

## CONTENTS

|  |    |
|--|----|
| <i>S. Panchyshyn, O. Sakhars'ka</i><br>COMPETITION ABILITY OF LABOR FORCE IN THE OPEN ECONOMY<br>OF UKRAINE .....  | 3  |
| <i>V. Vovk</i><br>THE PROBLEM OF THE MATHEMATICAL MODELS CORRECTNESS IN<br>THE ECONOMY .....   | 8  |
| <i>M. Krupka</i><br>PROGRAM-TARGET METHOD OF BUDGETING IN UKRAINE .....  | 16 |
| <i>B. Kul'chyts'kyj</i><br>ECONOMIC SYSTEM IN CONTEXT OF SOCIETY IN INTERPRETATION<br>OF M.WEBER.....  | 35 |
| <i>Ya. Kul'chyts'kyj</i><br>INTERPRETATION OF ECONOMIC SYSTEMS IN CONTEXT MODERN<br>POST-INDUSTRIAL DISCOURSE .....  | 41 |
| <i>I.R. Mikhasyuk, S.M.Fedishin</i><br>QUESTION OF COUNTRY FINANCIAL SAFETY .....  | 48 |
| <i>Ye. Mayovets, M. Fedkiv</i><br>INFLUENCE OF GOVERNMENT REGULATION ON AGRICULTURAL<br>ENTERPRISING IN POST CRISIS PERIOD .....                                   | 52 |
| <i>O. Pryadko, H. Tseheluk</i><br>USING OF DYNAMIC PROGRAMMING METHOD FOR LAUNCHING OF<br>OPTIMUM SHARING OF BANK INVESTMENT COSTS FOR PROJECTS<br>FINANCING ..... | 56 |
| <i>S. Vasilchac, O. Gidyac</i><br>STATE AND PROBLEMS OF DEVELOPMENT OF RURAL TERRITORIES<br>OF LVIV.....   | 61 |
| <i>V. Antoniv</i><br>FORMING THE CLASSIFICATION OF STRATEGIES OF ENTERPRISE<br>INNOVATIVE DEVELOPMENT .....  | 69 |
| <i>H. Bakush</i><br>THE MANAGEMENT OF THE TERRITORY DEVELOPMENT .....  | 77 |
| <i>D. Bandura, L.Veykruta</i><br>FUNCTIONAL ROLE OF ACCOUNTING IN THE ENTERPRISE<br>MANAGEMENT.....  | 80 |
| <i>O. Belyayeva</i><br>THEORETICAL ASPECTS OF COMMERCIAL BANK CREDIT<br>PORTFOLIO MANAGEMENT.....  | 84 |

|   |     |
|---|-----|
| <i>V. Borshevsciy</i><br>INVESTMENT AND INSTITUTIONAL ASPECTS OF APPROACHING EU BY<br>UKRAINE: UKRAINIAN-POLISH CONTEXT .....   | 93  |
| <i>W. Boczan</i><br>MANAGEMENT OF MONEY CIRCULATION FIRMNESS IN UKRAINE .....   | 99  |
| <i>L. Vasechko</i><br>THE RELATIONSHIP OF CONCEPTS „FINANCIAL MECHANISM”,<br>„MECHANISM OF FINANCING”, „FINANCIAL PROVIDING”,<br>„FINANCIAL ADJUSTING” .....          | 103 |
| <i>M. Vyklyuk</i><br>PERSPECTIVES AND TENDENCIES OF INNOVATIVE ACTIVITY<br>DEVELOPMENT OF ENTERPRISES OF TRANSPORT MACHINE-<br>BUILDING INDUSTRY IN LVIV REGION ..... | 108 |
| <i>G. Voznyak1, L. Benovska2</i><br>INTELLECTUAL CAPITAL OF ENTERPRISES: IDENTIFICATION AND<br>ASSESSMENT PROBLEMS .....  | 115 |
| <i>L. Chyzh</i><br>FOREIGN EXPERIENCE OF BANK METAL MARKETS ADJUSTMENT<br>AND RECOMMENDATIONS FOR UKRAINE.....  | 124 |
| <i>B. Hnatkivskiyi</i><br>PRINCIPLES OF MORTGAGE CREDITING.....   | 131 |
| <i>N. Hnatyuk1, N. Lypko2</i><br>PRECONDITIONS, CONSEQUENCES AND PROSPECTS OF<br>OVERCOMING THE WORLD ECONOMIC CRISIS .....   | 137 |
| <i>M. Horyn</i><br>STRATEGIES OF MANAGEMENT OF PERSONNEL RESERVE IN THE<br>CRISIS CONDITIONS.....   | 145 |
| <i>S. Gromyak</i><br>INFLUENCING OF INFORMATION TECHNOLOGIES ON THE METHOD<br>OF RETAILS IS THE SALE.....   | 151 |
| <i>N. Demchyshak</i><br>INVESTMENT AND FINANCIAL POTENTIAL IN OPEN ECONOMY:<br>SPECIFIC OF FORMING AND RELATIONS .....  | 156 |
| <i>V. Dovga</i><br>EXTERNAL LABOUR MIGRATION IS AN IMPORTANT FACTOR THAT<br>MAKES THE LABOUR POTENCIAL OF UKRAINE WEAKER.....   | 165 |
| <i>M. Domashyts</i><br>EVALUATION OF MECHANISMS OF EFFECTIVE ATTRACTION OF THE<br>FOREIGN INVESTMENTS INTO AGRO-INDUSTRIAL COMPLEX .....                              | 169 |
| <i>L. Dyachenco</i><br>THE PRIORITIES OF DEVELOPMENT OF REGIONAL MARKET OF<br>RECREATION SERVICES .....   | 175 |

