

## S U M M A R I E S

***Pyltyay O. Post industrialism and the strategy of Ukraine's economic development.*** On the basis of critical evaluation of the "post industrial society" concept from the point of view of neo-Keynesian theory, the article considers the general frameworks of the strategy of long-term, sustainable and fast development of Ukraine's national economy. It was proved that further development of the national economy system must rely upon wide institutional support from the state.

***Gulyaeva N., Poltavska O. Marketing approach to hotel staff formation.*** The article substantiates the necessity of marketing approach application to staff formation of hotel enterprises taking into account branch peculiarities. There have been researched the Ukraine's hotel services market trends and their influence on the labour potential development of hotel enterprises. The problems and influence factors on the process of staff formation taking into account modern trends of hotel enterprise development have been determined.

***Boyko M. Economic interests of tourist enterprises: methodological foundations of evaluation and realization.*** Methodical foundations of tourist enterprises economic interests evaluation are stated. There has been offered and analytically worked out the structural and logical sequence of methods application. As a result of approbation the tourist enterprises are classified due to the level of economic interests realization, oriented to the producing of social and economic value for the system "tourism".

***Shevchuk O. State financial control: scientific paradigm.*** The article researches the essence of financial control in general and state financial control in particular. Trends and contradictions of development of the state financial control are specified. Systematization and definition of theoretical and methodological bases of the state financial control are made and perspective trends of its development and improvement in Ukraine are formulated.

***Vasylenko L., Vasylenko A. Forming of local budgets and social partnership.*** The models and functions of partnership as well as special features of partner relationship in budget and tax policy in Ukraine are considered. Ukrainian model of budget relations in context of social partnership is analyzed. Ways of budget and tax levers of economic policy correction to ensure economic interests of all subjects of partner relationship are defined.

***Gritsenko V. Investment institutions on international financial services market.*** The article considers the place and role of bank and non-bank investment institutions at the international financial services market. There has been constructed the model of interaction between investment institutions and various economy sectors. The trends in investment institutions activity at the different countries financial services markets are analyzed.

***Zanko B., Gryniuk O. Discount accounting at trade enterprises.*** The article examines the organization and methodology of accounting valuation of inventories. Particular attention is paid to problems arising during the write-down of merchandise. The sum of the expected cost of sales of merchandise that subjected to write-down should be determined as the average percentage cost of sales based on actual data for the last month or quarter.

***Kotseruba N. Conceptual grounds of internal accounting organization.***

On the basis of modern management concepts studying the creation of uniform information system of anti-recessionary administration of a business is offered. Controlling definition as a complex inter-functional concept of management in the conditions of world integration is specified. The basic stages of construction of the internal account according to conceptual positions of harmonization of accounting systems are defined.

***Nikolaeva L., Storozhenko O. Genesis of legislative definition of "abuse of monopoly situation" in Ukraine.*** The article analyzes the legal regulation of relations in the abuse of monopoly situation field in Ukraine, studies the state of actual legal regulation of this phenomenon and makes suggestions to improve legal regulation of the term "abuse monopoly (dominant) situation".

***Ivanenko L. Legal grounds of consumer crediting.*** This article analyzes the legal problems of providing credit to customers in Ukraine. It considers the concepts and features of consumer credit and the legality of providing consumers loans in foreign currency. It investigates consumers' rights in credit services, violations of these rights, consumer protection in the event of a breach of consumer credit contract terms.

***Mykytenko L. Legal analysis of special requirements of Ukrainian and EU law on advertising.*** This article analyzes the legislation of Ukraine on advertising, which doesn't conform to regulations of European standards. It investigates the general and specific requirements of advertising distribution in Ukraine and EU, their correlations is defined. The specific recommendations to harmonize Ukrainian legislation with EU standards on advertising are offered.

***Tsipurinda V. Systemic grounds of economic transformation processes.*** The article offers systemic approach to analysis of globalization influence problems on the development of national economy and research of the crisis phenomena taking into account the latest achievements of science in interdisciplinary sphere, which are stipulated by universal regularities of systems development.