu. Oblachniy ryinok v tsifrah i faktah: vzglyad Parallels. Doklad na CLOUD Computing Summit 2013, Kiev. [Elektronniy resurs]. – Rezhim dostupu:[http://www.ex.ua/view\\_storage/271113003934](http://www.ex.ua/view_storage/271113003934). 5. Volokita A., MuhIn V., Steshin V. Spetsifika InformatsIynih sistem na osnovI tehnologIYi cloud computing [Elektronniy resurs]. – Rezhim dostupu:[http://archive.nbuv.gov.ua/portal/natural/vcndtu/2011\\_53/29.htm](http://archive.nbuv.gov.ua/portal/natural/vcndtu/2011_53/29.htm). 6. CNews Analytics, 2011 Vo chto obhoditsya migratsiya sistem v oblaka? Rezhim dostupu:<http://www.cnews.ru/reviews/free/saas/articles/articles8.shtml>. 7. Portal ob oblachnyih tehnologiyah. [Elektronniy resurs]. – Rezhim dostupu: <http://www.saasworld.ru/>.

(received) 04.09.2014





. 1.



.1 –



1.

« »

, , ,

2.

« »

« »

,

« »

, , ,

;

—

, ;

—

;

—

;

—

;

—

;

—

;

—

« »

, ,

« »

. 2.



. 2 –

« »



«

»

:

—

;

—

;

—

;

—

.

,

.

,

.

,

.

,

«

»

,

,

,

«

»

.

.

.

.

,

.

.

,

.

,

.

,

.

,

,

,

.

25. **3.** . . . . . , 2010. – 316 . **2.** . . . . . – 1989. – 12. – . 16–25. **3.** *Be'le'n'kiy P.* Dosli'djennya problem konkurentospromojnosti'. – Vi'snik NAN Ukrai'ni. – 2007. – No 5. – P. 9–18. **4.** *Fedoni'n O.S., Re'pi'na I.M., Oleksyuk O.I.* Potenci'al pi'dprie'mstva. Formuvannya ta oci'nka: navch. Posi'bnik. – Kiev: KNEU, 2004. – 316 p. **5.** *Krasnokuts'ka N.S.* Potenci'al pi'dprie'mstva: formuvannya ta oci'nka: Navch. posi'bn.. – Harki'v, 2004. – 289 p. **6.** *Nagi'rna L.V.* Konkurentniy potenci'al pi'dprie'mstva – osnova zabezpechennya yogo konkurentnih perevag. – Zb. nauk. pr. «Ekonomi'ka: problemi teori'i' ta praktiki». – 2010. – Vipusk 262. – P. 444–448. **7.** *Podsmashna I.M.* Formuvannya konkurentnogo potenci'alu pi'dprie'mstva ta yogo oci'nka. – E'konomika predpriyatiy. – 2007 – P. 224–227.

**Bibliography (transliterated):** **1.** *Bochko V.S.* Integrativnoe strategicheskoe razvitie territoriy. Teoriya i metodologiya. – Ekaterinburg: Institut e'konomiki UrO RAN, 2010. – 316 p. **2.** *Hayek F.* Konkurenciya kak procedura otkry'tiya // *Mirovaya e'konomika i mejdunarodny'e otnosheniya.* – 1989. -No12. – P. 16–25. **3.** *Be'le'n'kiy P.* Dosli'djennya problem konkurentospromojnosti'. – Vi'snik NAN Ukrai'ni. – 2007. – No 5. – P. 9–18. **4.** *Fedoni'n O.S., Re'pi'na I.M., Oleksyuk O.I.* Potenci'al pi'dprie'mstva. Formuvannya ta oci'nka: navch. Posi'bnik. – Kiev: KNEU, 2004. – 316 p. **5.** *Krasnokuts'ka N.S.* Potenci'al pi'dprie'mstva: formuvannya ta oci'nka: Navch. posi'bn.. – Harki'v, 2004. – 289 p. **6.** *Nagi'rna L.V.* Konkurentniy potenci'al pi'dprie'mstva – osnova zabezpechennya yogo konkurentnih perevag. – Zb. nauk. pr. «Ekonomi'ka: problemi teori'i' ta praktiki». – 2010. – Vipusk 262. – P. 444–448. **7.** *Podsmashna I.M.* Formuvannya konkurentnogo potenci'alu pi'dprie'mstva ta yogo oci'nka. – E'konomika predpriyatiy. – 2007 – P. 224–227.

(received) 17.10.2014

681.83

« » , . . . . .  
« » ,

:

90- , , ,  
 , , ,  
 , ,  
 , , :  
 , , -  
 ( ) ,

[2], [3] [1], -  
 [4], [5], [6], ,  
 [7], [8]. [7], [13], [14],  
 [9], , .

( ) ,  
 ,  
 ,  
 ,  
 ,  
 ( ) ,

[3; 7, 14, 23–24]:

- 1: .
- , ;
- 2: ( ),

3:

4:

[9, . 1-3].

[9, . 2-3].

(« »),

[7, . 201-202].

, , , .  
 , . , ,  
 , , ,  
 , [4, . 52].

[10, . 55].

, .  
 - .  
 . - ,  
 , - ,  
 . - ,  
 , -  
 , .  
 , ,  
 - .  
 :  
 - ,  
 ;  
 -  
 ;  
 -  
 / /  
 .  
 .  
 :  
 « » « » ( . 1).

, . ,  
 .  
 , ,  
 ,  
 .  
 : ,  
 , ,  
 ,  
 .  
 .

1.

( [7, . 224-240])

1	2	3
		,
	,	,
	,	.
	,	,
	.	
	.	.

1	2	3
	<p>(</p> <p>,</p> <p>,</p> <p>,</p> <p>—</p> <p>).</p> <p>(</p> <p>,</p> <p>)</p>	<p>,</p> <p>(</p> <p>,</p> <p>).</p> <p>.</p> <p>,</p>

[7, . 233–234; 9, . 18–20]:

1.

tariffs)

(Ramsey prices).

(two-part

[11, . 198],

[7].

, , , .  
 , , , .  
 , , , .  
 [12, . 265].  
 , , .  
 - [7, . 235–236]:  
 - , .  
 , ;  
 - ( ;  
 , ) ;  
 - 2. .  
 , , .  
 , , ( ( , ) [7, 236–237].  
 , , .  
 , , , .  
 3. .  
 , .  
 . [13], - , .



ISO). (independent system operator, [9, . 20]. [14, . 17]. [14, . 22]; [15, . 28].

	<p>– : – ; – ;</p>	<p>– : – ; – ;</p>
	<p>– : – ( ; – ); – ; –</p>	<p>– : – ( ; – ); – ; –</p>
	<p>– : – .</p>	<p>– : – .</p>
	<p>– : – ; – ; – ; – ;</p>	<p>– : – ; – ;</p>
	( )	

. 1 –

( [7, . 229–232])

–

« ’

»

(

).