|  |     |
|--|-----|
| <i>N. Zhmurko</i><br>CURRENCY REGULATION ROLE IN THE SYSTEM OF ECONOMIC<br>RELATIONS .....   | 180 |
| <i>Г. Захарчин</i><br>ФОРМУВАННЯ СИСТЕМИ ОПОДАТКУВАННЯ ПІДПРИЄМН ІЦТВА<br>НА ЗАСАДАХ ОРГАНІЗАЦІЙНОЇ КУЛЬТУРИ І ВІДПОВІДАЛЬНОСТІ.....                               | 190 |
| <i>N. Zelenko</i><br>PROBLEMS OF FORMATION OF SOCIAL MARKET ECONOMY IN<br>UKRAINE .....  | 196 |
| <i>K. Ilyina</i><br>ANALYSIS OF FINANCIAL POTENTIAL OF FIRMNESS OF<br>INNOVATIVE ENTERPRISE.....   | 202 |
| <i>T. Ilchenko</i><br>THE THEORETICAL AND METHODOLOGICAL APPROACHES TO THE<br>DEFINITION OF THE ESSENCE OF «SAVINGS» AS A CATEGORY OF<br>ECONOMICS .....           | 213 |
| <i>O. Karchevska</i><br>VECTOR AUTOREGRESSIVE MODEL OF INTEREST RATE DYNAMICS.....   | 224 |
| <i>M. Kichurchak</i><br>INSTITUTIONAL CHANGES IN THE ECONOMIC RELATIONS OF<br>UKRAINIAN CULTURAL SPHERE.....   | 236 |
| <i>Ya. Kmit, V. Kmit</i><br>ESTIMATION OF BUDGETARY AND TAX SYSTEMS OF UKRAINE AND<br>MECHANISM OF THEIR CO-OPERATION IN THE CONDITIONS OF<br>ECONOMIC CRISIS..... | 246 |
| <i>N. Kovalevich</i><br>SYSTEM ANALYSIS OF THE DEPENDENCE OF LABOUR SUPPLY<br>FROM SOCIO-ECONOMIC FACTORS.....   | 259 |
| <i>V. Kovalenko</i><br>REGIONAL ASPECTS OF STATE REGULATION OF THE ECONOMIC<br>AND SOCIAL DEVELOPMENT IN UKRAINE.....  | 268 |
| <i>L. Kozak</i><br>CONCEPTUAL APPROACHES TO STUDY OF ILLEGAL MIGRATION IN<br>UKRAINE .....   | 275 |
| <i>S. Kopytko</i><br>ANALYSIS OF CLASSIFICATION SCHEMES OF COMPUTER<br>INFORMATION THREATS .....   | 282 |
| <i>D. Korkuna</i><br>FINANCIAL MODELS IN FINANCIAL PLANNING .....  | 289 |
| <i>O. Kotso</i><br>OPTIMIZATION OF HOUSEHOLD CONSUMPTION BASED ON UTILITY<br>FUNCTION: METHODOLOGICAL ASPECT.....  | 296 |

