

Contents

Economics Regulation Mechanism

Y. Ivanov, A. Sienina. Standardization of the Provision of Administrative Services as a Tool for Their Quality Improvement.....	5
O. Garashchuk, V. Kutsenko. The Social Sphere as an Important Factor of the Revival of Rural Areas: Condition, Problems, Solutions.....	14
O. Moroz, L. Nesen, L. Filatova. Alternative Theories of Market and Applying Them to Regulatory Policy	20
I. Stankevich. Criteria for External Evaluation of the Quality of Educational Activities of Higher Educational Institutions: the Traditional View on Determination.....	26
V. Yermachenko. The Influence of a Country's Global Market Position on the Tourism Industry Macroeconomic Indicators.....	34
T. Krivtsova. Judicial and Economic Expertise of Calculations Connected with the Personal Income Tax: Theoretical and Methodological Aspects	46
O. Zyma, O. Preobrazhenska. The Analysis of Indicators of the Personal Income Tax Fiscal Efficiency	54

Economics of Enterprise and Production Management

I. Gontareva, K. Zemtsova. Theoretical Preconditions for Forming the Components of the Enterprise Overall Sustainability.....	59
O. Popov, I. Serdyukova. Consolidation of the Estimates of Value Added and the Balanced Scorecard of an Enterprise	66
O. Melnykovich, O. Yusupova. The Role of Sales Promotion in Gaining Strategic Objectives of Retail Trade.....	70

Human Resource Management Efficiency at the Enterprise

N. Gavkalova, S. Sevastyanov. The Economic Nature of Intellectual Capital.....	77
Yu. Sotnikova. Using a Strategic Approach in the Context of Mass Layoff Management at Domestic Enterprises	83
N. Markova. The Components of Sustainable Development of Staff in the Context of Capitalization.....	87
O. Skibitskiy. New Competences of Employees and New Roles of Human Resource Services in the Human Potential Formation in Terms of Innovation.....	93