

CONTENT

1. NATIONAL ECONOMICS AND MANAGEMENT	6
Venelin Terziev. SOCIAL ENTREPRENEURSHIP AS AN OPPORTUNITY TO MODEL AN ACTIVE SOCIAL PROGRAM	6
Venelin Terziev. SOCIAL POLICY AS THEORY AND PRACTICE IN BULGARIA	13
Blagoy V.V., Byelichenko A.O., Kovalenko Y.I. RATIO MINIMUM WAGE AND LIVING WAGE IN UKRAINE	19
Blagoy V.V., Konstantinova K.G., Podlesnyi D.K. PROBLEMS AND PROSPECTS OF UKRAINE MEAT INDUSTRY	22
Vildman I.I. ANTHROPOGENIC TRANSFORMATION OF WATER SYSTEMS UKRAINE OF THE RESOURCE EVALUATION APPROACH OF STATE	25
Voloshyna O.A., Tenitskaya N.B. STATUS AND TRENDS AIC UKRAINE	28
Ivanko A. PECULIARITIES OF THE STUDY OF THE ECONOMICAL EQUILIBRIUM STATE IN TERMS OF STATIC AND DYNAMIC APPROACHES	32
Ivanilov O.S., Dmitriev I.A. THE SOCIAL ASPECTS OF THE ECONOMY OF UKRAINE	35
Kolodiychuk A.V. PREDICTION ALGORITHM OF KEY PARAMETERS OF THE MATERIAL-TECHNICAL COMPONENT OF THE SECTOR INFORMATION AND COMMUNICATION TECHNOLOGIES IN UKRAINE	41
Kolomina O.B. ROLE OF INTELLECTUAL CAPITAL IN THE ECONOMY OF UKRAINE	44
2. WORLD ECONOMY	48
Lennerova I. EFFECTS OF LABOR MIGRATION IN THE POST-CRISIS PERIOD	48
3. ENTERPRISES ECONOMICS AND MANAGEMENT	55
Terziev V. K., Stoyanov E. N., Georgiev M.P. PREREQUISITES FOR THE DEVELOPMENT OF THE BALANCED SCORECARD MODEL	55
Terziev V. K., Stoyanov E.N., Georgiev M.P. PREREQUISITES FOR THE IMPLEMENTATION OF THE BALANCED SCORECARD MODEL	61
Blagoy V.V., Andriyanova O.A., Bryukhovetskaya T.V. AREAS OF IMPLEMENTATION OF THE PROMOTION MOTIVATIONAL	69
Bondarenko O.M., Pavlikova K.V. THE PROBLEMS OF FORMING TEAMS IN THE FIELD OF INFORMATION SECURITY	71
Fedoryak R., Yevfymenko V. NEW APPROACHES TO STRATEGY IMPLEMENTATION OF INDUSTRIAL ENTERPRISES	75
Karpenko I.N., Lozovska L.A., Lozovska O.A. MODERN QUESTIONS OF FOREIGN TRADE ACTIVITIES RISKS CONTROL AT INDUSTRIAL ENTERPRISES	78
Kornilova O.V. MODERN TRENDS OF DEVELOPMENT IN UKRANIAN FOOD INDUSTRY	82
Martunyyuk O.A. APPLICATION OF THE THEORY OF INNOVATION DYNAMICS FOR ENTERPRISE MANAGEMENT	86
4. PRODUCTIVE FORCES DEVELOPMENT AND REGIONAL ECONOMY	91
Tavbulatova Z.K., Dzhentamirov M.H. ROLE OF THE IMPLEMENTATION OF STATE PROGRAMS IN REGULATION OF MARKETS FOR RAW MATERIALS AND FOOD (ON THE EXAMPLE OF CZECHIA)	91
5. MONEY, FINANCE AND CREDIT	95
Omelianenko N.S., Smirnova E.A. FOREIGN EXPERIENCE GOSUDARSTVENNOI DEVELOPMENT STRATEGY OF SMALL AND MEDIUM BUSINESS	95
Smirnova E.A. DEVELOPMENT OF INSURANCE MANAGEMENT IN MODERN CONDITIONS	98

