



ECONOMICS AND MANAGEMENT OF ENTERPRISE

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APPLICATION OF INTERMEDIARIES MOTIVATION IN THE DISTRIBUTION CHANNELS OF CAR MARKET

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The object of research is the policy of motivation and training. Practice shows that the main problem of automakers today is motivation of intermediaries in the distribution channels and qualifications of their staff, i. e. staff training. This applies particularly to car dealers, as revenue from car sales fall every year and profitability of car sales too low, sometimes only 3 % of the sale price of the car, so it is important to further motivate all intermediaries in the distribution channels in the chain of distribution by automaker. Equally important in the activity of automakers and dealer network is a system of education and training for the automotive industry due to the fact that consumers trust more direct contact with the seller and less – advertising.

The method of research is the general scientific methods such as systems analysis, synthesis, induction, deduction, abstraction and special scientific methods, including methods of sociological research and comparison.

Materials are theoretical research of scientists, statistics and practical knowledge and experience of the author in the car market of Ukraine.

The obtained results allow automakers to introduce an effective motivational system for sales of car and spare parts, as well as providing quality service. But it should be noted that any motivation will work provided the combination of material and non-material incentives. Equally important in the activity of automakers and dealer network is an effective system of education, training and retraining for the automotive industry. We propose to organize education and training of specialists using two-level training matrix, which includes the system of training young professionals and staff training system.

Keywords: motivation, training, global economy, car market, bonus systems, marketing.

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USING OF MARKETING TOOLS IN THE RESTAURANT BUSINESS

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The problems related to the use of marketing tools in the restaurant market are considered. Particular relevance these problems have in the foodservice sector, where today there is a huge competition and only restaurants, which make full use of the entire range of marketing techniques, may survive. The brief overview of the development of the restaurant business market in Ukraine in recent years is done. Six main segments that characterize the restaurant market in Kharkiv are identified (premium, middle segment, low segment, segment of restaurants for the whole family, country restaurant complexes, and coffee shops). It is determined that the greater success in the market in Kharkiv have the chain restaurants, they are the headliners and innovators in the field of advertising and PR. It is identified a number of steps that require special attention at the opening the restaurant. It is found that a clear understanding and drawing the portrait of a consumer enables the use of promotional funds more efficiently. Principles and promotion tools are revealed depending on the restaurant's life cycle. The analysis makes it possible to focus of restaurateurs on the need of a clear understanding and description of the portrait of a consumer, and also makes it possible to structure and define the mechanism and selection of marketing tools at the opening the restaurant.

Keywords: restaurant business, segmentation, portrait of a consumer, life cycle, promotion, marketing communications.

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**ECONOMY AND HEALTH OF THE PRODUCTIVE POPULATION:
THE TASK OF THE DEVELOPMENT OF REGIONAL
SANATORIUM AND HEALTH-RESORT ORGANIZATIONS**

page 13–18

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The problem of maintaining the health of citizens as high-priority values of the human being and as a factor in ensuring efficient operation of enterprises and institutions is considered in the article. It is concluded that the economic effect of the use of human capital is closely dependent on the health of the working population, as well as regional policy should more actively promote system of health institutions including sanatorium and health-resort organizations. Characteristics and disease indicators of population and resources of health potential are analyzed for Kharkiv region. Assumptions to build a strategy for development of the regional health institutions are given.

Conceptual functional of evaluation of human capital development in the region is given. The level of use and capacity of sanatorium and health-resort organizations of Kharkiv region and amount of their losses related to underuse and losses in regional GDP related to diseases of employees are determined.

Keywords: human capital, labor potential, sanatorium and health-resort organizations facilities, regional policy, sanitation efficiency.

