

Contents

<i>Preface</i>	13
Economics	
INTERNATIONALIZATION OF HIGHER EDUCATION AND IT'S IMPACT ON ECONOMY: CASE OF INDIA AND POLAND <i>Dr Pradeep Kumar</i>	16
INSTITUTIONAL COMPONENT OF COMPETITIVENESS RISKS AND DEVELOPMENT OF SOCIO-ECONOMIC SYSTEMS <i>Stadnyk Valentyna, Sokoliuk Galyna, Holovchuk Julija</i>	28
DEVELOPMENT OF THE SUPPLY CHAIN MANAGEMENT CONCEPT UNDER THE CONDITIONS OF GLOBAL ECONOMIC TRANSFORMATIONS <i>Krystyna Osipenko, Volodymyr Omelchenko, Anna Omelchenko</i>	41
TRANSFORMATIONAL PROCESSES OF THE COUNTRY'S ECONOMIC DEVELOPMENT <i>Olena Lukianchuk, Tetiana Tkachuk</i>	53
THE INTERACTION OF MONETARY, MACROPRUDENTIAL AND FISCAL POLICIES <i>Liliia Zherdetska</i>	59
BALANCED DEVELOPMENT OF REGIONAL ECONOMIC SYSTEMS ON THE BASIS OF SMART SPECIALIZATION: EUROPEAN EXPERIENCE AND OPPORTUNITIES FOR UKRAINE <i>Olena Panukhnyk, Hryhoriy Khymych, Yana Fedotova</i>	69
SOCIO-ECONOMIC DEVELOPMENT OF UKRAINIAN REGIONS IN THE CONTEXT OF EUROPEAN INTEGRATION <i>Ivanna Bakushevych, Iryna Martyniak, Daria Goshchynska</i>	77
VALUE CREATION AS THE MAIN PRINCIPLE OF CONSTRUCTION COMPANY EFFICIENT FUNCTIONING <i>Mykhailo Luchko, Oleksandra Kilyar, Iryna Adamska</i>	89
REGRESSION ESTIMATION OF AGRICULTURAL PRODUCTION OF CROPS IN THE WESTERN REGION OF UKRAINE <i>Lyubov Hats</i>	97

IMPACT OF SHADOW ECONOMY ON FOOD SECURITY OF THE COUNTRY	
<i>Lesia Sheludko, Iryna Koshkald, Andriy Popov</i>	103
TRANSFORMATION ASPECTS OF THE MODERN MIGRATION PROCESSES DEVELOPMENT IN THE SYSTEM OF LABOR ECONOMIC PROVISION	
<i>Svitlana Kalinina, Lilia Mikhaylishin, Yurii Korovchuk</i>	113
UKRAINIAN LABOR MIGRATION: MAIN TRENDS AND RISKS	
<i>Halyna Shchyhelska, Andrii Kryskov, Tamara Chop</i>	120
Business & Tourism	
BUSINESS RISKS IN THE CHANGING DYNAMICS OF 'GLOBAL VILLAGE' IN THE PERSPECTIVES OF INDO-UKRAINE RELATIONS	
<i>Mahammad Sharif</i>	131
STRATEGIES FOR IMPROVING THE COMPETITIVENESS OF FRONTIER CAPITAL MARKETS	
<i>Damir Bećirović, Emira Kozarević</i>	157
SOME MODELS OF FINANCIAL DECISIONS	
<i>Danuta Seretna-Salamaj, Agnieszka Szpara</i>	171
BANKING ACTIVITIES ASSESSMENT BASED ON BUSINESS MODELS	
<i>Iryna Khymych, Nataliia Tymoshyk, Tetiana Podvirna</i>	184
THE PROBLEM OF DIGITAL BANK BUSINESS MODEL IDENTIFICATION	
<i>Onyshchenko Yuliya</i>	194
FUNCTIONAL IMPERATIVES AND DOMINANT IDEAS OF DIGITAL ACCOUNTING SYSTEM DEVELOPMENT	
<i>Olga Pavlykivska, Lesia Marushchak</i>	204
PECULIARITIES OF FORMATION AND EFFECTIVE USE OF FINANCIAL RESOURCES OF THE ENTERPRISE UNDER MODERN CONDITIONS OF MANAGEMENT	
<i>Nataliia Konstantiuk, Tetiana Vynnyk</i>	211

