

Table of contents

| | |
|---|----|
| Yana Derbenova, CROSS-BORDER COOPERATION IN CONDITIONS OF DISINTEGRATION PROCESSES IN THE GLOBAL ECONOMY | 5 |
| Olena Herasymenko, ANALYTICAL REVIEW OF RISK-MANAGEMENT INTERNATIONAL STANDARDS FOCUSED ON THE ENTERPRISES OF VARIOUS ECONOMY SECTORS | 10 |
| Iyad A. Al-Nsour, IMPACT OF THE PRICE PROMOTION POLICY ON THE BRAND EQUITY OF PIZZA STORES IN SAUDI ARABIA | 30 |
| Natalia Kuharskaya, Irina Saraieva, SYSTEM APPROACH AS A KEY IMPERATIVE FOR IMPROVING STRATEGIC PROCESSES IN UKRAINE AT THE MESO-LEVEL | 46 |
| Alla Rusnak, Viktoriia Boiko, LOGISTICS AS A COMPETITIVE ADVANTAGE IN THE DEVELOPMENT OF THE AGRICULTURAL SECTOR IN UKRAINE | 55 |
| Mykola Stetsko, DUE-DILIGENCE IN INITIAL PUBLIC OFFERING OF CORPORATE SECURITIES | 61 |
| Nelia Volkova, ESTABLISHING OF ORGANIZATIONAL AND FUNCTIONAL MODEL FOR CREDIT ACTIVITY IN THE CONDITIONS OF HIGH UNSAFETY OF MARKET ENVIRONMENT | 68 |
| Anna Sabadosh, Yelyzaveta Syvak, INFORMATION TECHNOLOGIES IN THE PROCESS OF GOVERNMENT BODY OPERATIONAL ACTIVITY MANAGING | 76 |
| REQUIREMENTS TO MANUSCRIPTS (in Czech) | 89 |
| REQUIREMENTS TO MANUSCRIPTS (in English) | 95 |