Electronic Scientific Specialized Journal

Socio-Economic Problems and the State

http://sepd.tntu.edu.ua/

The journal is included to the list of scientific specialized editions by Decree № 2-05/1 of HCC presidium of Ukraine from 26 January 2011

Vol.12, No.1 May, 2015 ISSN 2223-3822 The edition was founded in 2008 by Ternopil Ivan Pul'uj National Technical University and Academy of Social Management

2 issues annually

Journal ISSN in 2011 (ISSN International Centre, Paris, France)

CONTENTS

Krzysztof Celuch EFFICIENT USE OF DATA RESOURCES USING THE EXAMPLE OF MEETINGS AND EVENTS INDUSTRY MANAGEMENT IN POLAND	5
Iana Panukhnyk, Olena Panukhnyk RANKING OF INSTITUTIONAL BARRIERS REGARDING MANAGEMENT OF MEDICAL EQUIPMENT ENTERPRISES IN MUNICIPAL ECONOMIC SYSTEM	16
Piotr Raźniak, Anna Winiarczyk-Raźniak, Dariusz Nowotnik CENTRAL AND EASTERN EUROPEAN CITIES IN GLOBALIZED WORLD	22
Katarzyna Banasik COMMUNIST CRIMES IN POLISH CRIMINAL LAW	34
Lucia Baková, Andrea Chlpeková THE IMPACT OF GLOBALIZATION FOR TRAINING OF MANAGERS IN SLOVAK INDUSTRY	42
Inna Kuznetsova, Olga Balabash SUSTAINABLE ENTERPRISE DEVELOPMENT: ESSENCE AND COMPONENTS	48
Nadia Bugay, Yuliia Myhlyk ROLE OF INTERNAL AUDIT IN IMPROVING RISK MANAGEMENT IN A VOLATILE ECONOMY (ON THE EXAMPLE OF PJSC "LEBEDINSKYI SEED PLANT")	58
Tetiana Vynnyk, Nataliia Konstantiuk SIGNIFICANCE OF EDUCATIONAL OUTCOMES FOR SOCIETY	67
Oksana Poltavska APPROACHES TO FINANCIAL INCENTIVES IMPROVEMENT FOR STAFF IN THE HOTEL INDUSTRY: FOREIGN EXPERIENCE ANALYSIS	74
Tetiana Mostenska, Natalia Skopenko, Kristina Udvorgeli CONCEPTUAL APPROACHES OF COMPANY DEVELOPMENT STRATEGY CONSIDERING THE PHASE OF INDUSTRY CONSOLIDATION AND INTEGRATION PROCESSES	82
Mykhaylo Luchko, Leonid Savchuk DYNAMICS OF INVESTMENT-DRIVEN AND INNOVATIVE DEVELOPMENT OF UKRAINE: REALITIES AND PERSPECTIVES	96
Galyna Tarasiuk, Larysa Protasova, Olha Pohaydak STRATEGY OF INTERORGANIZATION COLLABORATION: PRACTICAL ASPECTS	107
Antonina Kalinichenko, Olha Kalinichenko THE USE OF HEAT PUMPS IN AGRARIAN PRODUCTION	114

Viktor Branovytskyi THE MECHANISM OF PROTECTION PROPERTY OF AGAINST PRIVATE EXPROPRIATION	121
Tamara Oleshko EVALUATION OF THE UKRAINE INTERNATIONAL AIRLINES (UIA) COMPETITIVENESS ON THE AIR CARRIAGE MARKET	132
Ostap Boiko, Olga Pogaidak, Petro Khariv VENTURE BUSINESS AND CONTROL OF VENTURE ORGANIZATIONS UNDER GLOBALIZATION	140
Ganna Misko, Oleksii Maliuta DAIRY PLANTS FINANCIAL AND ECONOMIC SECURITY EVALUATION	153
Ruslana Kuzina INTERNATIONAL FINANCIAL REPORTING STANDARDS AND AMERICAN GENERALLY ACCEPTED ACCOUNTING PRINCIPLES: THE CONVERGENCE LESSONS	160
José G. Vargas-Hernández THE QUESTION OF CHANGING THE CONCEPT, ROLE AND FUNCTIONS OF STATE	169
Natalia Korzh THE EVOLUTION OF CAPITAL STRUCTURE THEORIES AND THEIR CLASSIFICATION	182
Anatoliy Kucher, Irina Kazakova , Lesya Kucher ECONOMIC ASSESSMENT OF LOSSES CAUSED BY CONTAMINATION OF SOIL RESOURCES WITHIN EFFECTIVE THEIR USE	190
Roman Oksentyuk ECONOMIC EFFICIENCY SUBSTANTIATION OF INFORMATION PRODUCTS PRACTICAL ONLINE PROMOTION ON THE MECHANICAL ENGINEERING PLANTS	200
Iryna Fedyshyn INNOVATIONS IN TIME OF CRISIS: REALITIES AND PERSPECTIVES	208
Svitlana Semenyuk E-MAIL-MARKETING – A NEW TOOL OF COMMUNICATION POLICY INSTITUTIONS OF HIGHER EDUCATION	217
Nataliya Yuryk METHODOLOGICAL FEATURES IN SELECTION AND IMPLEMENTATION OF THE COMPANY STRATEGY IN TIMES OF CRISIS	224
Olha Halushchak, Mykhailo Halushchak SOME ASPECTS OF THE ORGANIZING OF ADMINISTRATIVE MANAGEMENT IN ORGANIZATIONS	230
Olena Dubrovina, Eduard Novikov, Ivan Tkach UKRAINE NATIONAL INTERESTS IN THE SOCIAL AREA AND THE THREATS TOWARDS THEIR CONSUMMATION	239
Arkadiy Gubernyk SPECIFICATION OF TECHNOPARKS FORMATION IN THE SOUTH OF UKRAINE	247
Roksolana Levchenko FORMULATION AND IMPLEMENTATION OF MONETARY POLICY OF THE NATIONAL BANK OF UKRAINE BY USING INFLATION TARGETING	256