

**CONTENT:**

<b>POUZANOV I.</b> FACTORS OF INFLUENCE OF THE REAL ESTATE MARKET TO THE GLOBAL FINANCIAL CRISIS .....	10
<b>PERERVA P., TKACHEV M.</b> JUSTIFICATION TYPES OF ECONOMIC DAMAGES AND LOST PROFITS CAUSED BY THE VIOLATION OF INTELLECTUAL PROPERTY RIGHTS.....	20
<b>MAKARENKO M., SHAYHATDYNOV A.</b> IMPROVEMENT REHYONALNOY DIRECTION YNNOVATSYONNOY POLICY HOW GLAVNYI FACTOR OF COMPETITIVENESS OF REGIONS OF UKRAINE.....	26
<b>MARKINA I., CHERNISH I.</b> ADAPTATION OF INTERNATIONAL EXPERIENCE IN THE IMPLEMENTATION OF ANTI-CRISIS POLICY IN THE TOURISM INDUSTRY IN UKRAINE. ....	32
<b>KONDRASHIHIN A.</b> THE RIGHTS AND THE INTELLECTUAL PROPERTY RIGHTS OF THE DEPARTMENT'S WORKER: THE PROBLEM OF PRESERVATION. ....	38
<b>TARANENKO O, KORNOVENKO S.</b> TECHNOLOGICAL PARKS IN UKRAINE AS AN ELEMENT OF INNOVATIVE INFRASTRUCTURE.....	44
<b>KOSENKO O.</b> MONITORING THE COMMERCIAL POTENTIAL OF INTELLECTUAL PROPERTY USING THE FUNCTION OF TANGENTIAL ECONOMIC EFFECT.....	49
<b>PISEVA O.</b> GENERAL DESCRIPTION OF FEATURES OF LICENCE CONTRACTS ABOUT THE USE OF OBJECTS OF INDUSTRIAL PROPERTY IN BUILDING.....	56
<b>BONDARENKO O.</b> FEATURES AND PROBLEMS OF USING INDUSTRIAL DESIGNS IN THE BUSINESS.....	61
<b>PADUCHAK B.</b> SOME ASPECTS OF THE ESSENTIAL CONDITIONS OF AGREEMENTS ON TECHNOLOGY TRANSFER. ....	65
<b>CHERNENKO L.</b> KAPOOKE, AS MEANS OF THE USE OF OBJECTS OF COPYRIGHT AND ALLIED RIGHTS.....	71
<b>MATSKEVYCH O.</b> DISPLAYING OF NORMS OF COPYRIGHT LAWS IN THE MASS MEDIA LAWS OF UKRAINE. ....	79
<b>OSYPOVA IU.</b> SOME QUESTIONS ABOUT INTELLECTUAL PROPERTY RIGHTS OWNERS OF OBJECTS OF INTELLECTUAL PROPERTY RIGHTS, CREATED IN HIGHER EDUCATIONAL ESTABLISHMENTS OF UKRAINE BY THEIR EMPLOYEES. ....	84
<b>PETRENCO I.</b> IMPLEMENTATION OF COPYRIGHT ON LITERARY COMPOSITIONS BY UNDERAGE AND JUVENILE PERSONS.....	92
<b>SHYKOVA L.</b> OF THEORETICAL OF ASPECTS OF INTELLECTUAL PROPERTY MANAGEMENT ARE ON AN ENTERPRISE. ....	98
<b>POGORELAYA M.</b> PROBLEMATIC ISSUES IN TRAINING OF INTELLECTUAL PROPERTY MANAGEMENT SPECIALISTS AT THE PRESENT-DAY STAGE OF INNOVATIVE DEVELOPMENT OF UKRAINE'S ECONOMY. ....	104
<b>BESSONOVA S., DOROZHKO G.</b> MANAGEMENT INNOVATIVE DEVELOPMENT OF INDUSTRIAL ENTERPRISES IN TERMS ENERGY OF ECONOMY .....	110
<b>DOROZHKO G., MARCHENKO N.</b> COURT EXPERT ON THE FIELD OF INTELLECTUAL PROPERTY. ....	116

