

Cumulative Index

The mechanism of the intensification of Ukrainian integration into the European Union on the basis of intellectual element

Olena Kocherhina

Pages 7 - 13

The article analysed the current state of the Ukrainian intellectual potential with the purpose of further intensification of the relations between our country and the European Union. The dynamics of Ukrainian migrant workers of different spheres of activities was presented. The Ukrainian labour migrants by their country of residence were discussed. However, the advantages of Ukraine as the source of scientific labour force were provided in order to develop the interaction between Ukraine and the EU.

Keywords: labour force, labour migrants, scientific labour force of Ukraine, Ph.D. and doctor habilitatus scientists

Investment cooperation of Ukraine and the countries of the European Union

Valerii Osetskyi, Viktoriia Kulish

Pages 14 - 22

The article deals with the essence of investing and the evolution of views on the investment process. The essence and structure of foreign investment are determined. The position of Ukraine in the International Ratings on the level of attractiveness of the investment climate in the country is highlighted. The dynamics of inflow of foreign investments into the Ukrainian economy is shown. The volumes of attraction of direct foreign investments into the Ukrainian economy from the countries of the European Union as well as the level of export of capital from Ukraine to the countries of the Euro zone have been analyzed.

Keywords: investments, foreign investment, foreign direct investment, investment climate

The economic and legal mechanism of commercialization of R&D results

Nataliya Kholiavko, Tetyana Shestakovska

Pages 23 - 29

The article presents the study of the processes of commercialization of R&D results. It is emphasized on the urgency of activating such processes in the context of the formation of a new type of economy - the information economy. The information economy transforms both the approaches to the organization of entrepreneurial activity and the factors of competitiveness of economic entities. The prospect of changing the relationship between of higher education sectors, business enterprise sector, the government sector and the civil society sector as the elements of the Quadruple Helix model are substantiated. The authors analyze the current legislation of Ukraine regarding the commercialization of R&D results. It allowed identifying endogenous problems in technologies transfer and their further implementation into the real sector of the national economy. The classification of higher education institutions' R&D results as objects of commercialization is singled out on the base of methods of strategic and structural-functional analysis. The conceptual approach to the formation of the economic and legal mechanism of commercialization of the researches results of higher education institutions in Ukraine are proposed; the authors identifies the typical stages of the mechanism implementation.

Keywords: commercialization, R&D results, higher education institution, economic and legal mechanism, Quadruple Helix model, information economy

Assessment of intellectual capital in development of multinational corporations

Evelina Oleksandrivna Panchenko

Pages 30 - 35

The scientific going is considered near the estimation of influence of intellectual capital on development of activity of enterprise structures. Authorial approach offers in relation to the estimation of influence of intellectual capital on development of activity of enterprise structures (including multinational corporations), that takes into account potential of dynamic of intellectual capital structure.

Keywords: intellectual capital, multinational corporation, estimation, influence, efficiency, dynamic

Creative thinking in the system of modern management*A Shegda, T Onysenko, T Kravchenko**Pages 36 - 41*

According to the widely believed, the central part in world crisis and post-crisis processes certainly belongs to a market economy. This paper deals with the main consequences of the extensive development of the management in creative economy. It's about creative capital, that means simply put, an arsenal of creative thinkers whose ideas can be turned into new or innovative valuable products and services. Creative manager can find employees pioneer new technologies in future it can be new industries, and innovative power economic growth. This paper deals with understanding of the need for a new, creative approach to management in modern enterprises.

Keywords: creative management, creative thinking, modern management, management theory

Supply management in the system of corporate social responsibility (CSR)*Rustam Aslanzade**Pages 42 - 46*

The article reveals the essence of such a sphere of entrepreneurial activity as Supply Management. In modern business, supply management is understood as a complex and integrated activity to generate all information about the company's in- and out-deliveries. An important aspect of supply management is the implementation of the concept of corporate social responsibility (CSR), which is an integral feature of modern civilized business. The implementation of CSR in the field of supply management is a very important direction for creating a positive image of any company.

Keywords: corporate social responsibility (CSR), supply management, logistics, supply chain management

The use of modern information and communication technologies by Ukrainian enterprises-producers of domestic boilers*Sergiy Solntsev, Oksana Chernenko**Pages 47 - 53*

Information and communicative environment in which every enterprise works today, creates new information tasks for the management. Their solution is possible when adapting information management to new conditions. For the enterprises of mechanical engineering which is the key industry for each economically developed country providing the management of enterprise with marketing information is the issue of the day, both in terms of maintaining competitive positions in the market of each particular enterprise and industry as a whole.

The article shows that in Ukraine in the conditions of the gradual overcoming the negative consequences of the crisis, the temporary application of the provisions of the Association Agreement between Ukraine and the European Union and the tension in foreign trade relations with the Russian Federation, there is a significant geographical reorientation of export commodity flows from Russia to the European market, which is characteristic for the machine-building industry, in particular for the market of household boilers. The article presents and analyzes the statistics, which confirms such features of the market of domestic boilers in Ukraine as: very close interdependence of the main producers; slower process of getting out of the crisis in comparison with the entire engineering industry; significant change in the market structure. The access of the enterprises-producers to the European market with solid fuel boilers, requires new standards of work from domestic enterprises, which is confirmed by the data of export statistics. This includes information processes that should be arranged so qualitatively to meet the most demanding requirements and maintain the competitiveness of Ukrainian producers.

The article presents the results of the observation carried out by the authors of the article and includes the assessment of the level of information and communication technologies use by household boilers producers in Ukraine and comparison of the main indicators of domestic enterprises and foreign competitors. The analysis of the received information showed the low level of information and communication technologies use by domestic producers of domestic boilers and their considerable lag in comparison with the European enterprises.

It was substantiated that the use of the new information potential is possible only with the reconstruction of the provision of information processes. Therefore, the marketing information system of the boiler equipment manufacturers in Ukraine needs a full or partial reorganization. That is a promising direction

for further research.

Keywords: marketing information, marketing information system, enterprise management, information and communication technologies (ICT), market of domestic boilers

The management of the improvement of entrepreneurship education

Julia Galkina

Pages 54 - 57

The rapid development of information technology leads to important changes in society life. A new society structure is formed, the values are changing, including changes in the labor market situation and in the attitude towards man, his development, value orientation. Changes refer also entrepreneurs role and functions, as well as to the knowledge, skills and attitudes which are necessary for the formation of an enterprise. Stricter requirements are brought forth in regard of the entrepreneurship education.