

# CONTENTS

## SECTION 1. ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

<b>Piassetska-Ustych S.V.</b> CORRUPTION AS A SYSTEMIC PHENOMENON IN UKRAINIAN ECONOMICS.....	6
--	---

## SECTION 2. WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

<b>Reznikova N.V.</b> PATENTS AS TRIGGERS FOR RELATIONS OF ECONOMIC NEODEPENDENCE.....	7
---	---

<b>Rubtsova M.Y.</b> TRANSMISSION CHANNELS OF INTEGRATED ECONOMIC ENVIRONMENT: ROLE OF TRADE AND FINANCE IN GLOBAL COOPERATION.....	8
---	---

<b>Sazonova A.O., Sheremetynska O.V.</b> DEVELOPMENT PROSPECTS OF EXPORT-ORIENTED BUSINESS STRATEGY OF THE BLACK SEA REGION'S ENTERPRISES.....	9
--	---

<b>Slozko O.O.</b> GEO-ECONOMIC REGRESSION MODEL FOR POST-SOVIET COUNTRIES.....	10
--	----

## SECTION 3. ECONOMY AND OPERATION OF NATIONAL ECONOMY

<b>Kovalenko O.V., Melnychenko A.V.</b> FEATURES OF STRATEGIC MANAGEMENT IN THE CONDITIONS OF ECONOMIC DEVELOPMENT.....	11
---	----

<b>Potravka L.O.</b> PREREQUISITES AND NECESSITY OF NATIONAL ECONOMY EFFECTIVE STRUCTURE CONCEPT FORMATION IN UKRAINE.....	13
--	----

<b>Sablina N.V.</b> METHODICAL APPROACH TO THE MANAGEMENT OF THE INVESTMENT POTENTIAL OF THE COMPANY.....	14
---	----

<b>Stopochkin A.I.</b> EFFECTIVENESS FACTORS OF SOCIALLY ORIENTED MODEL OF MARKET ECONOMY.....	15
--	----

<b>Terletska V.A.</b> ANALYSIS OF DYNAMICS OF FOREIGN DIRECT INVESTMENTS AS A FACTOR INFLUENCING THE MARKET CONDITIONS IN UKRAINIAN BLACK SEA REGION.....	16
---	----

<b>Tsishchuk R.V.</b> STATISTICAL ANALYSIS OF STATE AND DYNAMICS OF HOUSEHOLDS DEVELOPMENT IN UKRAINE TO IMPROVE MANAGEMENT DECISIONS MAKING AND THEIR STATE SUPPORT.....	17
--	----

<b>Chekamova O.I.</b> INNOVATIVE POTENTIAL AS ASSESSMENT OF EFFECTIVENESS OF RESEARCH AND INNOVATION ACTIVITIES IN SCIENTIFIC INSTITUTIONS OF AGRARIAN SPHERE.....	18
---	----

<b>Cherkasova S.V.</b> CURRENT TRENDS OF DEVELOPMENT OF LIFE INSURANCE ENTERPRISES IN UKRAINE.....	19
---	----

## SECTION 4. ECONOMY AND ENTERPRISE MANAGEMENT

<b>Lysak V.Y., Tkachuk V.V., Oliinyk O.S.</b> ENTERPRISES' PERSONNEL MANAGEMENT.....	20
---	----

<b>Wen Mingming, Mamonov K.A.</b> INFORMATION AND ANALYTICAL SUPPORT OF ECONOMIC ASSESSMENT OF FARM ANIMALS (ON THE EXAMPLE OF NUMBER OF PIGS).....	21
---	----

<b>Martuniuk O.A., Kurdybanska N.F.</b> INTRODUCTION OF QUALITY MANAGEMENT SYSTEMS IN HEALTH CARE FACILITIES.....	22
--	----

