
S u m m a r i e s

L.Nikolaenko

**BUBBLE ECONOMICS AS A NECESSARY OFFSPRING OF NEOLIBERALISM
(SOCIOLOGICAL INTERPRETATION OF THE PROBLEM)**

The article discusses the social history of the birth of neo-liberal way of thinking and understanding of social processes in economic science, and social consequences resulting from the implementation of the principles of neo-liberal policy in the economy and science.

P.Eschenko, A.Arseenko

A NEW PARADIGM OF ECONOMIC DEVELOPMENT – THE IMPERATIVE OF OUR TIME

The main economic concepts of XX century and the first decade of the third millennium, constituting the basis of economic policy of the different socio-economic systems, are examined in the article. The detailed analysis of realization of neoliberal policy in the economies of different countries is done. The necessity of transition to the new paradigm of economic development is substantiated.

O.Bereslavska

**THE ROLE OF THE NATIONAL BANK OF UKRAINE IN INCREASING
THE EFFICIENCY OF MONETARY POLICY**

The question of formal and informal independence of the central bank is reviewed in the article. The degree of independence of the National bank of Ukraine in the formulation and realization of monetary policy is analysed. The measures to strengthen NBU's independence are offered.

H.Karcheva

**EVALUATION OF THE EFFICIENCY OF ASSETS AND LIABILITIES MANAGEMENT
BY UKRAINIAN BANKS**

The article investigates the efficiency of management of assets, liabilities and interest rates-related risk by Ukrainian banks in pre-crisis period, during the financial crisis and in post-crisis period, applying factor index analysis and constructing econometric models for the Ukrainian banking system in general and for specific groups of banks. The results of this research enabled the author to determine the main factors which influence the efficiency of Ukrainian banking system and to outline the ways to improve the assets, liabilities and interest rates-related risk management.

V.Khaustov

**THE SYSTEM OF PROTECTION OF INDUSTRIAL PROPERTY
IN THE REPUBLIC OF BELARUS AND IN UKRAINE**

The evolution of the systems of protection of industrial property in Ukraine and Belarus is reviewed in detail in this article. The effectiveness of the national systems of protection of industrial property in Ukraine and in Belarus in the global environment is assessed. The trends in issuance of the patents to foreign countries by Ukraine and Belarus and in obtaining the patents from them are analyzed. The author's conclusion is that the level of interest in Ukraine and Belarus to protect the objects of industrial property in the territories of neighboring countries is quite low.

M.Sokolyk

**PRODUCTIVITY AND COMPENSATION BY PURCHASE POWER PARITY IN UKRAINE AND
OTHER COUNTRIES: COMPARATIVE ANALYSIS**

The trends of the real growth rates of the GDP, of productivity and wages per employee and of average monthly salary in Ukraine for a long period of time (1990–2010) are evaluated in this article. The

author makes comparative analysis of labor productivity and wages per one employee on the basis of the data on purchasing power parity in Ukraine and in other countries during the pre-crisis period. He justifies the measures to bring the levels of labor productivity and compensation per employee in Ukraine closer to those of the industrialized and new EU member countries.

M.Bondarenko

TOURISM SECTOR OF UKRAINE'S ECONOMY: THE REALITIES AND THE PROSPECTS

Irrational use of the potential of tourism in the economy of Ukraine is analyzed. Substantial causes preventing the opening of the entire potential of tourism and for its utilization to the full extent are demonstrated. Holistic approach to the examination of this problem is offered on the basis of SWOT analysis that enabled the author to discover a number of factors and barriers that inhibit Ukraine's positioning in the international tourism market as a significant destination in Europe.

A.Gutorov

VERTICALLY INTEGRATED ENTITIES IN AGRICULTURE: ECONOMIC PRINCIPLES OF ORGANIZATION AND LAWS OF DEVELOPMENT

The article is an attempt of a scientific substantiation and generalisation of economic principles of organization and the laws of development of vertically integrated companies in the agriculture of Ukraine. The research methods are: the analysis, synthesis, generalisation and ordering. The results of research: the basic economic principles of organization and the objective laws of development of the superlarge vertically integrated companies in the agriculture of Ukraine are reflected in the article.

V.Korol'kov

TECHNOLOGICAL DOMINANT OF SUSTAINED DEVELOPMENT OF THE KNOWLEDGE-BASED ECONOMY: THE EVOLUTION OF THE MODEL OF PRODUCTION FUNCTION

Evolutionary changes of conditions of development of economic systems and of the priorities of economic growth from the accumulation of wealth in the epoch of early mercantilists to the modern sustainable development of the knowledge-based economic systems are explored. The analysis of the changes of the type of production function is made. The dependence of the type of production function on the conditions for the development of economic systems, on the changes of a qualitative component of both exogenous and endogenous factors, on the transition from mainly extensive to mainly intensive economic development is demonstrated.

I.Hontareva

SETTING OBJECTIVE GOALS IN FORECASTING EFFICIENT DEVELOPMENT OF AN ENTERPRISE

The need to make the goals of every stage of the operation and development of a business objective is substantiated in this article. An "objectivity triangle for goals' setting" is offered which includes institutional norms, objective knowledge and subjective ideas, enabling the application of various methods for an objective choice of the strategy of efficient development of an enterprise.