

## Table of contents

### WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

Olena Popko, GLOBALIZATION: STAGES OF DEVELOPMENT AND .....	7
Anastasiia Hladkova, STRATEGIES OF THE XXI CENTURY. NEW ALTERNATIVES OF STRATEGIC ANALYSIS IN GLOBAL COMPETITION CONDITIONS .....	16
Ivan Berezhniuk, Ihor Nestoryshen, Vitalii Turzhanskyi, PROSPECTS FOR THE INTRODUCTION OF POST-CUSTOMS CONTROL INSTRUMENTS INTO DOMESTIC CUSTOMS LEGISLATION IN ACCORDANCE WITH EUROPEAN .....	26
Iryna Manaenko, Tetiana Ivanova, UKRAINIAN-POLISH ECONOMIC COOPERATION IN THE CONDITIONS OF THE EUROPEAN PRIORITIES .....	32
Nataliia Melnyk, THE OVERVIEW OF THE WORLD MARKET FOR BIOENERGETIC FUELS PRODUCTION AND CONSUMPTION .....	39
Olha Shershun, WAYS OF INTERNATIONAL CO-OPERATION IN SOLVING THE ECONOMIC PROBLEMS OF ECOLOGIZATION OF THE UKRAINIAN THERMAL POWER PLANTS .....	52

### GOVERNANCE BY NATIONAL ECONOMY

Nataliia Zachosova, Nataliia Nosan, CONCEPTUAL FRAMEWORK FOR MANAGEMENT AND REGULATION OF THE STATE FINANCIAL SECURITY .....	59
Nataliia Savina, Olena Kryvoruchko, THE REGULATORY STATE MODEL OF THE INVESTMENT PROCESSES OF THE UKRAINIAN TRANSPORT AND LOGISTIC SYSTEM DEVELOPMENT .....	66
Oleksandr Zlotenko, SPECIFICS OF THE INVESTMENT RESOURCES FORMATION AT THE INDUSTRIAL ENTERPRISES OF UKRAINE FROM THE PERSPECTIVE OF ECONOMIC SECURITY .....	72
Liudmyla Krymchak, ANALYTICAL COMPONENT IN DETERMINATION OF THE LEVEL OF ECONOMIC SECURITY WITHIN FOREIGN ECONOMIC ACTIVITY OF DOMESTIC MACHINE-BUILDING ENTERPRISES .....	79
Denis Tkachenko, WAYS OF IMPROVING THE MECHANISM OF STATE REGULATION OF TNC ACTIVITIES IN UKRAINE .....	86
Olena Hetman, MODERN PROBLEMS AND STRATEGIES OF THE STATE ON ENERGY SAFETY .....	93
Iryna Snisarchuk, STATISTICAL ANALYSIS OF MARKETING POTENTIAL OF EDUCATIONAL AREA OF UKRAINE .....	99
Eugenia Khaustova, METHODOLOGICAL APPROACHES TO DETERMINING THE ACTUAL AND EXPECTED LEVEL OF INTELLECTUAL CAPITAL DEVELOPMENT OF THE INSTITUTION OF HIGHER EDUCATION .....	107

Svitlana Breus, RESEARCH AND RISK EVALUATION UNDER MANAGING THE PROCESS OF ENSURING THE ECONOMIC SECURITY OF HIGHER EDUCATION INSTITUTIONS .....	116
--	-----

Inna Akhnovska, CLASSIFICATION OF IMPACT FACTORS ON FAMILY EDUCATION .....	133
--	-----

### **MANAGEMENT IN ECONOMIC SECTORS AND ENTERPRISES**

Olena Shumkova, Viktoriia Shumkova, MARKETING MANAGEMENT OF INVESTMENT AND INNOVATION ACTIVITY OF AGRICULTURAL ENTERPRISES ....	141
--	-----

Nataliia Zadorozhniuk, CREATIVITY AS THE BASIS FOR DEVELOPMENT OF ENTREPRENEURSHIP (ON THE EXAMPLE OF IT-SECTOR OF UKRAINE) .....	148
--	-----

Tetiana Kharchenko, THE FOREIGN INVESTMENTS INFLUENCE ON SUSTAINABLE DEVELOPMENT OF ENTERPRISE .....	154
---	-----

Halyna Rachynska, DEVELOPMENT OF THE TECHNOLOGICAL STRATEGY OF A COMPANY: APPLIED ASPECTS .....	160
--	-----

Volodymyr Zapukhliak, Olena Luste, SOCIAL CAPITAL AS A FACTOR OF ORGANIZATIONAL CHANGE AND PERSONNEL MANAGEMENT SYSTEM ADAPTABILITY .....	169
---	-----