- [ ] / . . : 1. // . . . . – 2010. – 2. – P. 92–100. 2. . . . [ ] / . . . . // . . . . – 2013. – 4. – P. 75–78. 3. : , . . . . 5 : [ ] / . . . . : http://energetika.in.ua/ua/books/book-5/part-4/section-4/4-1. 4. DiLorenzo, T. The Myth of Natural Monopoly [Text] / Thomas DiLorenzo // The Review of Austrian Economics. – 1996. – 2. – Vol. 9. – P. 43–58. 5. [ ] / . . . . // . . . . – 2012. – 3. – P. 46–53. 6. [ ] / . . . . : http://lomonosov-msu.ru/archive/Lomonosov\_2012/1945/28517\_5b75.pdf. 7. / National Economic Research Associates. – 2001. – [ ] / http://www.libertarium.ru/files/lib\_energy\_con/russbook.pdf. 8. [ ] / . . // . . . . : http://ua-energy.org/upload/files/PP\_Electric\_tariffs\_ukr\_3.pdf. 9. VanDoren, P. The Deregulation of the Electricity Industry. A Primer [Text] / Peter VanDoren // Cato Policy Analysis. – 1998. – October 6. – P. 320. – 63. 10. Demsetz, H. Why Regulate Utilities? [Text] / Harold Demsetz // Journal of Law and Economics. – 1968. – April. – P. 55–65. 11. Train, K. E. Optimal Regulation [Text] / Kenneth E. Train. – Cambridge, Mass. : M.I.T. Press, 1991. – P. 191–237. 12. Baumol, W. J. Optimal Departures from Marginal Cost Pricing [Text] / William J. Baumol, David F. Bradford // American Economic Review. – 1970. – 3. – P. 265–283. 13. Hogan, W. W. A Market Power Model with Strategic Interaction in Electricity Networks [Text] / William W. Hogan // Energy Journal. – 1997. – 4. – P. 107–141. 14. Wu, F. Folk Theorems on Transmission Access: Proofs and Counter Examples [Text] / Felix Wu et al. // Journal of Regulatory Economics. – 1996. – 1. – P. 5–23. 15. Oren, S. Nodal Prices and Transmission Rights: A Critical Appraisal [Text] / Shmuel S. Oren // Electricity Journal. – 1995. – April. – P. 29.
- Bibliography (transliterated):** 1. Vishnyakova, A. S. Zarubezhnyj opyt reformirovaniya elektroenergetiki [Tekst] / A. S. Vishnyakova // Vestnik gosudarstvennogo i municipalnogo upravleniya. – 2010. – No 2. – P. 92–100. 2. Kosorlukov, I. A. Zarubezhnyj opyt v reformirovanii rynka elektroenergii sozdaniya svobodnogo rynka elektroenergii i moshhnosti [Tekst]. – Osnovy ekonomiki upravleniya i prava. – 2013. – No 4. – P. 75–78. 3. Energetika: stor ya, suchasn st majbutn . Kn. 5 : Elektroenergetika ta oxorona navkolishnogo seredovishha. Funkc onuvannya energetiki v suchasnomu sv t [Elektronnij resurs]. – Kiev, 2006. – Rezhim dostupu : http://energetika.in.ua/ua/books/book-5/part-4/section-4/4-1. 4. DiLorenzo, T. The Myth of Natural Monopoly [Text]. – The Review of Austrian Economics. – 1996. – No 2. – Vol. 9. – P. 43–58. 5. Kosticyna, K. V. Zarubezhnyj opyt reformirovaniya energetiki. evropejskij soyuz [Tekst]. – Vestnik Udmurtskogo universiteta. – Ser. Ekonomika i pravo. – 2012. – Vyp. 3. – P. 46–53. 6. Chernysh, Yu. V. Zarubezhnyj opyt i rossijskaya praktika reformirovaniya elektroenergetiki [Elektronnij resurs]. – Rezhim dostupu: http://lomonosov-msu.ru/archive/Lomonosov\_2012/1945/28517\_5b75.pdf. 7. Xant, S. Konkurenciya i vybor v elektroenergetike [Elektronnij resurs]. – National Economic Research Associates. – London, 2001. – Rezhim dostupa : http://www.libertarium.ru/files/lib\_energy\_con/russbook.pdf. 8. Kosse, . Prozor st ta ob runtovan st tarif v na elektroenerg yu – neobx dna umova reformuvannya energetichnogo sektoru Ukra ni [Elektronnij resurs]. – nstitut ekonom chnix dosl dzhenn pol tichnix konsultac j. – Rezhim dostupu: http://ua-energy.org/upload/files/PP\_Electric\_tariffs\_ukr\_3.pdf. 9. VanDoren, P. The Deregulation of the Electricity Industry. A Primer [Text]. – Cato Policy Analysis. – 1998. – October 6. – No 320. – P. 320. – 63. 10. Demsetz, H. Why Regulate Utilities? [Text.] – Journal of Law and Economics. – 1968. – April. – P. 55–65. 11. Train, K. E. Optimal Regulation [Text] / Kenneth E. Train. – Cambridge, Mass. : M.I.T. Press, 1991. – P. 191–237. 12. Baumol, W. J. Optimal Departures from Marginal Cost Pricing [Text] / William J.

Baumol, David F. Bradford // American Economic Review. – 1970. – No 3. – . 265–283. **13.** Hogan, W. W. A Market Power Model with Strategic Interaction in Electricity Networks [Text] / William W. Hogan // Energy Journal. – 1997. – No 4. – . 107–141. **14.** Wu, F. Folk Theorems on Transmission Access: Proofs and Counter Examples [Text] / Felix Wu et al. // Journal of Regulatory Economics. – 1996. – No 1. – . 5–23. **15.** Oren, S. Nodal Prices and Transmission Rights: A Critical Appraisal [Text] / Shmuel S. Oren // Electricity Journal. – 1995. – April. – . 29.

