

The learning of ecological knowledge, formation of ecological thinking, consciousness and culture are decided at the Kharkov Humanitarian University "People's Ukrainian Academy" at the following levels:

Preschool of primary education (PPE);

Specialized economics and law school (SELS);

The kharkov humanitarian university "PUA" (KHU "PUA").

The main parts of the system of ecological derivation and education should be formal and informal. And its forms and methods are different.

The informal ecological education in Academy is a part of activity of the ecological service and it penetrates all academic structures: PPE, SELS, KHU "PUA". The purpose of creation of an ecological service was to direct the education process to the forming of personal ecological outlook based on understanding of its unity with the nature for the whole practical activity to have the careful relation to the nature and nature preservation.

The tasks of the ecological service are:

Formation of the careful relation to flora and fauna;

Realization of measures directed for the preservation of woods,

Developing of the realized attitude to the health and respect for protection of work condition;

Popularization of knowledge of noise influence, vibration, electromagnetic fields, static electricity, radiation on the environment and organism of a person; to keep to the rules of the safety precautions in everyday life during educational and production processes;

Increase of the prestige of specially guarded natural territories;

The tasks and purposes of the ecological service extend gradually every year.

INFORMATION POTENTIAL OF THE ENTERPRISE

*Genia Ponomarenko,
KSUE, Kharkiv, Ukraine*

On a boundary third millennium the information becomes one of the most relevant resources which one is possible to esteem as innovate a potential of the enterprise. The increasing relation to presence of the information, level of development and efficiency of usage of means of its processing also has resulted in occurrence of such in essence new concept as information resources. The development of information resources promotes a stability augmentation of activity of the enterprise and rising of a national economy.

The report is dedicated to problems of influencing of increase of an information potential, through information resources with the purpose of development of the enterprise as a whole. Under an information potential of the enterprise we shall understand set of all information resources of the enterprise, which one can be

involved on outcomes and qualities of internal business processes of the enterprise and on processes bound with activity of the enterprise behind his limits.

Of information resources consists large innovate potential. This potential is exhibited in different areas of economical activity of the economic subjects on means of implementation of the different factors. in area «production» by pacing factors is: new know-hows, it is know-how; in area «trade» - trade mark, image of the company; in area «economical science, training» - database, knowledge bases, electronic archive documents, electronic library funds; in area «management» - information resource management of the enterprise, control of staff; in area «marketing activity» - research of the market, research of the new "know-how" and implementations of commodity, mining of development strategies of information resources of the enterprise.

The offered approach allows in further executing construction of new models and methods of development of the enterprise on the basis of usage of information resources. The concept an information potential of the enterprise was updated.

WAYS AND PROBLEMS OF TRANSFORMATIONS IN THE PRODUCT-SERVICE MIX FOR TRANSPORT

Olexander Popov

Sumy State University, Ukraine

There are a multitude of possible product-service options to mitigate the current environmental impacts of transport. These include measures to improve the efficiency of vehicles and close the 'materials loop', enhancing existing services operating in the transport sector, and other options which may reduce the demand to travel. There are some main ways we can marked.

Enhanced maintenance and repair services. In order to operate efficiently and with minimal environmental impact, vehicles require regular maintenance and, when necessary, appropriate repair. Routine maintenance work ensures the vehicle's optimum performance and prevents premature deterioration. Normally, the manufacturer specifies the frequency and nature of maintenance service requirements. These services could be enhanced to improve the general performance of the current vehicle fleet.

Eco-leasing of vehicles. Traditional forms of vehicle leasing are conducted via third party financial service companies. Most companies operating traditional lease agreements restrict their services to vehicles under five years old and with a fixed mileage. But we must noted, eco-leasing is somewhat different to a traditional vehicle leasing arrangement. First of all, because in eco-leasing models we don't use 'end-of-life' vehicles.