LOGIT AND PROBIT MODEL FOR PREDICTION THE FINANCIAL HEALTH OF INSURANCE COMPANY <i>Viktoriia Kremen, Maryna Brychko</i>	223
STATUS, TRENDS AND DEVELOPMENT OF THE LIFE INSURANCE MARKET IN UKRAINE AND IN THE WORLD IN CONDITIONS OF FINANCIAL GLOBALIZATION <i>Hanna Malynych, Nataliia Bazhanova</i>	233
ECONOMIC ANALYSIS OF ACTIVITIES OF COMPANIES OF UKRAINE AND POLAND AND CLUSTERIZATION OF THE INSURANCE MARKET OF THE NATIONAL ECONOMY <i>Natalia Garmatyi, Natalia Riznyk, Sergiy Garmatyi</i>	244
INSTITUTIONAL PRINCIPLES OF THE FUNDED PENSION SYSTEM IMPLEMENTATION <i>Kateryna Pobocha, Vita Fedyna</i>	253
MINIMUM WAGE AND WORKING UNDER THE TABLE: ISSUES AND SOLUTIONS – ACCOUNTING ASPECT <i>Nataliia Kravchuk, Olha Bilous, Nadiia Synkevych</i>	262
SKILLS – ONE OF THE MOST IMPORTANT ASSET IN THE FUTURE GLOBAL BUSINESS <i>Daniela Ecaterina Zeca</i>	271
INTELLECTUAL PROVISION OF ENTREPRENEURSHIP INNOVATIVE DEVELOPMENT IN THE KNOWLEDGE-BASED ECONOMY CONDITIONS <i>Liudmyla Maliuta, Halyna Ostrovska, Tetiana Kuz</i>	277
INTELLECTUAL CAPITAL AS A BASIS FOR COMPETITIVENESS AND STABLE FUNCTIONING OF ENTERPRISES OF DOMESTIC MACHINE-BUILDING ENTERPRISES: ORGANIZATIONAL AND ECONOMIC MECHANISM OF ITS CREATION AND APPLICATION <i>Halyna Nahorniak, Roman Sherstiuk</i>	286
ORGANIC AGRICULTURAL PRODUCTS MARKET IN UKRAINE: CURRENT SITUATION AND FUTURE DEVELOPMENT <i>Liudmyla Artemenko, Iryna Nahorniak</i>	299
SENSITIVITY OF SMALL BUSINESS OF UKRAINE TO DYNAMIC CHANGES OF THE GLOBAL ENVIRONMENT <i>Nataliia Holych</i>	305