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**RESEARCH OF THEORETICAL BASIS OF BUSINESS MODEL
QUALITY MANAGEMENT OF RESTAURANT BUSINESS
ENTITY**

page 19–23

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The key points of «quality management» concept (as management function, management process and a system of evaluation of management activities) are identified on the basis of critical analysis of invariant interpretations of its essence. These characteristics indicate the complexity of «quality control» concept and the ambiguity of its contents. Based on a synthesis of existing approaches to the interpretation of the essence of «quality management» concept including industry features of restaurant business entity, its basic essential features are defined (aim of management, objectives, object, subject, methods and means of management, functional orientation, time lag, value priorities) and the author's vision of the contents of «business model quality management of restaurant business entity» is formulated as a coordinated activity that is controlling the value propositions (range, food sales concept, service level), key partners, consumer segments, key resources, cost structure, relationships with customers, revenue streams.

Trends of development of explored «quality control» concept and general management are investigated to determine the preferred approach to building a quality management system of enterprise business model. It is proved that quality improvement of enterprise business model is based on an innovative approach to management at all stages of production, distribution, exchange and consumption.

Keywords: quality management, enterprise business model, restaurant business, demands of consumers, innovative approach.

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ECONOMIC CYBERNETICS

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THE STUDY OF LAND MANAGEMENT AND GEOGRAPHIC INFORMATION SUPPORT OF MUNICIPAL BUILDING IN UKRAINE

page 24–28

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The urgent problems and methods of land management and geoinformation support of the municipal building branch for the development of Ukrainian settlements according to the cities of leading European countries are considered in the article. The methodology of keeping and control of municipal building cadastre under the modern conditions at regional, state and world levels is elaborated.

The approaches to land management and creation of municipal building cadastre and main principles of the work in cadastre system of Ukrainian cities were systematized and generalized; the possibilities of the solution of practical tasks as to information systems in general geoinformation system of municipal building cadastre were established. It was established, that the specificity of information system that provides the municipal building decisions is not only in data structure but in the necessity to involve the retrospective and forecasting data along with actualized ones that is a function of municipal building data bank.

Keywords: municipal building cadastre, land management, geoinformation support, management of municipal building.

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DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

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COMPARISON OF TOURIST TRAFFIC BY RAILWAY AND AUTOMOBILE TRANSPORT AND METHODOLOGICAL APPROACH TO DETERMINING THE COSTS OF SUCH TRANSPORTATIONS

page 29–35

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To increase the competitiveness of railway transport the authors propose to develop of railway tourism in Ukraine.

The article aims to systematize the advantages and disadvantages of railway and automobile tourism and develop efficient areas of their use in this context. Moreover, the authors set a goal to develop a methodical approach to determine the costs of the company that will organize transportations on the specific tourist route.

Studies have shown that tourist traffic by railway transport has high potential, provided that it will use modern comfortable rolling stock and have in its structure not only the cars for tourist transportation, but also dining car, casino car, disco car (during the day game car for kids) and others. The above mentioned set of cars should be recommended for cruise travel with a period from 8 to 28 days, for shorter journeys the tourist train may not include casino car, disco car (during the day game car for kids) and others.

The final choice of tourist traffic should be justified by economic calculations using the method proposed by this article.

The approach is based on accounting all complex of costs associated with the technological process of tourism services. It includes the costs for the process of transportation itself, delivery of additional services of infrastructure and rolling stock owners, pay for transfer transportations, services of hotels, restaurants, cafes, travel agencies, advertising organizations and own costs of travel company. It makes possible to determine the costs of travel package more accurately, taking into account the demand for this type of tourist traffic.

As a result of the proposed measures one can expect increase of passenger traffic on the railroad, image improvement of the Ukrainian railways within the country and abroad, attraction of additional funds to renew the outdated infrastructure and rolling stock, restoration of the objects of cultural and historical significance, creation of new jobs, and restraining of migration processes in western Ukraine.

Keywords: tourist traffic, tourist travel, railway transport, net cash flow, economic efficiency, tourist route.

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PROBLEMS OF MACROECONOMICS AND SOCIO-ECONOMIC DEVELOPMENT

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FINANCIAL SECTOR ANALYSIS IN THE CLUSTER THEORY CONTEXT (GEORGIAN CASE)

page 36–42

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The paper assesses the financial services in Georgia in the Cluster Theory context. The aim of the research is to identify the ways of the cluster, the dynamics of its variability, the growth rates as well as the realization of its potential and obstacles for it.

