

## Table of contents

### ECONOMIC ANALYSIS AND ECONOMIC THEORY

Iryna Vakhovych, Hryhorii Nedopad, METHODOLOGICAL APPROACH TO COMPREHENSIVE ASSESSMENT OF BUDGET EFFICIENCY OF TERRITORIES ..... 6

Olena Mykhalska, ORGANIZATION OF THE NORMATIVE METHOD OF COST ACCOUNTING BY “CENTERS OF RESPONSIBILITY” AT THE ENTERPRISES OF THE FOOD INDUSTRY OF UKRAINE ..... 15

Inna Akhnovska, Olena Bratslavets, MARKET CATEGORY: ANALYTICAL REVIEW OF SCIENTIFIC THOUGHT DEVELOPMENT ..... 20

### GOVERNANCE BY NATIONAL ECONOMY

Serhii Horbliuk, DECENTRALISATION OF PUBLIC FINANCES IN UKRAINE – TOWARDS SUSTAINABLE DEVELOPMENT OF TERRITORIAL COMMUNITIES ..... 29

Yaroslav Pylypenko, INSTITUTIONAL FRAMEWORK FOR STRENGTHENING THE FINANCIAL AUTONOMY OF LOCAL SELF-GOVERNMENT BODIES IN UKRAINE IN DECENTRALIZATION PROCESS ..... 36

Iryna Salivonchyk, INNOVATIVE ENTREPRENEURSHIP AS A TOOL OF MODERNIZATION OF THE ECONOMICS ..... 42

Viktor Prorok, OBJECTS OF STATE OWNED CORPORATE RIGHTS ..... 49

Olga Prygara, Liudmyla Yarosh-Dmytrenko, INNOVATIONS IN POSITIONING OF SERVICES DURING COVID-19 PANDEMIC ..... 57

Tetiana Kochura, DIGITALIZATION OF MILITARY ECONOMY ..... 64

### MANAGEMENT IN ECONOMIC SECTORS AND REGIONS

Oleksandr Shubalyi, Petro Kosinskyi, Iryna Hrynyk, FINANCIAL SUPPORT FOR SUSTAINABLE DEVELOPMENT OF THE REGION ..... 71

Yuriy Zastavnyy, Oleksandr Kvatyrko, Oleh Oleksiievets, ORGANIC AGRICULTURAL PRODUCTION AS A PREREQUISITE FOR THE DIVERSIFICATION AND COMPETITIVENESS OF THE RURAL ECONOMY ..... 81

Vasyl Golian, Yurii Luchechko, Denys Shmarov, DETERMINANTS OF THE FORMATION OF A SYSTEM FOR STIMULATING INVESTMENT ACTIVITY IN THE FOOD PROCESSING INDUSTRY SECTOR ..... 90

Marharyta Chepeliuk, Andrii Hamiie, Roman Shkreben, Mykhailo Harnam, CURRENT STATE OF BUSINESS SPACE AND INDUSTRIAL ENTERPRISE DEVELOPMENT ..... 98

Lesia Chubuk, DEVELOPMENT OF A REAL PROPERTY MANAGEMENT STRATEGY AIMED AT MAXIMIZING VALUE .....	105
Oleksandr Vostriakov, Galyna Volokhova, CONCEPTUALIZATION OF THE CORPORATE IDENTITY, IMAGE, AND REPUTATIONAL STUDIES .....	113
<b>MARKETING AND MARKETING COMMUNICATIONS</b>	
Halyna Tarasiuk, Olha Kovalchuk, CREATING A STRONG BRAND POSITIONING .....	122
Viktoriia Poplavska, COMPONENT VALUES OF BRAND CAPITAL .....	128
Mariana Demko, SPONSORSHIP AS A TOOL OF COMMUNICATION POLICY OF BANKS OF UKRAINE .....	134
<b>BANKS AND FINANCES</b>	
Ganna Karcheva, Karina Dalgic, NON-STRUCTURAL MODELS OF THE ASSESSMENT OF BANKING COMPETITION IN UKRAINE .....	140
Andrii Halaiko, THE ANALYSIS OF THE INFLUENCE OF VALUE ADDED TAX ON FINANCIAL INDICATORS OF THE ACTIVITY OF AGRO-INDUSTRIAL COMPLEX IN UKRAINE .....	148
REQUIREMENTS TO MANUSCRIPTS (in Czech) .....	156
REQUIREMENTS TO MANUSCRIPTS (in English) .....	162