<b>SYVOLAP L.</b> SECURITY OF ENTERPRISE SERVICE AS FACTOR OF HIM ECONOMIC SECURITY. ....	121
<b>SHVETS G.</b> TO THE QUESTION OF THE CONTROL OF MOVEMENT ACROSS THE CUSTOMS BORDER OF UKRAINE AND THE UNITED STATES OF GOODS THAT CONTAIN OBJECTS OF INTELLECTUAL PROPERTY. ....	126
<b>DOROZHKO G., BALASHOVA O., VOLIKOV V.</b> OBJECTS OF INDUSTRIAL PROPERTY: ECONOMIC ESSENCE AND FEATURES OF ESTIMATION.....	131
<b>ANISIMOVA O.</b> EVALUATION OF RESOURCE MANAGEMENT METALLURGICAL ENTERPRISE. ....	137
<b>BOGACHENKO HELENA.</b> FORMS AND METHODS OF MEDICAL AND HEALTH TOURISM IN COASTAL AREAS. ....	144
<b>DMYTRIYEV V.</b> PROFESSIONAL COMPETENCE OF UNIVERSITY EXECUTIVES. IMPROVING THE MANAGEMENT OF HIGHER EDUCATION. ....	150
<b>FESENKO A., KIF'YUK E., CAVELIN V., POHORETSKY P.</b> FEATURES COMMERCIALIZATION OF SCIENTIFIC AND TECHNICAL INTELLECTUAL PROPERTY IN UKRAINE .....	156
<b>MAKA SALKHINASHVILI, GIULI GIGUASHVILI</b> - THE LICENSING OF BUSINESS ACTIVITY AND THE ADMINISTRATIVE LIABILITY FOR BREACH OF CERTAIN LICENCE CONDITIONS. ....	163
<b>PLAKHOTNIK HELEN.</b> EVOLUTION OF THEORY AND PRACTICE OF MANAGEMENT IN THE CONDITIONS OF NETWORK ECONOMY.....	166
<b>VASILICHEV D.</b> IMPROVEMENT OF AN EVALUATION METHODS OF AN INNOVATIVE COMPONENT OF PERSONNEL POLICY OF THE ENTERPRISES. ....	173
<b>KAPRANOVA L.</b> THE CURRENT STATE OF WORLD DEBT.....	179
<b>KOYUDA V., MAZKO T.</b> GROUPING OF INDICATORS FOR DIAGNOSTICS MARKETING SYSTEM ENTERPRISE.....	185
<b>IKSAROVA N.</b> ADAPTIVE-MARKETING MANAGEMENT AS A TOOL FOR POST-CRISIS RECOVERY OF THE CONSTRUCTION INDUSTRY OF UKRAINE.....	193
<b>PAVELKO V.</b> ALGORITHM DEVELOPMENT AND IMPLEMENTATION OF QUALITY MANAGEMENT SYSTEM TO DOMESTIC AIRPORT COMPLEX. ....	198
<b>TRUBEY O.</b> INNOVATIVE DEVELOPMENT OF THE WHOLESALE TRADE ENTERPRISES.....	205
<b>MARKINA I., DIACHKOV D.</b> ORGANIZATIONAL SUPPORT OF INFORMATION POTENTIAL MANAGEMENT OF ENTERPRISES OF SOFT CARBONATED DRINKS MARKET IN UKRAINE .....	211
<b>MAKHMUDOVA C.</b> ABOUT THE NATURE AND THE BASIS OF ECONOMIC SAFE OF REGIONS DEVELOPMENT UNDER GLOBALIZATION CIRCUMSTANCES. ....	219
<b>TURYLO A., ZINCHENKO O., TURYLO A.</b> THE INNOVATION IS A KEY FACTOR IN ECONOMIC AND FINANCIAL SECURITY OF THE ENTERPRISE IN TERMS OF FOREIGN ECONOMIC ACTIVITY. ....	224
<b>OSTAPENKO O.</b> CALCULATION OF LOSSES OF ECONOMIC BENEFITS IN THE PROCESS OF GROWING OF AGRICULTURAL CROPS UNDER THE OCCURRENCE OF INSURED EVENTS. ....	230

<b>OSTAPENKO T.</b> OUTSTAFFING AS A POSSIBLE FORM OF ORGANIZATION OF COST CONTROLLING IN AGRICULTURE. ....	236
<b>NAUMENKO S.</b> THE SYSTEM OF TENDER PROCEDURES: THEORETICAL AND METHODOLOGICAL APPROACHES TO THE DEFINITION AND CLASSIFICATION. ....	242
<b>LISOVSKA V., MOSHENSKA A.</b> – MATHEMATICAL MODELING OF ENTERPRISE ADVERTISING ACTIVITY FUNCTION .....	248
<b>TEROVANESOV M.</b> EVALUATION OF THE INFLUENCE OF GLOBAL PROCESSES ON THE COMPETITIVENESS OF THE HIGHER EDUCATION SYSTEM. ....	259
<b>GAPONJUK O.</b> CURRENT WORLD CURRENCY SYSTEM: MAKEOVER OF DISTRIBUTION OF OFFICIAL FOREIGN EXCHANGE RESERVES.....	265
<b>LAZAREVA A.</b> FEATURES OF ECONOMIC SECURITY OF ENTERPRISES OF TOURIST SPHERE. ....	271
<b>TYUPA D.</b> METHODOLOGICAL PRINCIPLES OF ASSESSING THE LEVEL OF INTERNATIONAL DEBT BY INTERNATIONAL FINANCIAL INSTITUTIONS. ....	277
<b>DYAKOVA M.</b> STATISTICAL OVERVIEW OF THE DEVELOPMENT OF MARINE PORT INDUSTRY OF UKRAINE. ....	282
<b>ANDRYUSHCHENKO I.</b> EFFECT OF INNOVATION AND INVESTMENT IN THE STRATEGIC DEVELOPMENT OF THE INDUSTRIAL ENTERPRISE.....	288
<b>POYASNYK P.</b> EVALUATING THE ECONOMIC VALUE OF ECONOMIC RESOURCES OF ENTERPRISES WITH METHODS OF EXPERT ESTIMATIONS. ....	295
<b>KUROVSKA O., OVSEENKO O.</b> BALANCED SCORECARD AS A STRATEGIC MECHANISM CONTROLLING INNOVATION.....	299
<b>AUTHORS</b> .....	310