

structure, 3) management style, 4) market focus.

ECOLOGIZATION OF THE INVESTMENT PROJECTS AS THE FACTOR OF PRESERVATION OF AN ENVIRONMENT

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The crisis condition of natural environment, resource-ecological safety are represented the largest problems of XXI century all over the world. These problems didn't bypass our country: the deep financial and economic crisis is accompanied by ecological crisis, that essentially complicates reaching stable economic increase, definition of effective model of development. Quality of natural environment and continued aggravation of ecological conditions, degradation of ecosystems and natural landscapes, exhaustion of a nature-resource potential, insufficiency of received measures on reproduction of natural riches of country are call the large concern.

Ecologization of investment projects is one of the directions of activity of the enterprises which are capable to result of improving of ecological conditions, beginning with stage of their development.

Ecologization of investment projects represents installation of the balanced relationships between natural processes and investment activity during of development and realization of the investment project because of regularities and laws of development of ecology-economical systems.

The modern practice of realization of a various kind of the projects has recognized, that is considerably more expedient to supplement planning and development of the projects by the analysis of effect on an environment, than to ignore this moment and to pay for ecological errors hereafter. Large part of the actual projects are potential sources of contamination, as a rule, negatively influencing on an environment. Therefore careful preliminary planning of the projects can help to minimize and even to prevent a contamination and irreversible changes in an environment. Therefore special attention is necessary to give to correlations between selection of technological process or it's development and potential capability of

minimization of scraps or their repeated use with the purpose of decreasing of their direct influence on an environment.

At an evaluation of influence of the project on an environment (atmosphere, the water and ground resources, flora and fauna etc.), first of all it is necessary to take into account the influence to health of the people and safety of working places, and also on social and cultural values of company.

The successful development of the investment projects provides an availability of reliance that the potential negative influence to an environment will be determined and to be evaluated in such a manner that it can be avoided or reduce by entering respective alterations for stages of designing.

The quantitative measurement of influence of the project on an environment is offered to be based on an evaluation of ecology-economical damage reflecting consequence of ecological changes accompanying the project. Thus the special attention is necessary to giving to definition of size of damage on natural resources used at realization of the project (especially not renewed or renewed during long period).

ENERGY INFORMATIONAL BALANCE OF ENTERPRISE

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Introduction

On the border of the third millennium the mankind has met a problem of a global changing of world ideology which was prepared by revolution in the field of the communication and information which has reached such scales that predecessor couldn't even image them. The mass computerization, introduction and development of the heaviest informational technology has brought to the impression jerk in future in fields of education, business, industrial production, scientific researches and social life. The information was changed into global basically inexhaustible resource of the mankind which has entered the new epoch of development of the civilization – epoch of intensive mastering of this informative resource [1].

Conception about informative economy