

ANNOTATIONS

Vorobyova E.I. *FUND MARKET OF UKRAINE: MODERN TENDENCIES*

Modern progress of fund market of Ukraine trends are probed in the article. It is determined that instability of functioning of fund market is the result of influence of world financial market and insufficient development of national economy.

Keywords: fund market, financial market, national economy

Kalambet S.V., Galchenko O.S., Kalambet K.N. *MODERN CONDITIONS OF THE INSURANCE MARKET OF UKRAINE AND PROBLEMS OF ITS DEVELOPMENT*

The propose of the research is insurance development problem and the insurance market analysis highlight of Ukraine. Significant points and issues which affected the development of the Ukrainian insurance market.

Keywords: insurance market, insurance companies, the economic crisis.

Azizov G.S., Prozor S.V. *DIRECTIONS AND MEASURES OF THE UKRAINIAN PENSION SYSTEM REFORMATION IN INDICES*

The peculiarities of the Ukrainian pension system reformation and measures for the achievement of enhance-able efficiency of pension reform are examined.

Keywords: social security, pension, pension system, pension reform

Grabchuk O.N. *THE INFLUENCE OF THE FINANCIAL INSTRUMENTS OF THE STATE ON THE SECTOR OF NONFINANCIAL CORPORATIONS*

In the article are described basic financial instruments influencing on the sector of not financial corporations. Is described the dynamics of quantitative descriptions of these instruments. Are offered the ways of strengthening of effectiveness of influencing of financial instruments on the sector of not financial corporations.

Keywords: taxes instruments, direct taxes, indirect taxes registration rate, subjects of sector of nonfinancial corporations

Zakharova N. *ESTIMATION OF FINANCIAL FIRMNESS OF AGRARIAN ENTERPRISES*

Methodical approaches in relation to the estimation of financial firmness of enterprises are reflected in the article. The analysis of financial resources structure of enterprises of industry and agrarian sector is conducted in the conditions of financial — economic crisis. The basic indexes of financial firmness are expected for the row of agricultural enterprises. Necessity of account of specific of agrarian enterprises for providing of them financial firmness are grounded.

Keywords: financial firmness, structure of financial resources, property asset, loan capital.

Kogut I. *PROVIDING OF SOCIAL AND ECONOMIC DEVELOPMENT OF RURAL AREAS IN THE CURRENT CONDITIONS*

In the article socio-economic development of rural territories status is studied on the modern stage. Going is examined near determination of concept «rural territory». The analysis of the financial providing of development of rural locality is conducted. An estimation is given to the changes that happened in composition the profits of budgets of local self-government in obedience to the new release of the Budgetary code. A necessity and going are examined near carrying out administrative-territorial reform. Directions of providing of socio-economic development of rural territories are formed in current conditions.

Keywords: rural territory, local self-government, administrative-territorial reform

Nikolayeva . *LOCAL TAXES AND FEES IN THE LIGHT OF THE ADOPTION OF TAX CODE OF UKRAINE*

In the article the comparative analysis of the «old» and the current system of local taxation is performed. Dynamics of indicators of the implementation of local taxes and fees in the Donetsk region in general and in the city of Makeyevka for the years 2005-2011 is shown. The estimation of the parameters and structure of local taxes and fees by types of payments is performed. Conclusions about the necessity of introduction in action of the tax on real property, other than land, and strengthening of the control over the collection of other fees are made.

Keywords: local taxes and fees, the local budget, Tax Code of Ukraine

Vorob ov Yu.N. *FINANCIAL PROVIDING OF DEVELOPMENT OF SANATORIUM-RESORT ESTABLISHMENTS*

The science and practical principles of the financial providing of functioning and development of sanatorium-resort establishments of Ukraine are providing the article.

Keywords: financial providing, sanatorium-resort establishments.

Zemlyacheva O.A., Savochka L.S. *CLASSIFICATION OF FINANCIAL RISKS AND METHODS TO REDUCE THEM*

In the article there are the studied concepts, essence of financial risks, their classification on separate criteria. The existing in scientific literature types of methods of decline of financial risks is brought and their systematized classification is expounded. The additional methods of decline of financial risks which allow better to take into account the specific of activity of separate enterprises are offered.