(received) 15.10.2014

316.34

. . , . . , “ , ;  
. . , . ,

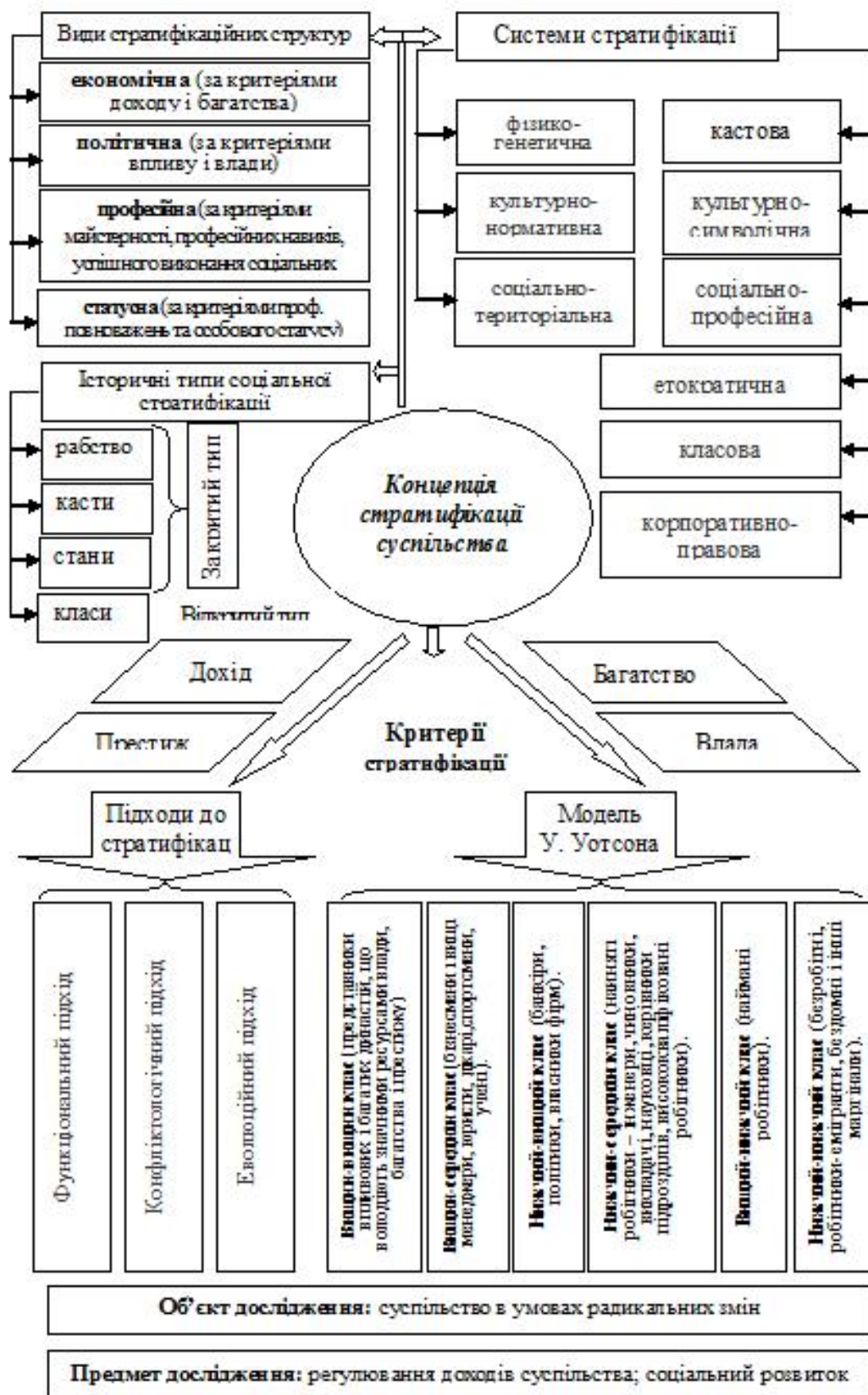
, , : , ,  
: , , , ,  
. , ,  
. , ,  
: , , , ,  
-  
[1, . 14–30], , [2, . 10–18],  
. [3, . 138–145]

[4, . 489].

[2, . 14].

[1, . 17].

( .1).



. 1,

-

« »

-

· , ,  
, , · ,

·

-

,

( )

, , , , , ,

·

·

,

,

-

(

,

,

),

,

,

·

-

,

·

,

,

·

·

(

,

).

-

,

,

·

-

·

,

,

·

-

,

,

,

·

,

,

,

,

,

[5, .196].

,

·



« »

[6, .560].

« » « »

[7, .23].

[3, .140].

(



1. Vasylyna E. M. Teoryia polytycheskoi stratyfykatsyy. – Obshchestvenn e nauky y sovremennost. – 1999. – No 3. – P. 14–30. 2. Volovych V., Makeev S. Sotsyalnaia stratyfykatsyia y polytyka. – Polytycheskaia mysl. – 1995. – No 1. – P. 10–18. 3. Staroverov V. Y. Transformatsyia sotsyalnoi struktur y stratyfykatsyia obshchestva // Sotsyolohycheskye yssledovanyia. – 1998. – No 4. – P. 138–145. 4. Sotsyolohycheskyi slovar / Yn-t sotsyolohyy RAN, Nats. obshch. – nauchn. fond; Nauchno-red. sovet: preds. V. S. Steshyn. – Moscow: Mysl, 2001. – 692 p. 5. Navch. posib. – Kol. avt. O. O. Bieliaiev, M. I. Dyba, V. I. Kyrylenko ta in. – Kyiv.: KNEU, 2005. – 196 p. 6. Horodianenko V.H. Sotsiolohiia. Pidruchnyk dlia studentiv vyshchykh navchalnykh zakladiv. Kyiv: Vydavnychi tsestr «Akademiia», 2002, 560 p. 7. Ynozemtsev V. L. Sotsyalnoe neravenstvo kak problema stanovlenyia postekonomycheskoho obshchestva. – Polys. – 1999. – No 5. – P. 17–30. 8. Transformatsyia ukraynskoho obshchestva y kontseptsyia stratyfykatsyy. – Pravova derzhava= Pravovoe hosudarstvo= Sonstitutional State : Naukovyi zhurnal. – 2004. – No7. – P. 217–223. 9. Lepekhyn V. A. Stratyfykatsyia v sovremennom obshchestve y novii srednyi klass. – Obshchestvenn e nauky y sovremennost. – 1998. – No 4. – P. 30–45.

**Bibliography (transliterated):** 1. Vasylyna E. M. Teoryia polytycheskoi stratyfykatsyy. – Obshchestvenn e nauky y sovremennost. – 1999. – No 3. – P. 14–30. 2. Volovych V., Makeev S. Sotsyalnaia stratyfykatsyia y polytyka. – Polytycheskaia mysl. – 1995. – No 1. – P. 10–18. 3. Staroverov V. Y. Transformatsyia sotsyalnoi struktur y stratyfykatsyia obshchestva // Sotsyolohycheskye yssledovanyia. – 1998. – No 4. – P. 138–145. 4. Sotsyolohycheskyi slovar / Yn-t sotsyolohyy RAN, Nats. obshch. – nauchn. fond; Nauchno-red. sovet: preds. V. S. Steshyn. – Moscow: Mysl, 2001. – 692 p. 5. Navch. posib. – Kol. avt. O. O. Bieliaiev, M. I. Dyba, V. I. Kyrylenko ta in. – Kyiv.: KNEU, 2005. – 196 p. 6. Horodianenko V.H. Sotsiolohiia. Pidruchnyk dlia studentiv vyshchykh navchalnykh zakladiv. Kyiv: Vydavnychi tsestr «Akademiia», 2002, 560 p. 7. Ynozemtsev V. L. Sotsyalnoe neravenstvo kak problema stanovlenyia postekonomycheskoho obshchestva. – Polys. – 1999. – No 5. – P. 17–30. 8. Transformatsyia ukraynskoho obshchestva y kontseptsyia stratyfykatsyy. – Pravova derzhava= Pravovoe hosudarstvo= Sonstitutional State : Naukovyi zhurnal. – 2004. – No7. – P. 217–223. 9. Lepekhyn V. A. Stratyfykatsyia v sovremennom obshchestve y novii srednyi klass. – Obshchestvenn e nauky y sovremennost. – 1998. – No 4. – P. 30–45.