|   |     |
|---|-----|
| <i>D. Kubay</i><br>MECHANISMS OF STATE ADJUSTING OF ECOLOGICAL<br>INVESTMENTS.....  | 301 |
| <i>O. Kuzyk</i><br>ANALYSIS OF HOUSEHOLDS BEHAVIOR IN MODERN ECONOMIC<br>THEORIES .....   | 308 |
| <i>I. Kulinich</i><br>CONCEPTUAL ANALYSIS OF CONTEMPORARY STATE OF<br>DEVELOPMENT OF SYSTEM OF CHANGES IN SCIENCE AND<br>EDUCATION .....                        | 316 |
| <i>N. Kupriy</i><br>ANALYSIS OF METHODS OF ECONOMIC-MATHEMATICAL<br>MODELING IN STOCK MARKET UNDER UNCERTAINTY .....  | 326 |
| <i>G. Levytska</i><br>THE FEATURES OF FINANCIAL MANAGEMENT IN BUSINESS .....  | 335 |
| <i>I. Lekh</i><br>WORLD FINANCIAL CRISIS AND INDUSTRIAL SECTOR OF ECONOMY<br>OF UKRAINE .....   | 342 |
| <i>S. Lobozyńska</i><br>TAX REGULATION OF REGISTRATION AND CONTROL SYSTEMS IN<br>BANKING INSTITUTIONS OF UKRAINE.....   | 349 |
| <i>O. Lozova</i><br>PECULIARITIES OF MONETARY POLICY IN UKRAINE IN 2007-2008 .....  | 357 |
| <i>N. Lutchin</i><br>A LIVING WAGE AND MINIMUM WAGE IN UKRAINE: STATISTICAL<br>ESTIMATION AND DIRECTIONS OF CALCULATION METHODOLOGY<br>IMPROVEMENT .....        | 366 |
| <i>O. Malyutin</i><br>THE NECESSITY OF DIVERSIFICATION OF FOREIGN EXCHANGE<br>RESERVES OF UKRAINE FOR MINIMIZATION OF RISK OF THEIR<br>DEPRECIATION .....       | 375 |
| <i>O. Vil'chynska, O. Marets</i><br>ESTIMATION OF INCOMES DIFFERENTIATION STATE REGULATION<br>EFFECTIVENESS.....  | 382 |
| <i>O. Maslyukivska</i><br>FINANCING OF ENERGY SAVING MEASURES FROM THE CARBON<br>DIOXIDE TAX REVENUES.....  | 391 |
| <i>T. Moryak, V. Bunyak</i><br>LACKS OF TAX SYSTEM OF UKRAINE AND NECESSITY OF ITS<br>REFORMATION IN THE CONTEXT OF ANTI-CYCLICAL<br>MACROECONOMIC POLICY ..... | 398 |

|  |     |
|--|-----|
| <i>O. Andrusyak</i><br>SPECIFICS OF DEVELOPMENT OF BUSINESS-COMMUNICATIONS<br>MODEL IN INTERNATIONAL ECONOMIC RELATIONS .....                                | 410 |
| <i>L. Yezhor</i><br>THEORETICAL BASES OF CONCEPTS "SMALL ENTERPRISE" AND<br>"SMALL BUSINESS" IN UKRAINE.....   | 423 |
| <i>O. Polishchuk</i><br>THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF<br>RESEARCH OF SALARY .....  | 429 |
| <i>O. Golubnyk</i><br>COMPONENT ANALYSIS OF FACTORS OF LABOUR MIGRATION OF<br>POPULATION OF UKRAINE .....  | 434 |
| <i>Ya. Karpova</i><br>MARKETING ANALYSIS OF FUNCTIONAL EFFICIENCY OF<br>COMMODITY MARKET OF PRODUCTS OF MILK IS IN THE LVIV AREA....                         | 443 |
| <i>M. Kosarchyn</i><br>LABOR PRODUCTIVITY IMPACT ON EXCHANGE RATE IN<br>CONDITIONS OF UNSHAPED ECONOMIC SYSTEMS .....  | 451 |
| <i>O. Osidach</i><br>CONTEMPORARY FORMS OF ORGANIZATION AND MANAGEMENT<br>OF ENTERPRISE - EXPERIENCE OF LEADING COMPANIES IN WORLD .....                     | 456 |
| <i>V. Shtanko, S. Shtanko</i><br>TANGIBLE AND INTANGIBLE MOTIVATION PRODUCTION<br>PERSONNEL: ADVANTAGES AND DISADVANTAGES.....                               | 466 |
| <i>A. Stasyshyn</i><br>CONCESSION AS FORM OF RECONCILIATION OF INTERESTS OF THE<br>STATE AND FIRMS IN CONDITIONS OF TRANSFORMATION<br>UKRAINE'S ECONOMY..... | 479 |
| <i>Z. Plysa, V. Plysa</i><br>CHARTS OF CONSTRUCTIONS OF BALANCES: THEORIES OF<br>BALANCES AND INTERNATIONAL PRACTICE .....                                   | 492 |
| <i>O. Kundytskiy</i><br>STATE CONTROL OF WAGES AS OF A SOURCE FOR LABOR FORCE<br>FINANCIAL BASE DEVELOPMENT IN UKRAINE .....                                 | 501 |
| <i>I. Shish</i><br>MATHEMATICAL MODELING OF DETERMINATION OF PRODUCTION<br>VOLUME BY ENTERPRISE .....  | 508 |
| <i>T. Tkachenko</i><br>THE IMPACT OF TAXATION ON LABOUR MARKET AND<br>EMPLOYMENT.....  | 513 |