Table of contents

GOVERNANCE BY NATIONAL ECONOMY

Lesia Lyskova, CURRENT STATE AND PROSPECTS OF DEVELOPMENT OF INNOVATIVE POTENTIAL OF UKRAINE	6
Antonina Radionova, SOCIO-ECONOMIC CONSEQUENCES OF CONVERGENCE AND DIVERGENCE PROCESSES IN THE INFORMATION-INNOVATION ECONOMY	13
Denys Chernikov, PERSPECTIVES OF MODERNIZATION OF A MECHANISM OF PUBLIC SUPPORT TO UNDERTAKINGS UNDER CONDITIONS OF ASSOCIATION RELATION WITH THE EUROPEAN UNION	22
Diana Fayvishenko, PARADIGM FORMATION OF BRAND STRATEGIES	31
MANAGEMENT IN ECONOMIC SECTORS AND ENTERPRISES	
Iryna Kravchuk, Oksana Prysiazhniuk, Ihor Kravchuk, PERSPECTIVES OF ECONOMIC DEVELOPMENT OF RURAL AREAS OF UKRAINE	35
Ivanna Harazhdzhuk, Serhii Zelenko, PROBLEMS OF DEVELOPMENT OF AGRICULTURAL SERVICE COOPERATION IN UKRAINE IN THE CONTEXT OF INSTITUTIONAL THEORY	49
Taras Keleberda, THE IMPORTANCE OF COOPERATION IN ORGANIC PRODUCTION	57
Oksana Prodius, MECHANISMS AND PROCEDURES OF ENTERPRISES' INNOVATIVE DEVELOPMENT IMPLEMENTATION IN THE CONDITIONS OF INCLUSIVE ECONOMIC GROWTH	62
Ariadna Sainchuk, METHODOLOGY OF USING OUTSOURCING BY THE SERVICE COMPANIES WHICH RESTORE PAYING CAPACITY IN THE PROCESS OF RESTRUCTURIZATION	69
Nataliya Karavan, PRODUCTS AS A FACTOR FOR FORMING COMPETITIVENESS OF CHEMICAL ENTERPRISES	79
Marina Pedan, DEVELOPMENT OF THE MODEL OF STRATEGIC MARKETING OF FOREIGN ECONOMIC ACTIVITY OF AN ENTERPRISE IN THE WTO SEGMENT MARKETS	86
FINANCES AND ECONOMIC ANALYSIS	
Natalia Krasnokutska, Hanna Koptieva, PROCESS APPROACH TO STUDY ECONOMIC SECURITY COMPONENTS OF TRADE ENTERPRISES	91
Elza Mamedova, IDENTIFYING THE COMPETITIVENESS OF INSURANCE COMPANIES ON THE TRAVEL INSURANCE MARKET	. 104

Tetiana Pliekhanova, GENERALIZATION OF THE THEORETICAL APPROACHES	
TO THE RISK ASSESSMENT OF INNOVATIVE ACTIVITIES IN DEPENDENCE	
ON THE STAGE OF THE LIFE CYCLE OF THE INNOVATION PROJECT	113
Olha Demianchuk, Oleksandr Dubrovyk, METHODOLOGY FOR ANALYSIS OF THE LEVEL OF FINANCIAL SOLVENCY OF THE UNITED TERRITORIAL COMMUNITIES OF UKRAINE	121
REQUIREMENTS TO MANUSCRIPTS (in Czech)	130
REQUIREMENTS TO MANUSCRIPTS (in English)	136