(received) 17.10.2014

• • „ • • • .....	3
• • „ • • • .....	8
• • • .....	14
• • „ • • • .....	18
• • • .....	24
• • „ • • „ • • • .....	31
• • „ • • „ • • • .....	36
• • „ • • • .....	40
• • „ • • • .....	45
( « »).....	45
• • „ • • „ • • „ • • • .....	50
- - .....	50
• • „ • • „ • • • .....	55
• • • .....	60
• • „ • • • .....	68
• • „ • • • .....	74

	.....	
• ” • •	.....	<b>79</b>
• •	.....	<b>85</b>
• ” • ” • •	.....	<b>90</b>
• ” : • ” • •	.....	<b>94</b>
• • ,	.....	<b>99</b>
• ” ’ • • • •	.....	<b>103</b>
• ” • •	.....	<b>107</b>
• ” • ” • ” • •	.....	<b>112</b>
• •	.....	<b>118</b>
• •	.....	<b>126</b>
• •	.....	<b>135</b>
• ” • •	.....	<b>140</b>
• •	.....	<b>146</b>
:	.....	<b>146</b>
• ” • •	.....	<b>157</b>
.....	.....	<b>166</b>
.....	.....	<b>173</b>
<b>Abstractions</b> .....	.....	<b>181</b>

33.336.71

« ». : « ». – 2014. – 45 (1088). – . 3–8. – : 7 . – ISSN 2304-621X.

338.48

/ . „ . // « ». : « ». – 2014. – 45 (1088). – . 8–14. – : 9 . – ISSN 2304-621X.

658:628.4.032

« ». : « ». – 2014. – 45 (1088). – . 14–18. – : 11 . – ISSN 2304-621X.

658.8:62

/ . „ . // « ». : « ». – 2014. – 45 (1088). – . 18–24. – : 12 . – ISSN 2304-621X.

: 657.47:65.012.123:004.021

ISSN 2304-621X. « ». : « ». – 2014. – 45 (1088). – .24–31 – : 11 . – / . .//

ID3

519.217

2014. – 45 (1088). – .31–35 – : 2 . – ISSN 2304-621X. / . „ . „ . .// « ». : « ». –

338.2

.36–40 – : 1 . – ISSN 2304-621X. / . „ . „ . .// « ». : « ». – 2014. – 45 (1088). –

664.3.1

2014. – 45 (1088). – .40–45 – : 7 . – ISSN 2304-621X. / . „ . „ . .// « ». : « ». –

658.15

« ») / . . // « ». : « ». - 2014. - 45 (1088). - . 45-50 - .: 7 . - ISSN 2304-621X.

5

628.171

. 50-55 - .: 2 . - ISSN 2304-621X. / « ». : « ». - 2014. - 45 (1088). -

338.32.053.4

. . // « ». : « ». - 2014. - 45 (1088). - . 55-60 - .: 2 . - ISSN 2304-621X.

658.11:658.5.018.2

« ». : « ». - 2014. - 45 (1088). - . 60-68 - .: 17 . - ISSN 2304-621X.



658.3

... // « ». : « ». – 2014. – 45 (1088). – /  
68-74 – : 5 . – ISSN 2304-621X.

350.5.

... // « ». : « ». – 2014. – 45 (1088). – /  
74-79 – : 6 . – ISSN 2304-621X.

336(075.8)

ISSN 2304-621X. // « ». : « ». – 2014. – 45 (1088). – 79-85 – : 9 . – /

338.242.

... // « ». : « ». – 2014. – 45 (1088). – 85-90 – : 8 . – ISSN 2304-621X.

339.137.2(100)

. 90-94 - :4 . - ISSN 2304-621X. « ». - 2014. - 45 (1088). -

519.2

. 94-98 - :4 . - ISSN 2304-621X. « ». - 2014. - 45 (1088). -

2007-2015

681.83

. : 8 . - ISSN 2304-621X. « ». - 2014. - 45 (1088). - . 99-103 -

338.35

. : 3 . - ISSN 2304-621X. « ». - 2014. - 45 (1088). - . 103-106 -

658.15:005.21

« ». : / . „ . //  
: « ». – 2014. – 45 (1088). – . 107–112 – : 4 . – ISSN 2304-621X. –

657.47

. „ . // « ». : / . „ . „  
. 112–118 – : 6 . – ISSN 2304-621X. : « ». – 2014. – 45 (1088). –

336.71

// « ». : : « ». – 2014. – 45 (1088). – . 118–126 – / . // : 13 . –  
ISSN 2304-621X.

336.71

. // « ». : : « ». – 2014. – 45 (1088). – . 126–135 – /  
: 14 . – ISSN 2304-621X.

: 1)  
2)

330.342.1

. // « ». : « ». – 2014. – 45 (1088). – . 135–139 – /  
.: 7 . – ISSN 2304-621X.

338.5

. // « ». : « ». – 2014. – 45 (1088). – . 140–146 – /  
.: 7 . – ISSN 2304-621X.

681.83

: / . // « ». :  
« ». – 2014. – 45 (1088). – . 146–157 – . : 15 . – ISSN 2304-621X.

316.34

. // « ». : « ». – 2014. – 45 (1088). – . 157–163 –  
.: 9 . – ISSN 2304-621X.

33.336.71

. // « ». : « ». – 2014. – 45 (1088). – . 3–8. –  
.: 7 . – ISSN 2304-621X.

338.48

/ . // « ». : « ». – 2014. –  
45 (1088). – . 8–14. – . : 9 . – ISSN 2304-621X.

658:628.4.032

« ». : « ». – 2014. – 45 (1088). – . 14–18. – . : 11 . – ISSN 2304-621X.

658.8:62

/ . „ . // « ». : « ». – 2014. – 45 (1088). – . 18–24. – : 12 . – ISSN 2304-621X.

: 657.47:65.012.123:004.021

. // « ». : « ». – 2014. – 45 (1088). – . 24–31. – : 11 . – ISSN 2304-621X.

ID3

519.217

/ . „ . „ . // « ». : « ». – 2014. – 45 (1088). – . 31–35. – : 2 . – ISSN 2304-621X.

338.2

. // « ». : « ». – 2014. – 45 (1088). – . 36–40. – : 1 . – ISSN 2304-621X.

664.3.1

/ . „ . . // « ». : « ». –  
 2014. – 45 (1088). – . 40–45. – : 7 . – ISSN 2304-621X.

658.15

« ») / . „ . . // « ». : « ». –  
 2014. – 45 (1088). – . 45–50. – : 7 . – ISSN 2304-621X.

5

628.171

/ . „ . . // « ». : « ». – 2014. – 45 (1088). –  
 . 50–55. – : 2 . – ISSN 2304-621X.

ISSN 2304-621X.

« ». 2014. 45 (1088)

338.32.053.4

. . // « ». : « ». – 2014. – 45 (1088). – . 55–60. – : 2 . – ISSN 2304-621X. /

658.11:658.5.018.2

. // « ». : « ». – 2014. – 45 (1088). – . 60–68. – : 17 . / – ISSN 2304-621X.

658.3

. // « ». : « ». – 2014. – 45 (1088). – . 68–74. – : 5 . – ISSN 2304-621X. /

350.5.

