

[1].

*The technique of calculations of optimum number of the faculty of a higher educational institution of Ukraine with observance of legislative and licence requirements is offered. The technique is universal, as allows to count and optimise simultaneously number of teachers as for separate permanent appointments, levels and-or directions of preparation of experts, cycles of disciplines, and for all HIGH SCHOOL or its divisions for the different planned periods.*

[1].

III – IV

[2]

: 1. 8 ,1999; 2. « », 2004.-224 ; 3. ,1999.-102; 4. - 2003.- 9; 5. [ <<http://www.lib.ua-ru.net/content/7394.html>>.

« » [3]

24.12.2003 . 847.

PR- ( .1).

1. (communi- cation output)

2. (intermediate effect)

3. (organizational goal achievements)

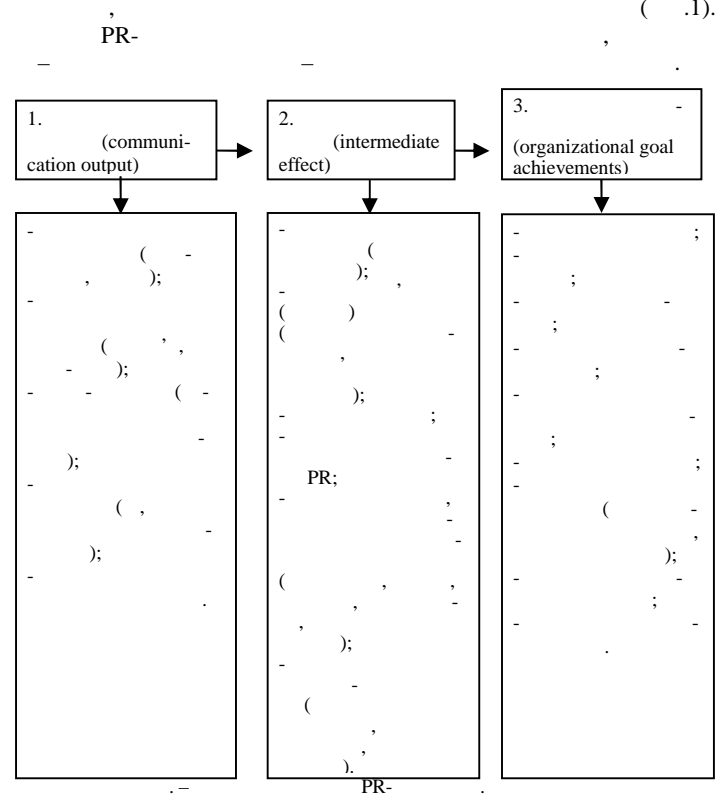
23/2.

2009. - 332 . 2.

2004. - 5-6. - . 112-120. 3.

- 27

2002. - . 10-20.



PR- « »

PR-

PR-

PR-

The stages of estimation of results of PR-activity are selected and the parameters of estimation of each of stages are resulted. A chart on which it is possible to estimate the results of PR-activity is resulted.

PR- (

PR-

PR-

3.

« »

« »

Describe relationships between Ukraine and countries participating in SES and changes in product competitiveness in world markets.