Keywords: financial risk, method, hedging, insurance, income, loss.

Pantelieieva N.N. ISLAMIC BANKING: ESSENCE, INNOVATIONS AND REGULATION

Islamic banking modern international development trends, distribution, acceptance and regulation are considered in the article. The Islamic financial instruments as the innovations at the level of national banking systems are described.

Keywords: innovations, Islamic finance, Islamic banking, Islamic Universal bank, Islamic financial instruments.

Chorna O.M. COMPLEX OF ECONOMIC REFERENCES OF COMPETITIVENESS OF BANK BUSINESS

In the article the theoretical going is grounded near determination of complex of key economic descriptions of competitiveness of bank business, that will be instrumental in perfection of mechanism of accumulation and functioning of bank capital in Ukraine in the conditions of changing institutional environment of bank stock accumulation, that will allow bank institutes to save and strengthen positions on the different segments of market of financial services, and also to set and save stable profitable customer relations and by contractors in the conditions of overcoming of the crisis phenomena and their consequences.

Keywords: bank product, bank business, bank competition, non-banking credit-financial institutes, market of financial services, institutional environment of bank business.

Balyakin D.V. CONSTRUCTION OF THE RATING ASSESSMENT USING NEURAL NETWORKS

The article presents the results of the banks' rating by use neurocyte's network model clustering (maps Kohonen). Rating assessment compared with calculations by the method Kromonova. Described the benefits of integrated assessment.

Keywords: Rating of the bank, cluster analysis, maps Kohonen

Shamanska O.S. THE ESSENCE AND PECULIARITIES OF POPULATION SAVINGS IN THE CONDITIONS OF ECONOMY MARKET TRANSFORMATIONS

The essence and peculiarities of households' savings in Ukraine are determined. The author describes types and forms of savings in the conditions of economy market transformations. The motives and factors that influence modern saving process are evaluated. In the investigation the priority directions of intensification the financial behavior of domestic households nowadays are offered.

Keywords: savings, households, saving strategies, organized and unorganized savings.

Makedon V.V. FORMATION OF COMPETITIVE ADVANTAGES TRANSNATIONAL CORPORATIONS IN INTERNATIONAL BUSINESS

The article examines the question of creation and realization of competitive advantages of multinational corporations due to expansion of the systems of investing, corporate building, receipt of advantages on foreign markets. The modern features of process of receipt of competition advantages are certain.

Keywords: multinational corporation; international business, competitive edges, foreign investments, network of branches, internationalization

Bekirova S.E. INCREASING OF EFFICIENCY FUNCTIONALITY AND DEVELOPING OF THE HEALTH RESORT

In the article we study the issue of increasing efficiency of functionality and developing of the health resort. We are offer activity of increasing efficiency of functionality and developing of the health resort. Determine of content of the efficiency and its estimation in the resort complex. We are offer the model of the increasing efficiency and developing health resort complex.

Keywords: efficiency of functionality and developing, a health resort complex, the model of increasing efficiency and developing of the health resort.

Zhernovaya E.V. INTERVENTIONISM AS BASIS OF REGIONAL INVESTMENT PROCESSES ADJUSTING

Conception of local investment interventionism as basis of public regional investment policy forming is offered in the article.

Keywords: investment politics, investment market of region, state of affairs, local investment interventionism.

Karpova T.S. A ROLE OF OUTSOURCING IN THE INCREASE OF THE COMPETITIVENESS OF SMALL ENTERPRISES

Outsourcing of business-process is relatively the new phenomenon for the Ukrainian economy, which is using in the different spheres of enterprises activity. In the article it is shown the role of outsourcing in the increase of competitiveness of enterprises, his kinds, and also positive and negative sides in the process of application.

Keywords: outsourcing, small enterprises, types of outsourcing, the world economic, production activity, competitiveness.