. // « ». : « ». – 2014. – 45 (1088). – . 74–79. – : 6 . – ISSN 2304-621X. /



336(075.8)

ISSN 2304-621X. « ». : « ». – 2014. – 45 (1088). – . 79–85. – .: 9 . –

338.242.

« ». – 2014. – 45 (1088). – . 85–90. – .: 8 . – ISSN 2304-621X. « ».

339.137.2(100)

45 (1088). – . 90–94. – .: 4 . – ISSN 2304-621X. « ». : « ». – 2014. –

519.2

. 94–98. – .: 4 . – ISSN 2304-621X. « ». : « ». – 2014. – 45 (1088). –

2007-2015

681.83

. . // « ». : « ». – 2014. – 45 (1088). – . 99–103. –  
.: 8 . – ISSN 2304-621X.

338.35

. . // « ». : « ». – 2014. – 45 (1088). – . 103–106. –  
.: 3 . – ISSN 2304-621X.

658.15:005.21

« ». : « ». – 2014. – 45 (1088). – . 107–112. – . : 4 . –  
ISSN 2304-621X.

657.47

. 112–118. – .: 6 . – ISSN 2304-621X. « ». – 2014. – 45 (1088). –

336.71

. // « ». : « ». – 2014. – 45 (1088). – . 118–126 – .: 13 . – ISSN 2304-621X. /

336.71

45 (1088). – . 126–135. – .: 14 . – ISSN 2304-621X. « ». : « ». – 2014. –

- 2) : 1)

330.342.1

. // « ». : /

ISSN 2304-621X. - « ». - 2014. - 45 (1088). - . 135-139. -  
.: 7 . - ISSN 2304-621X.

338.5

ISSN 2304-621X. - « ». - 2014. - 45 (1088). - . 140-146 -  
.: 7 . - ISSN 2304-621X.

681.83

ISSN 2304-621X. - « ». - 2014. - 45 (1088). - . 146-157. - : 15 . - ISSN 2304-621X.

316.34

ISSN 2304-621X. - « ». - 2014. - 45 (1088). - . 157-163. - : 9 . - ISSN 2304-621X.

## ABSTRACTS

**Stabilizing of effective liquidity management of banks / Avanesova N. E. , Sidletskaia Y. H. // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 3–8. – Bibliogr.: 7. – ISSN 2304-621X.**

One of foreground jobs of central banks is a management by liquidity of the banking system. In turn management actuality widely enough widespread liquidity among scientists. As a result of researches some approaches were educed. Studying this subjects wider, we chose next two conceptual approaches: after process approach management by liquidity of bank is the continuous process of analysis, planning, control and adjusting of liquidity of bank on the basis of application of certain tool not only with the purpose of combination of indexes of maximization of profitability and obligatory observance of norms of liquidity but also for the receipt of positive results; at approach of the systems management by liquidity is the organized, well-organized totality of elements and intercommunications between them, that develop constantly. Also considered factors that assist an effective management liquidity of banks, economic essence of liquidity of bank is certain, management strategies are analyzed by bank liquidity, the events of relatively effective management offer liquidity.

**Keywords:** banks, liquidity, liquidity, liquidity management strategies, liquidity management of banks.

**International experience of low-budget technologies usage in marketing communications mix // Dolinska R.G., Pitkevich K.O. // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 8–14. – Bibliogr.: 9. – ISSN 2304-621X.**

Generalized abroad experience and the basic directions of low-budget adaptation of technology marketing communications for national companies operating in foreign markets. A classification of the tools of marketing communications. Proved the need to accommodate the quantitative characteristics and priorities for the use of traditional and low-budget tools of communication in different forms of business for each pair of interacting market participants in the process of introducing foreign experience. Examined various marketing communications companies. The main trends and tools of marketing communications for different kinds of business administration. Analyzed the existing technology in the management of marketing communications. Quantitative parameters for the use of marketing communications in foreign markets and their relationship to various overseas markets. Justified by factors of influence on marketing communications.

**Keywords:** complex of marketing communications, non-standard methods of communication, communicative impact, international experience in the use of low-budget tools of communication

**Ways of development of municipal solid waste processing industry / Berletova K. D. // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 14–18. – Bibliogr.: 11. – ISSN 2304-621X.**

There have been analyzed methods of processing of municipal solid waste, their advantages, disadvantages and conditions of implementation in Ukraine. There have been identified the priority direction of municipal solid waste management in Ukraine. It is noted that recycling should be given priority because it the most complete solve the problem of minimizing environmental damage and maximize production of final products and investment in recycling projects are least risky at present. The peculiarities of the current state and trends of the waste management sector have been identified by analyzing statistical data. Recommendations of economic and legal support of waste management improving in Ukraine have been developed in the article. The use of the proposed activities will contribute to the creation of conditions to improve the investment attractiveness of the waste management sector in Ukraine.

**Keywords:** municipal solid waste, processing, handling, recycling, resource saving..

**Ukraine's High Technology Machinery Companies Products Distribution to the EU Markets/ Danko T. V., Karachun I. S. // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 18–24. – Bibliogr.: 12. – ISSN 2304-621X.**

The problems of supply chain management products in the international distribution companies were analyzed. The features of supply chain management of high-tech enterprises were considered. Expediency of

study of the current state of distribution of high-tech products of machine-building enterprises of Ukraine in the EU was grounded. Dependence of the state distribution of high-tech products of machine-building enterprises of Ukraine in the EU on the number of countries that are covered by sales, and on the maturity level of supply chain management was studied. The characteristics of distribution companies and their problems in the modern world. The application of these or other factors of production in the various markets of high-tech engineering. Offered a variety of markets in the EU to implement measures to improve supply chain of the product.

**Keywords:** maturity of supply chain management, distribution and EU markets, high-tech machine building company.

**Algorithm of approach selection for enterprise logistics cost management / Kovshik V. I.** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 24–31. – Bibliogr.: 11. – ISSN 2304-621X.

The article deals with the problem of choosing the approach to cost management in the sphere of logistics at various kinds of industrial enterprises. The study is based on analysis of scientific literature on main approaches and methods of cost accounting, analysis and control, which can be used in logistics and supply chain management. They include such methods as absorption and direct costing; activity based costing, target and kaizen costing and so on. Key features of considered approaches as well as their main characteristics and usage criteria were reviewed. The main questions important for selection of appropriate cost management concept from the managers' point of view were considered. The research utilizes interdisciplinary approach and involves using of ID3 algorithm primarily used in machine learning. Featuring analysis of most important factors influencing the managerial decisions in this field, the algorithm of approach selection for the enterprise logistics costs management, and applicable decision tree were developed using the ID3 algorithm and the information received.

**Keywords:** logistics, logistics costs, cost management, cost accounting, decision tree, algorithms.

**Determining the structure of the production of rolled metal products using simple circuits markovskikh / Kostrykina Y. I., Gridneva G. I., Karpova N. V.** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 31–35. – Bibliogr.: 2. – ISSN 2304-621X.