The study investigates to identify the unity of the inter-related institutions involved in the financial services as being a necessary condition for the formation of the clusters in the sector.

For the purposes of this work, a financial cluster is defined as a unity of sub-clusters, such as commercial banks, microfinance institutions, credit unions, insurance companies, pension funds and the stock market. The efficiency of financial services is estimated on the bases of concentration per location, employment, education accessibility, and the volume of capital investments, GDP growth rate, the average profitability and the rate of innovation.

It was determined that there is an incomplete form of financial services trade cluster in Georgia, which highly impacts the country's economy. In order to maintain its sustainable competitiveness, it is important to develop viable policies to promote the organic growth of the cluster.

Keywords: Cluster Map, Porter Diamond Model, Georgian financial sector, credit institutions, stock exchange.

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DETERMINATION OF EUROPEAN VECTOR OF INSURANCE DEVELOPMENT OF VEHICLE OWNERS' CIVIL LIABILITY

page 42–48

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An analysis of Ukrainian insurance market for vehicle owners' civil liability is carried out in the article. The main purposes of insurance coverage for compulsory insurance of vehicle owners' liability are defined. The key issues of bringing a compulsory insurance of vehicle owners' civil liability into line with European standards are defined. Stages of implementation of key aspects of bringing a compulsory insurance of vehicle owners' civil liability into line with European guidelines are studied.

An implementation of compulsory insurance of vehicle owners' civil liability is associated with the need to compensate the damage of life, health and/or property of injured in the accident and the protection of property interests. The level of compulsory insurance of vehicle owners' liability in the insurance market of Ukraine lags behind the level of foreign markets. In terms of European integration, there is an urgent need to find ways of bringing a compulsory insurance of vehicle owners' civil liability into line with European standards.

The results of the analysis of domestic market of compulsory insurance of vehicle owners' civil liability could argue that implementation of reform measures is realized for all purposes to bring the market into line with European standards.

This research may be useful as a part of the program of Ukrainian insurance market development, which will contribute to national economic development and will have confidence and be competitive in the global insurance market.

Keywords: vehicle owners' civil liability insurance, «Green Card» certificate of insurance.

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INVESTIGATION OF THE NATURE AND NECESSITY OF PUBLIC AUDIT AS A VECTOR OF MODERNIZATION OF PUBLIC ADMINISTRATION AND FINANCIAL CONTROL IN UKRAINE

page 49–54

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Economic nature and purpose of public audit are revealed in the article. Necessity and importance of establishment and functioning of the institution of public audit in Ukraine is proved as a prerequisite for modernization of the national system of public administration and financial control in order to ensure transparency, efficiency and economy of budgetary funds, state and municipal property, transparency and public accountability.

Comprehensive approach to determining the nature and direction of public audit is proposed on the basis of systematization of international experience in this area and approaches of public audit, and also the conditions of its formation in our country are examined.

Establishment of the institute of public audit in Ukraine will ensure the implementation of constitutional principles of the public authorities, an independent expert-analytical evaluation of effectiveness and efficiency of the public authorities and providing full, transparent and impartial information for general public about obtaining audit results; constant upgrading of systems and mechanisms of public administration and financial control; timely detection and prevention of violations of social values and interests, duties and tasks and others by officials.

Keywords: civil society, state financial control, governance, accountability, public audit.

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EVALUATION OF THE POTENTIAL OF SMART-SYSTEMS

page 54–58

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The article analyzes the SMART-technologies, used for the development of cities and territories. The topicality of the problem of SMART-technologies use is connected with the

necessity of improving the life quality of population by the use of innovative technologies, elaborated in the different fields of science and technique, adapting them to the specificity of cities and territories development. On the base of analysis of the foreign experience and elaboration of the problems of Ukrainian cities there was determined the expedience of using the notion SMART-territory that includes numerous parameters of evaluation and gives the great possibilities for territories development. The use of SMART-territories conception will allow increase the development level of many settlements and will favor the harmonic development of cities-centers and adjacent settlements.

Keywords: SMART-technology, SMART-city, SMART-territories, development potential, development, evaluation of SMART-territories development potential.

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