<b>Navolska N.V.</b> BENCHMARKING AS A TOOL OF IMPROVING THE EFFICIENCY OF ENTERPRISE ACTIVITY.....	23
--	----

<b>Nekrasova L.A., Nekrasova K.I.</b> ANALYSIS AND PROSPECTS OF ENTERPRISES OF WINE INDUSTRY IN UKRAINE.....	24
<b>Nespliak S.V., Kushlyk O.Y.</b> COMPARATIVE ANALYSIS OF STRATEGIC SETS OF DEVELOPMENT OF LEADING ENTERPRISES OF BREWING INDUSTRY IN UKRAINE.....	25
<b>Petryshyn L.P.</b> CORRELATION OF PRICE TENDENCIES IN WORLD AND NATIONAL AGRO-INDUSTRIAL MARKETS.....	26
<b>Sabetska T.I.</b> ORIGIN, BACKGROUND AND DEVELOPMENT OF CONCEPT "ECONOMIC SAFETY OF ENTERPRISE".....	27
<b>Sytnyk Y.S.</b> PRINCIPLES OF FORMING OF PERSONNEL INTELLECTUAL ACTIVITY DEVELOPMENT MECHANISM AS AN OBJECTIVE MANAGEMENT FUNCTION.....	28
<b>Skryhun N.P., Semenenko K.Y., Avramenko I.M.</b> E-MAIL AS EFFECTIVE CHANNEL OF MARKETING COMMUNICATIONS.....	29
<b>Smyrnova N.V.</b> TECHNOLOGY OF ENTERPRISE ASSETS' STRATEGIC MANAGEMENT.....	30
<b>Stryi L.A., Golubev A.K., Sakun A.A.</b> DEVELOPMENT OF COMPETITION ENVIRONMENT IN COMMUNICATION SERVICES MARKET OF UKRAINE.....	31
<b>Khavrova K.S.</b> METHODOLOGICAL BASES OF ENTERPRISE INTELLECTUALIZATION FOR ECONOMIC STABILIZATION.....	32
<b>Tsybulskaia E.I., Grushko A.I.</b> VALUATION OF ENTERPRISE BUSINESS REPUTATION.....	33
<b>SECTION 5. DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY</b>	
<b>Uzhva A.M.</b> MECHANISMS OF INVESTMENT PROVIDING OF AGRARIAN BUSINESS FUNCTIONING: REGIONAL MEASURING.....	34
<b>SECTION 6. ECONOMY OF NATURAL RESOURCES MANAGEMENT AND ENVIRONMENT PROTECTION</b>	
<b>Rohach S.M.</b> AGRICULTURAL NATURAL RESOURCES USE AS A SPECIAL COMPONENT OF ECONOMIC RELATIONS AND TRANSFORVATIONAL CHANGES.....	35
<b>SECTION 7. DEMOGRAPHY, LABOR ECONOMY, SOCIAL ECONOMY AND POLITICS</b>	
<b>Barbora Janubová</b> ROLE OF EDUCATION IN THE FIGHT AGAINST INEQUALITY: THE CASE OF BRAZIL.....	36
<b>SECTION 8. MONEY, FINANCES AND CREDIT</b>	
<b>Kostetskyi V.V., Rendovych P.M.</b> ROLE AND IMPORTANCE OF CORPORATE SOCIAL RESPONSIBILITY AS A COMPONENT OF FINANCIAL MANAGEMENT OF ENTERPRISES.....	37
<b>Paliichuk T.V.</b> FISCAL DECENTRALIZATION IN FRANCE.....	38
<b>Sidelnykova L.P.</b> CURRENT STATUS AND PERSPECTIVES OF FINANCING OF STATE SOCIAL INSURANCE FUNDS.....	39
<b>Yukhymenko V.M.</b> BANKRUPTCY EXAMINATION OF INSURANCE ORGANIZATIONS USING PJSC «UIC «GARANT-AVTO» AS AN EXAMPLE.....	40
<b>Shvets N.R., Yushkaliuk A.A.</b> DETERMINATION OF ECONOMIC CAPITAL VALUE AS A METHOD OF BANKING INTEGRATED FINANCIAL RISK MANAGEMENT.....	41

## **SECTION 9. ACCOUNTING, ANALYSIS AND AUDIT**

**Kalabukhova S.V.**

MATRIX FORM OF ACCOUNTING ANALYSIS ORGANIZATION..... **42**

**Shylko I.S.**

ECONOMIC ANALYSIS IN UKRAINE PUBLIC SECTOR COLLEGES MANAGEMENT SYSTEM..... **43**

**Shilvinska O.L.**

ORGANIZATION OF INTERNAL COSTS CONTROL

AT HOTEL AND RESTAURANT ENTERPRISES..... **44**

## **SECTION 10. MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY**

**Zianko V.V., Revenko V.S.**

RATIONALIZATION OF UKRAINIAN ENTERPRISES' BUSINESS BEHAVIOR

BY ANALYSIS OF ADVANTAGES AND DANGERS OF COMPETITIVE INTELLIGENCE

AND INDUSTRIAL SPYING..... **45**