One of the most important factors to be considered in the process of optimal decision-making, is the random factor. This work is devoted to Markov processes, which are a special kind of random processes. Shows the use of Markov chains in predicting the structure of orders production of metallurgical enterprise. Consideration of options for making a change in conditions of production. Given the necessary calculations. Factors are characterized in by accident occurrence. is a Markov method for manufacturing companies. Schemes and methods of implementation of these models for specific markets. Analyzed random processes arising in the supply of engineering products to overseas and domestic markets. Calculations justify and reinforce the hypothesis that the use of Markov models in stochastic processes in production engineering proizvodstva otrali.

**Keywords:** theory of Markov chains, a simple Markov chain, the system matrices, vectors, probability, production, metal.

**Functional assessment model of management in an industrial plant / Lyahova N. I. Chentsova E. P., Novikov O. A.** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 36–40. – Bibliogr.: 1. – ISSN 2304-621X.

In the current economic conditions the main condition for improving the production efficiency is improved management. In this connection it is especially important to assess the effectiveness of management. Tool for continuous improvement of the control system is functional assessment model management. Based on the functional model by the method of questionnaire self-evaluation of the organization's management system. The analysis was carried out surveys of employees of industrial enterprises. The features of improving the management of enterprises in modern usloviyah. Obosnovano pricing models to improve model effektivnosti upravleniya. Privedena and analyzed system model evaluation. Predlozhenno use the questionnaire method to analyze mashinostroitelnyh enterprises. The conclusions ostnositelno GRAIN.

**Keywords:** management, functional assessment model management, questionnaires, self-assessment, forecasting, planning, organization, motivation, control, coordination and communication

**Analysis of the oil industry enterprises of Ukraine in a competitive environment / Mishchenko V.A., Mozenkov O. V. // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 40–45. – Bibliogr.: 7. – ISSN 2304-621X.**

This article analyzes the functioning of the enterprises of oil industry of Ukraine. Considered in the context of complex enterprises oil and fat production of crude sunflower oil. Given rating companies sunflower seed processing as the main raw material for the oil industry. The main factors that enhance the competitiveness of products of oil industry in the domestic and global markets. Justified measures to improve the competitiveness of enterprises in modern conditions. On the basis of selected factors influence Pronoza made further development of the industry.

Calculated odds significant management konkurentosposobnostyu. Prognoziruetsya further rating companies oilseed industry.

**Keywords:** fat and oil industry, oil and fat products, the competitiveness of enterprises.

**Optimization of capital structure as a way to increase company value (based on the example of OJSC «Turboatom») / Mishchenko V. A. , Chursina T. G. // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 45–50. – Bibliogr.: 7. – ISSN 2304-621X.**

The article describes a method for optimizing the capital structure of the company and the impact of this structure on the value of the company as a whole. The analysis of theoretical research in this area. Examined the activities of domestic engineering giant «Turboatom». The study was conducted over 5 years of the company and determined the optimal capital structure in which the maximum value of the enterprise. These findings allowed to give predictions about the financial activity of the enterprises in modern conditions. Theoretical questions of the capital structure in modern conditions of business administration. Analyzed the financial performance of large engineering enterprise in Ukraine for the past 5 years. The conclusions concerning the improvement of the overall financial stability vneschnem market.

**Keywords:** capital structure, company value, weighted average cost of capital, investments.

**Valuation of financial results of various schemes of joint water use, wastewater mining and metallurgical complex / Pashkevich A.L., Lyahova N.I., Timofeev E.M., Saprykina A.N. // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 50–55. – Bibliogr.: 2. – ISSN 2304-621X.**

The article presents the analysis of theoretical views on the nature, character and mechanisms of managing the organizational behavior of subjects of intra-company relations in terms of new institutional theory. The author has investigated basic problems arising between the agent and the principle, namely: the moral hazard problem, adverse selection problem, hold up problem and proposed ways of their solution.

Further research and problem-solving moral hazard, adverse selection and extortion in domestic economic relationships using tools of management accounting and control behavior can give a new impetus to the improvement of intra-relations of economic agents. The measures improve efficiency by controlling organizational behavior at the domestic enterprises. Just consider a new theory about an institutional research.

**Keywords:** economic efficiency, water consumption, water tax.

**The determination of the optimal set of spare parts for metallurgical plant / Ponkratova I.A., Kosareva I.N. , Kobzeva A.G. // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 56–60. – Bibliogr.: 2. – ISSN 2304-621X.**

In the modern conditions the industrial enterprises are increasing their attention on the problem of managing inventories. The role of logistics management is distributed. It is the reason for this gain. Modern corporate information systems can rapidly and reliably obtain data about the needs of stock size on the whole

range of spare parts equipment Metallurgical Enterprise. It is very difficult to create the effective policy management of spare part. It is one of main problem in the metallurgical production today. If we want to form an optimal level of reserves at the metallurgical plant then it is necessary to analyze the logistics management capacity at the enterprise. It is important to optimize the overall size and structure of the stocks of inventory, minimize the cost of their care and to ensure effective control over their movement because the policy of Inventory control is a part of the general policy of current assets management companies.

**Keywords:** number of spare parts, the coefficient of life, the minimum cost.

**The use of statistical analysis in the processing of survey data of the population / D. O. Turko //** Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 60–68. – Bibliogr.: 17. – ISSN 2304-621X.

In order to assess the level of high-tech sector of the country, we first need to determine what enterprises belong to it. In this regard, there is a need for a clear criteria separation for belonging of industrial enterprises to high-tech sector. The analysis of scientific sources, as well as the situation on the domestic market of high-end products shows that in Ukraine the company belonging to the high-tech sphere is determined not by type of economic activity but by matching of set of criteria. The views of leading scientists concerning the definition of high-tech enterprises are analyzed in the article, the signs of belonging are systematized, the criteria of belonging of manufacturing enterprises to the high-tech sphere are developed, the necessity of taking into account each criterion is grounded, the notes for the calculation and the optimal values for each criterion are given.

**Keywords:** manufacturing enterprise, a high-tech sphere, eligibility criteria, the high-tech level.

**Controlling of organization behavior in the system of intra-company relations / Partsyryna A. L., Imenninik A. M. //** Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 68–74. – Bibliogr.: 5. – ISSN 2304-621X.

The article presents the analysis of theoretical views on the nature, character and mechanisms of managing the organizational behavior of subjects of intra-company relations in terms of new institutional theory. The author has investigated basic problems arising between the agent and the principle, namely: the moral hazard problem, adverse selection problem, hold up problem and proposed ways of their solution.

Further research and problem-solving moral hazard, adverse selection and extortion in domestic economic relationships using tools of management accounting and control behavior can give a new impetus to the improvement of intra-relations of economic agents. The measures improve efficiency by controlling organizational behavior at the domestic enterprises. Just consider a new theory about an institutional research.

**Keywords:** intra-company economic relations, institutional theory, agency theory, behavioral controlling, moral hazard problem, adverse selection problem, hold up problem.

**Regional features of formation of the gross domestic product of Ukraine / Ulianchenko N.V., Tsovma T.S. //** Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 74–79. – Bibliogr.: 6. – ISSN 2304-621X.