MODEL OF DECISION MAKING IN THE FORMATION OF AN INDIVIDUAL TOUR	
<i>Rohatynskii Roman, Dmytriv Dmytro, Dmytriv Olena</i>	312
PECULIARITIES OF MANAGEMENT OF STRATEGIC ALLIANCES IN THE FIELD OF TOURISM	
<i>Angelica Balabanits, Olga Gaponiuk</i>	319
INVESTMENT POTENTIAL OF RECREATION AREAS: ESSENCE, COMPONENTS, DEVELOPMENT STRATEGIES, METHODS OF EVALUATION	
<i>Tetiana Bezverkhniiuk, Irina Sencha</i>	329
Management & Marketing	
REASONS OF VULGARISM PROBLEMS IN MANAGEMENT AND BUSINESS-ETHICS AND WAYS OF THEIR SOLUTION	
<i>Bohdan Andrushkiv, Olha Hahaliuk, Natalia Kyrych, Olha Pohaidak</i>	338
THE MODELS OF DYNAMIC RISK MANAGEMENT OF ENTREPRENEURIAL ACTIVITY IN THE MANAGEMENT SYSTEM OF INDUSTRIAL ENTERPRISE	
<i>Natalia Metelenko</i>	346
RISK IDENTIFICATION, ESTIMATION AND MANAGEMENT AS A TOOL TO IMPROVE THE COMPETITIVENESS OF THE ENTERPRISE	
<i>Serhii Spivak, Tetyana Korolyuk, Oksana Mazurenok</i>	360
THE RISK-ORIENTED THINKING CONCEPT IN THE QUALITY MANAGEMENT SYSTEM OF THE EDUCATIONAL ORGANIZATION	
<i>Iryna Stankevych, Ganna Sakun, Tetyana Tardaskina</i>	368
A STUDY OF THE SOCIO-DEMOGRAPHIC PORTRAIT OF A SOCIAL ENTREPRENEUR AS A REPRESENTATIVE OF MODERN MANAGEMENT	
<i>Oksana Onyshchenko, Viktor Shyshkin</i>	378
SOCIAL RESPONSIBILITY AS A STRATEGIC ORIENTATION OF MODERN BUSINESS DEVELOPMENT	
<i>Olena Sorokivska, Ivanna Lutsykiv, Nataliia Shveda, Tetiana Kuzhda</i>	387
COMPETITIVE ADVANTAGES IN THE IMPLEMENTATION OF THE CORPORATE SOCIAL RESPONSIBILITY STRATEGY	
<i>Liubokhynets Larysa, Bushovska Lesia, Poplavska Olga</i>	398

CONCEPTUAL FRAMEWORK OF DISABLED PEOPLE'S SOCIAL INCLUSION IN THE CONTEXT OF CREATING A HARMONIOUSLY DEVELOPED SOCIETY <i>Oksana Prodius</i>	408
MANAGEMENT DEFORMATION OF THE PERSONALITY AS A KEY THREAT TO SUCCESSFUL MANAGEMENT <i>Iryna Perih, Inna Monachyn</i>	415
OPTIMAL STRATEGY DETERMINATION FOR THE HOTEL ENTERPRISE MANAGEMENT <i>Liudmyla Kyslova, Maryna Horbashevska</i>	421
MARKETING TECHNOLOGIES FOR REFORMING STATE SOCIAL POLICY AS A MECHANISM OF TRUST IN AUTHORITIES <i>Tetyana Pakhomova, Anastasia Rokotianska</i>	431
USAGE OF MATRIX METHODS FOR DEVELOPING THE STRATEGY OF AGRICULTURAL ENTERPRISE <i>Olena Shumkova, Viktoriia Shumkova</i>	437
Technologies & Innovations	
THE INTRODUCTION OF FABLAB PLATFORMS AS DETERMINANT OF THE UKRAINE'S ECONOMY INNOVATIVE DEVELOPMENT <i>Tetiana Vitenko, Nataliia Marynenko, Valeriy Lazaryuk, Volodymyr Shanaida</i>	448
INNOVATIVE SUSCEPTIBILITY IN THE CONDITIONS OF UKRAINE DIGITAL INFRASTRUCTURE DEVELOPMENT <i>Svitlana Yermak</i>	465
FORMATION OF THE DIGITAL ECONOMY THEORY IN THE WORKS OF N. NEGROPONTE AND D. TAPSKOTT <i>Inna Shkolnyk, Andrii Semenog</i>	472
DEVELOPMENT OF DIGITAL COMPETENCIES IN THE CONDITIONS OF SOCIAL DEVELOPMENT INFORMATIZATION <i>Iryna Markovych, Iryna Strutynska, Liliya Melnyk, Lidiia Diakiv</i>	484
INTERNATIONALIZATION OF HIGHER EDUCATION: CHALLENGES AND OPPORTUNITIES: A SUCCESS STORY OF SAVITRIBAI PHULE PUNE UNIVERSITY <i>Vijay Khare</i>	492
UKRAINE'S PERSPECTIVES IN INDUSTRY 4.0 <i>Iryna Kramar, Halyna Tsikh, Iryna Halushchak</i>	505