Iryna Oplachko, CONCEPTUAL FRAMEWORK OF ANTI-CRISIS MANAGEMENT OF INDUSTRIAL ENTERPRISES .....	176
---	-----

Svetlana Dubovik, Alina Kolehanova, TQM AS THE MODERN METHOD OF MANAGING THE QUALITY OF PRODUCTION ON DAIRY PROCESSING ENTERPRISES .....	183
---	-----

### **LABOR ECONOMICS AND REGIONAL ECONOMY**

Larysa Shaulska, Hanna Bei, FORMATION OF THE COMPETENCES MARKET IN THE CONDITIONS OF DIGITALIZATION OF ECONOMY: THE ROLE OF EMPLOYMENT SERVICE .....	192
--	-----

Eleonora Zabarna, REGIONAL MARKETS OF UKRAINE IN MODERN FACILITIES OF ENTREPRENEURSHIP .....	201
---	-----

Inna Stenicheva, ESSENCE AND BASIC APPROACHES TO THE FORMATION OF THE SOCIAL AND ECONOMIC SPACE OF THE REGION .....	206
--	-----

Viktoriia Ilchenko, CONTENT AND ELEMENTS OF THE MECHANISM OF SUSTAINABLE DEVELOPMENT OF THE REGION .....	212
---	-----

Yuliia Horiashchenko, MAIN LEVERS OF MANAGEMENT ACTIVITIES IN ENSURING REGIONAL DEVELOPMENT .....	220
--	-----

Alla Rusnak, Svitlana Prokhorchuk, Alla Karnaushenko, ANALYSIS AND EVALUATION OF INNOVATION ACTIVITY OF THE REGIONS OF UKRAINE .....	226
---	-----

Kateryna Fedyna, Vsevolod Strilchuk, MULTI-PURPOSE ECOLOGICAL COMPLEX AS ORGANIZATIONAL AND ECONOMIC STRUCTURE OF THE BLACK SEA REGION ....	236
--	-----

Liudmyla Batsenko, Viktoriia Mantula, ESTIMATION OF RESOURCE POTENTIAL OF THE UNITED TERRITORIAL COMMUNITY .....	242
---	-----

Volodymyr Cherednychenko, INFLUENCE OF ADMINISTRATIVE-TERRITORIAL REFORM ON THE MARKET OF PUBLIC GOODS IN UKRAINE .....	256
--	-----

## THE ECONOMY AND MANAGEMENT OF NATURAL ENVIRONMENT AND ENVIRONMENTAL PROTECTION

Larysa Kupinets, METHODOLOGY FOR IDENTIFYING AND MANAGING THE RISKS OF ENVIRONMENTALLY ORIENTED DEVELOPMENT OF ECONOMIC SECTORS .....	261
Oksana Martyniuk, METHODOLOGICAL BACKGROUND OF ECOLOGICAL MARKETING OF SOCIAL ECONOMIC SYSTEMS SUSTAINABLE DEVELOPMENT .....	270
Oksana Nikishyna, Natalya Andryeyeva, Tetiana Lozova, ASSESSMENT OF INDICATORS OF RESPONSIBLE CONSUMPTION AND PRODUCTION IN UKRAINE IN THE CONTEXT OF "GREEN" LOGISTICS .....	278
Nataliia Kovshun, Nataliia Piatka, METHODOLOGY OF INVESTIGATING THE INFLUENCE OF ECOLOGICAL INVESTMENT ON POLLUTION OF THE ENVIRONMENT .....	288
Serhii Horbliuk, CREATION OF THE WARSAW STARTUP ECOSYSTEM .....	298

## FINANCES AND BANKING

Victoriia Kovalenko, POPULATION SAVINGS IN THE SUPPLY OF RESOURCE POTENTIAL OF THE BANKS .....	305
Kateryna Sivkova, OPERATIONAL RISK OF THE BANK: METHODS AND MANAGEMENT TOOLS .....	314
Victoriia Piddubna, THE IMPACT OF DIGITALIZATION ON VISUAL COMMUNICATIONS OF UKRAINIAN BANKS .....	320
Maryna Slatvinska, FISCAL POLICY AS A TOOL OF STATE REGULATION .....	327
Lyudmyla Vasyutynska, FISCAL AND REGULATORY BASIS OF TAX POLICY: SCIENTIFIC DISCUSSIONS AND PRACTICAL ASPECTS .....	334
Olga Dubovyk, THE RESERVES TO INCREASE THE RECEIPT OF PERSONAL INCOME TAX TO THE BUDGET .....	341

## ACCOUNTING AND AUDITING

Nataliia Mazur, ACCOUNTING FOR ECOLOGICAL ACTIVITIES IN CONDITIONS OF SUSTAINABLE DEVELOPMENT OF THE ECONOMY .....	348
Ivan Semenets, ACCOUNTING OF PRODUCT QUALITY COSTS .....	356
REQUIREMENTS TO MANUSCRIPTS (in Czech) .....	362
REQUIREMENTS TO MANUSCRIPTS (in English) .....	368