The article describes the features of the structure of the gross domestic product of Ukraine by region and analyzed the change in this indicator in recent years. Describes the main factors of influence on Ukraine's GDP. The basic directions of state policy in the level of GDP by region. Conducted comparative characteristic regions of Ukraine and the European Union in terms of GDP.

Thus, the GDP per capita Ukraine has problems in comparison with European countries, while there is a significant differentiation among the regions of our country. All this calls for targeted public policies aimed at supporting the regions where GDP is much lower than the average. Analyze trends in GDP growth over the past few years. The measures to improve the economic condition of the country.

**Keywords:** gross domestic product, gross regional product per capita, region, economy, efficiency.

**Issues of financial security of Ukraine and ways their decision / Feschenko L. V., Yuksa T. N. //** Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 79–85. – Bibliogr.: 9. – ISSN 2304-621X.



There are been the place and the role of financial security in the country's national security, financial security is defined as an extremely complex multi-level system, which is formed by a number of subsystems, each of which has its own structure and logic of development., there are been considered problematic issues of financial security of Ukraine as a part of economic security, because finance is the foundation of any economy. Determine the cause and the greatest threats to the financial security of the state and proposed measures to improve its level. The level of financial security was investigated by calculating the indicators of financial security. On the basis of analysis propose solutions of unsatisfactory level of each component of financial security of Ukraine, developed the main ways to improve monetary and exchange rate policy in Ukraine, directions improve the formation of the budget system, improve the management of internal and external debt of the state.

**Keywords:** economic security, financial security, the indicators, the level of financial security.

**Methodology to assess the competitiveness of enterprises / Foschy P.M.** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 85–90. – Bibliogr.: 8. – ISSN 2304-621X.

In this paper the current competitiveness is defined as the ability of an economic entity to make competitiveness of enterprises with emphasis on the detection limit of these factors, the creation of an exhaustive list.

It was refined classification of existing methods for assessing the competitiveness of businesses.

It was noted that a number of methods in assessing the competitiveness of enterprises is based on very complex idealized constructions. Although the logical validity of theoretical models used no doubt in specific economic conditions of the particular business entity, these models appear to be very abstract. It was shown that in some cases not only impossible to make accurate quantitative assessment of a proposed option, and quite difficult to give him a clear definition.

**Keywords:** competitiveness, competitiveness assessment, evaluation methods.

**Modern aspects of competitiveness of Ukrainian production / Chekmasova I.A., Tonoyan T.A., Pavlenko .Yu.** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 90–94. – Bibliogr.: 4. – ISSN 2304-621X.

This article discusses the concept of competitiveness of the goods and analyzed the reasons for lack of competitiveness of Ukrainian goods and means of improving this situation. Characterized aspects of Ukrainian origin in different areas. Proposed measures to enhance the competitiveness of domestic enterprises and conclusions with respect to implementation.

According to the results of the study found that the Ukrainian goods have low competitiveness due to significant technological advantage over other countries, high energy and material goods, srovinnoorientovanim exports. Mainly by increasing the competitiveness of goods on is innovation and new technologies in the production and marketing of goods.

Justified the proposed measures to improve the competitiveness of domestic enterprises

**Keywords:** competitiveness of goods and innovation.

**The Heating Supply in Ukraine: current state and development prospects / Shyriaieva N. V., Bilotserkiivskiy O. B., Bratkov M. O.** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 94–98. – Bibliogr.: 8. – ISSN 2304-621X.

The question of heating in Ukraine is considered in the paper. The problems of heating in the country's available housing are investigated. Due to the age of the biggest part of the housing, it is very difficult to keep warm inside by a wick system pressure. In cities, many Ukrainian apartment blocks are linked to «district heating» networks. In theory, this is a highly efficient system, using the heat that would normally be wasted from power stations to warm water that is then pumped into buildings. But country's heating program provides the tariffs changing. Heat energy tariffs are presented for 2007-2015. The features of their forming and dynamics are analyzed. It was concluded that the seasonality make a big affect on tariffs. The production problem of energy resources in Ukraine is studied. Recommendations for their economical use of public life are provided. A conclusion of a slight increase in tariffs for the heat energy to the population and suggestions for the use of excess gas and coal are made.

**Keywords:** heat saving resources, combined heat and power

**Modern problems and methods of mathematical and computer modeling are in the economy and management / O. B. Bilotserkivskiy** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 99–103. – Bibliogr.: 6. – ISSN 2304-621X..

In the article fundamentals of mathematical modeling are considered. Its modern problems are defined. They include complication of design of economic processes and phenomena, necessity of «building» of mathematical models and difficulties of verification. Effective facilities of its overcoming are proposed. There are imitation modeling, system analysis, programmatic and purpose method of planning. Basic mathematical methods that are used for decision of optimization tasks are presented. The modern problems of computer design are investigated. Its classification is presented. They include complication of design process, importance of pre-model analysis, necessity of base presentation of models, banks of models, using of computer models and interactive character of computer design. Classification of computer design is presented. It includes numeral, algorithmic (imitation) and statistical modeling. The method of Monte Carlo as simulation technique is considered. Its features and recommendations for decision of economical and managerial tasks are presented.

**Keywords:** modern problems and methods, mathematical modeling, computer design, imitation modeling, method of Monte Carlo.

**Management of competitiveness of the enterprise / Borzenko V. I., Pyatak T. V., Mishchenko V.A.** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 103–106. – Bibliogr.: 3. – ISSN 2304-621X.

In the paper we propose a method of quantitative evaluation of the competitiveness of the enterprise, which involves the use of general indicators of the company, taking into account the efficiency of the management of its economic and marketing activities. Described the theoretical aspects of methodologies for assessing the competitiveness of domestic enterprises. Conclusions about modern methods of evaluation and the regularities of theoretical issues.

The technique can be used to study the performance of current enterprise competitiveness, and to predict changes in competitiveness indicators over a period influenced by certain factors together. A conclusion of a slight increase in tariffs for the heat energy to the population and suggestions for the use of excess gas and coal are made.

**Keywords:** competitiveness. enterprise management, assessment, area.

**Formation of financial strategy of the enterprise / Latysheva I. L. Shamarina V.V.** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 107–112. – Bibliogr.: 7. – ISSN 2304-621X.

In the article the basic problems of the development of financial strategy of the enterprise in terms of formation and development of the knowledge economy and methodological approaches to the management of financial strategy on grounds strategy maps. Formation of financial strtatehiyyi company provides a range of measures and tools spramovannyh the financial potential of the company and adapt to changes in the environment. Acknowledged the importance of intellectual capital as one of the main elements of the capital structure of companies. Implementation of the proposed product is according to the positioning of companies in the matrix «rate of return on intellectual capital» – «level of capital invested in the activities of the company». Also based on the data results Strategic card company to improve its condition.

**Keywords:** strategy, financial strategy, balanced scorecard, strategy map.

**Methodological approaches to the classification of costs and calculation of production costs for the implementation of innovative strategies in the enterprise / Udovikova A.A., Fedorov T.V., Chupakhina N.I., Kobzev A.G.** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 112–118. – Bibliogr.: 6. – ISSN 2304-621X.

