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## ***S u m m a r i e s***

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N.Sheludko

### **FINANCIAL MARKETS OF UKRAINE AND RUSSIA: LESSONS OF THE CRISIS AND DEVELOPMENT PROSPECTS**

The article presents a comparative analysis of preconditions, regularities and peculiarities of the unfolding of crisis phenomena on the financial markets of Russia and Ukraine, and the systems of measures of anti-crisis regulation. The author defines the specificity of the key problems and risks of the post-crisis development of the financial sector in Ukraine and Russia.

K.Anufrieva

### **TRANSPARENCY IN THE SYSTEM OF CRITERIA FOR THE ATTRACTION OF EXTERNAL FINANCIAL RESOURCES BY UKRAINIAN BANKS**

The author analyzes the list of documents, which must be made public when banks enter foreign financial markets, as well as a series of key points, which may affect investment decisions. She defines the generally available information sources to which investors and creditors are oriented, such as annual reports, the bank's official site, information submitted to state authorities, as well as the prospect of the emission of debt financial tools. The article quotes the main cases of the release of extended information (in the course of maintaining the feedback with investors and rating awarding) and tells about various macro effects of information releases in terms of the world quality standards.

V.Khaustov

### **UKRAINE AND RUSSIA IN THE WORLD SYSTEM OF THE PROTECTION OF INDUSTRIAL PROPERTY**

The article quotes various assessments of the efficiency of the national system of the protection of intellectual property in the global environment with the use of internationally recognized indexes and rating based estimates. The author defines the main tendencies in the development of the global patent system and reveals the problematic spheres in the development of the national systems of the protection of intellectual property in Ukraine and Russia.

T.Misiats

### **UKRAINE-EU TRADE DURING AND AFTER THE WORLD CRISIS**

The article is raising urgent issues of the European vector in Ukraine's trade relations' under the current crisis conditions. The author considers the development, features and prospects of the economic cooperation, namely the trade in goods and services between Ukraine and the EU countries, whose reduction has become one of the main channels of the spread of negative factors of the world financial-economic crisis on this country's economy. .

L.Fedulova

### **METHODOLOGICAL BASES FOR THE FORMATION OF TECHNOLOGICAL CLUSTERS**

The author proposes a conceptual model for the methodology of the formation of technological clusters and justifies the contents of its components. She focuses on the peculiarities of adaptation of the above mentioned methodology in Ukraine.

I.Prokopa, T.Berkuta, M.Betliy

### **DIFFERENTIATION OF INDIVIDUAL FARMS BY THE CHARACTER OF PRODUCTION: CONSEQUENCES OF THE MARKET TRANSFORMATION**

The article analyzes the stratification of rural households by the character of their activities into consumer and market oriented ones and assesses the share of those having preconditions for develop-

ment into western type farms. The authors justify the necessity of state support of the sector of individual farms.

O.Shubravska

#### INNOVATIVE TRANSFORMATIONS OF THE AGRO-INDUSTRIAL SECTOR: WORLD TENDENCIES AND DOMESTIC REALITIES

The article characterizes various types of innovations in the agriculture and analyzes the modern guidelines of innovative agricultural development in the world. The author defines the character of the impact of international innovations on the development of Ukraine's agro-food sector and justifies proposals as to ensuring the innovation based development of the agro-food sector.

D.Krysanov

#### QUALITY AND SAFETY OF FOOD PRODUCTS

The article analyzes the situation with quality and safety of food produce sold on Ukraine's markets and systematizes the main threats and dangers related to the consumption of low quality and hazardous food products. The author reveals various problems of the formation of the national system of technical regulation in the sphere of quality and safety of food products and justifies the guidelines and levers which would contribute to the protection of people's life and health, the environment and the consumers' rights.

O.Balakireva, R.Levin

#### MEASURING HUMAN CAPITAL THROUGH THE INDICATOR OF LIFELONG LEARNING

The authors justify the approach to sociological measurement of the process of human capital accumulation in Ukraine based on the indicators of lifelong learning, which have not been used earlier. Using the methods of sociological research, they show that, based on the indicators of lifelong learning, one can judge about the status of the activities on gaining socio-cultural competencies as manifestations of human capital, which expands the possibilities of socio-economic monitoring of the accumulation of human capital in Ukraine.

V.Sukhoteply

#### OPTIMIZING THE LEVEL OF BRANCH CONCENTRATION WITH MARGINAL VALUES OF HERFINDAHL-HIRSCHMAN INDEX

Striving of Ukraine for the European Union assumes, among other things, the sound understanding of the Herfindahl-Hirschman Index (HHI) methodology in defining the level of the competition in an industry. Modeling of an industry structure using predefined values of HHI and the concept of the Index of Competitive Potential of Industry (ICPI) has shown that the traditional use of the HHI criterion without the explicit consideration of the number of firms in an industry can result in ambiguous conclusions, since already at HHI=1000 there could exist such a state of industry, when small companies are obviously in a much more worse position than large ones. On the other hand, for the industries with a comparatively small number of firms even at HHI=2800 the competitive opportunities for small firms could be high enough and such structures of industries have a right to exist. As an optimal structure of an industry there could be considered such a structure for which the first derivative of ICPI with respect to number of firms  $n$  is more or equals zero irrespective of the number of firms.