6. ACCOUNTING, ANALYSIS AND AUDIT	102
Baranova A.O., Kashperska A.I. ORGANIZATION OF THE INTERNAL CONTROL ON COMMERCIAL ENTERPRISES.....	102
Dorosh N.I. FORMATION OF PUBLIC OVERSIGHT IN UKRAINE IN TERMS OF EUROPEAN INTEGRATION PROCESSES.....	106
Krot Y.M., Pasternak Y.P. INTERNAL CONTROL SYSTEM PAYABLES AND DIRECTIONS OF ITS IMPROVEMENT.....	112
7. TAXATION AND ACCOUNTING SYSTEM	117
Daribayeva M.Zh., Zhang Yin. TAX ANALYSIS AS A DRIVER OF ECONOMIC ANALYSIS OF ACTIVITIES OF THE ORGANIZATION	117
8. ECONOMIC SECURITY OF BUSINESS ENTITIES	120
Bektemirova N., Abdigalieva N., Sultankulova K. MARKET OF VALUABLE PAPERS IN MODERN ECONOMY.....	120
9. MATHEMATICAL METHODS IN ECONOMY	124
Grinchuk J.S., Grinchuk V.J. THE MAIN DIRECTIONS OF FORMATION AND DEVELOPMENT OF SOCIAL INFRASTRUCTURE IN RURAL AREAS	124
10. STATE ADMINISTRATION, SELF-GOVERNMENT AND GOVERNMENT SERVICE	128
Arakelova I. EDUCATION AS ONE OF THE FACTORS FOR SOCIAL INTEGRATION OF IDPS IN UKRAINE.....	128
Prykhodko O.N., Rodionova L.O. MODERN ASPECTS OF PREPARATION AND IN-PLANT TRAINING OF CIVIL SERVANTS.....	131
11. LAW	135
Klimovich T.Yu. MEDIATION AS AN ALTERNATIVE METHOD OF ECONOMIC LAW DISPUTES SETTLEMENT IN BELARUS	135
12. TOURISM ECONOMY	139
Temelkova M.P. „ALL INCLUSIVE TOURISM – BOUTIQUE TOURISM” OR THE STRUGGLE FOR LEADERSHIP IN THE PROFIT ON THE GLOBAL TOURISM MARKET.....	139
13. MANAGEMENT	146
Arsenyev Y.N., Davydova T.Yu. MANAGEMENT OF THE SUBJECTS OF THE ECONOMY.....	146
Blyznyuk T.P. CROSS-CULTURAL FEATURES OF UKRAINIAN MANAGEMENT	150
Voloshenko O.O., Bly'znak Y.I. IMPROVE EFFECTIVE MANAGEMENT FOREIGN TRADE OF ENTERPRISES.....	153
Voloshenko O.O., Bly'znak Y.I. IMPROVE EFFECTIVE MANAGEMENT FOREIGN TRADE OF ENTERPRISES.....	156
Kharchenko T.O., Pavlenko Y.V. FEATURES OF FORMATION OF COMMODITY-PRODUCT STRATEGY OF LIGHT INDUSTRY UKRAINE.....	159
14. MARKETING	162
Bulhakova O.V. HEDONIC RESEARCH OF THE CUSTOMERS SATISFACTION IN THE QUALITY MANAGEMENT SYSTEM.....	162
Zadnipranna T.S. PUBLIC RELATIONS ESSENTIALS OF THE ABSTRACT MARKETING VALUABLES	168
Shevchenko L.Ia., Zadnipranna T.S. ANALYTICAL PROVIDING OF STRATEGIC MARKETING MANAGEMENT ACTIVITY OF CORPORATE ENTERPRISES.....	171
15. PSYCHOLOGY, PEDAGOGY AND EDUCATION	176
Brovko K.A., Ternopil'ska V.I. CORPORATE CULTURE OF PERSONALITY: PSYCHOLOGICAL ASPECTS.....	176

Pashkova N.I. RECONSTRUCTION OF CARPATHIAN CONCEPT OF HOUSE BASED ON NOMINATIVE MODELS.....	179
Wu. Xingmei, Iryna Iliazunova. TEACHING METHODS OF MASTERS IN MUSICAL-PEDAGOGICAL PROFILE IN INSTRUMENTAL CLASS	182
Khomenko L. EMOTIONALLY VALUABLE COMPONENT OF MOTIVATION TO MUSIC TEACHING IN STUDENTS OF PEDAGOGICAL COLLEGES.....	185
Pet'ko L. THE DEVELOPMENT OF STUDENT YOUTH AESTHETIC CULTURE ON PROFESSIONAL DIRECTION.....	188
Kravets N. PREPARING MENTALLY RETARDED TEENAGERS AT LITERATURE LESSON FOR CREATIVE ACTIVITIES.....	192