Cost accounting for production is one of the few themes, which applies to any business entity, starting from the individual entrepreneur to enterprise large-scale production. The measurement system of production costs and economically feasible formation cost is among the important problems of improving the economic levers of economic management. Wasting material, labor and financial resources in the production

process, the organization creates the cost of manufactured products that, ultimately, *ceteris paribus*, significantly affects the financial performance of the company.

Well-organized accounting costs and the cost is a necessary condition for the smooth and fair operation of the administrative personnel of the organization by presenting to him the accounting information on any indicators of the enterprise.

**Keywords:** cost, costing, costing of products, arginal revenue, «direct costing», innovation strategy.

**Analysis of economic ratios at banking system activity diagnostics / Goykhman M. I.** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 118–126. – Bibliogr.: 13. – ISSN 2304-621X.

In article the analysis of economic ratios at Ukrainian banking system activity diagnostics is performed on the basis of integral indicator design, which is the adequate and informative tool for performing the problem situations diagnostics that can allow and influence on its development. The illustration of dynamic of the integral indicator varying as in numerical as in graphical view allows to make the conclusions about the practicability of management decisions making which prevent worsening of the current (present) condition of system development, and also are directed on supporting of its positive increasing. The methodological approach that is used in the article allows to evaluate as the present banking system activity in the context of economic ratios fulfillment, as the retrospective and predicted situation of varying dynamics of their numerical values. It is also important that fact that decision making of implementation the different ways of improvement of future indicators' values with the aim to ensure the necessary predicted level of the integral indicator is possible only if the continuous stage by stage analysis and evaluation of retrospective and current results of banking system activity is performed.

**Keywords:** banking system, economic ratios, integral indicator, banking system development, problem situations diagnostics.

**Analytical review of the modern condition of public rating process of the domestic banks / Samorodov B. V.** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 126–135. – Bibliogr.: 14. – ISSN 2304-621X.

In the article the analytical review of modern condition of public rating process of the domestic banks is carried out by the setting up and considering next questions: 1) using of opened rating systems by National Bank of Ukraine and 2) evaluation of banking activity and design the banks' public ratings. The conclusions are made about that facts that there is necessity in development of methodological bases of banks' public rating organization, in extension of methodological approaches for determination of banks' rating positions on the basis of construction of bank diagnostics models and development of appropriate computing tool for realization the banks' public rating on the basis of decision making system. This requires the synthesis of modern mathematical tools and information technologies through using the rating methods, methods of statistical data processing, optimization methods with integration of data prediction approaches and the object-oriented programming, and will allow to obtain the adequate and transparent system of banks' public rating.

**Keywords:** banks, banking activity, banks' public rating, rating agencies, diagnostics models, decision making system.

**Methodological assessment of the economic effects of the transition to cloud-based technologies / Aleksandrova M. A.** // Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 135–139. – Bibliogr.: 7. – ISSN 2304-621X.

The work describes the role and place of use of cloud technologies in modern enterprises, the question of choice of programs for migration and approach to the process of migration to the cloud. There are the basic points of the economy of time and finance of companies in the implementation of cloud computing, opening up a new competitive edge in the market. There have been proposed a methodological evaluation of the economic impact of the transition to cloud technologies, the main stages of the evaluation of the effect. There is the concept of total cost of ownership of IT infrastructure as a method of assessing the costs associated with the components of computer systems that presents the components of total cost of ownership compared with the costs of the transition and work in the cloud.

**Keywords:** cloud computing, IT services, cloud services, cloud, IT infrastructure, total cost of ownership.

**Formation of the competitive potential of enterprise engineering / Poddubnaya L.I., Kuchinsky V.A. //** Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 140–146. – Bibliogr.: 7. – ISSN 2304-621X.

The article examines the key factors shaping the competitive potential of the enterprise. Formation of the competitive potential of the company linked to the development of competitive strategy. Proposed a detailed program of the company and its divisions, aimed at the successful implementation of the strategy. The conclusions regarding the development of the competitive potential of the enterprise development strategy and competitive potential.

Thus, for the development of the competitive potential of the enterprise must be integrated approach to the management of all elements of its structure in order to achieve a synergistic effect. All this must be considered when developing a strategy of competitive potential, paying attention to the internal and external competitive capabilities of the enterprise, which depend on the respective potentials (factors) determine their

**Keywords:** competitive potential, strategy, engineering, pricing factors, industry analysis.

**Methods of structuring electric power industry and their impact on the activities of power transmission: analysis of foreign experience / Ushchapovskyi K. V. //** Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 146–157. – Bibliogr.: 15. – ISSN 2304-621X.

The ways of electric power industry structuring are examined in the article. Mechanism of their impact on production relations between companies that provide services for power transmission and serve as the operator (dispatcher) networks, and other subjects of energy market has been defined. The factors that affect the degree of dependence network operator (dispatcher networks) from manufacturers and customers of electricity, the features of pricing and contracting for services on electricity transmission in each model are founded.

Features structuring nerhor nka significantly vlyyayut for Pricing Principles on services for the transfer of electricity. First, in konkurentn h models rashod for transmission of electricity stanovyatsya More znachym my. Secondly, the price of services for the transfer of electricity not go in potrebytelskuyu rate and rasschyat vaetsya How separately Amount Trejo components - plat for access to a network, plat for the loss to the electric mains, plat for Transshipment. Disadvantages Pricing models in konkurentn h Effect on Pricing and solutions about External of investment of subjects, High Transactional yzderzhky, DISCRIMINATION consumers in dependence from that, when îfè prysoedynyls to a network.

**Keywords:** competition, electricity sector, electricity transmission services, pricing, energy market.

**The concept of stratification in the conditions of Ukrainian's transformation of society / Semenchenko A. V., Goncharova S. Y. //** Bulletin of NTU «KhPI». Series: Actual problems of management and financially-economic activity of enterprise. – Kharkiv: NTU «KhPI» – 2014. – 45 (1088). – P. 157–163. – Bibliogr.: 9. – ISSN 2304-621X.

The article considers the approaches of foreign scientists to the definition of models of the stratification's society, combined all the elements concerning the stratification's society into a single General scheme that allows to generalize the existing theoretical development: types of social stratification, species stratified structures, the systems, criteria and approaches to the social stratification.

Further development of the stratification processes in the Ukrainian society will undoubtedly affect the nature of the transformation of social structure and largely depend on the speed of the processes of economic reform, socio-cultural peculiarities of post-Soviet countries and their specificity. Therefore, it is necessary to further explore the concept of stratification, because in the future the problem of stratification will play an important role in the development of Ukraine.

**Keywords:** stratification, concept, transformation, society, system, modern trends.

« »

« - »

**45 (1088)**

: - . . . .  
: . . . , . . .  
. . . . .

: 61002, . , .. , 79/2, « »  
, . (057) 707-64-46, 707-60-67, e-mail: lena\_hs@mail.ru

. . 7-15

. 25.12.2014 . 60 84 1/16. . RISO- .  
. . 8,9. .- . 9,2.  
300 . . 17.

« ».  
116 10.07.2000 .

61002, , . , 21

61052, , . , , 3  
. 057 759-48-79

2779 28.02.2007 .