

## CONTENT:

<b>BELOPOLSKYY M.</b> INTERNAL RESERVES TO RESCUE UKRAINE .....	12
<b>ANISIMOVA O., BULAKHOVA H.</b> ANALYSIS OF THE INNOVATION PROCESS MODELS IMPLEMENTATION AT THE INDUSTRIAL ENTERPRISES .....	20
<b>BLAZHEVA V.</b> INNOVATION IN THE AGRICULTURAL SECTOR IN THE CONTEXT OF EUROPE 2020 STRATEGY FOR SMART, SUSTAINABLE AND INCLUSIVE GROWTH.....	27
<b>PETROVA S.</b> OPPORTUNITIES FOR RETAIL ASSORTMENT STRUCTURING .....	33
<b>GOROSHKOVA L.</b> MODELING OF THE SUSTAINABILITY DEVELOPMENT FACTORS OF TOURIST-RECREATIONAL BRANCH OF UKRAINE .....	38
<b>MAYOROVA I.</b> HOUSING AND COMMUNAL SERVICES, AS MAKING CITY OF LOGISTIC OF INDUSTRIAL CITY. ....	44
<b>TKACHENKO A., ZADNIPRANNA T.</b> PARTICULARITIES OF EFFICIENCY INDEX DETERMINATION OF ENTERPRISE'S FIXED ASSETS IMPLEMENTATION .....	51
<b>PAVLOV K.</b> FEATURES INNOVATIVE ECONOMIC DEVELOPMENT OF OLD INDUSTRIAL REGIONS OF RUSSIA.....	56
<b>CHAYKA T., SEROV A., HALINSKY YA.</b> THE PLACE OF AGROTECHNOLOGICAL SYSTEMS IN SOLUTION OF ENVIRONMENTAL AND ECONOMIC PROBLEMS OF THE REGIONS.....	59
<b>VOROBYOVA I.</b> APPRAISAL OF OCCUPATIONAL INJURIES AS A SOLUTION TO PERSONNEL MANAGEMENT EFFICIENCY.....	65
<b>BILASH L.</b> LEADERSHIP, ORGANIZATIONAL CULTURE AND TEAM INTERACTION AS KEY FACTORS IN THE IMPLEMENTATION OF THE PERSONAL POTENTIAL OF STAFF MEMBERS IN THE SYSTEM OF STRATEGIC HUMAN RESOURCE MANAGEMENT.....	71
<b>DOROGAIA I.</b> THE INFLUENCE OF THE ORGANIZATIONAL CULTURE ON THE ENTERPRISE`S COMPETITIVENESS. ....	76
<b>KAMYSHNYKOVA E.</b> STRATEGIC APPROACH TO MANAGING CORPORATE SOCIAL RESPONSIBILITY OF THE ENTERPRISE.....	81
<b>SHABELNIKOVA E.</b> IMPROVEMENT OF METHODS FOR DETERMINING THE STATE OF INNOVATIVE DEVELOPMENT OF ENTERPRISE.....	86
<b>PERELI I.</b> DYNAMICS OF THE PRECIOUS METALS UKRAINE.....	93
<b>DRUZHININA V.</b> STATISTICAL STUDY OF STRUCTURAL CHANGES IN THE LOCAL LABOR MARKET.....	97
<b>MARCHENKO O.</b> THE THEORETICAL ASPECTS OF THE MANAGEMENT COMPETITIVENESS OF THE CITY.....	103
<b>GEIZER G., GEIZER A.</b> INFORMATION SECURITY OF THE INTRACOMPANY ACCOUNTING .....	109
<b>VAKULICH A.</b> PROSPECTS OF DEVELOPMENT OF INNOVATIVE BIOTECHNOLOGIES.....	114

<b>LEPEKHINA H.</b> THE INVESTMENT PROCESSES AS THE MODERNIZATION METHOD OF THE INDUSTRY OF THE KHERSON REGION.....	120
<b>SAMOJLIK M.</b> ESTIMATION OF RESOURCE-ECOLOGICAL SAFETY IN THE REGION: METHODICAL AND METHODOLOGICAL ASPECTS.....	1265
<b>FROLOVA Z.</b> ANALYSIS OF PROSPECTS FOR INNOVATION DEVELOPMENT OF UKRAINE .....	132
<b>KUDYRKO L.P., YEMELIANOVA O.Y., TROTSAN A.</b> STATE AND TENDENCIES OF DEVELOPMENT OF FOREIGN TRADE IN SERVICES OF RIVER TRANSPORT IN UKRAINE .....	1376
<b>TOLPEZHNIKOV R., TKACHOVA A.</b> THE CONCEPTUAL APPARATUS OF ECONOMIC CATEGORY “COMPETITIVE POTENTIAL OF ENTERPRISE” .....	143
<b>FILIPISHIN I.</b> PUBLIC-PRIVATE PARTNERSHIPS AS A VECTOR OF INTENSIVE DEVELOPMENT OF TRANSPORT INFRASTRUCTURE .....	151
<b>DUGINETS G.</b> ECONOMIC SOVEREIGNTY OF UKRAINE UNDER CONDITIONS OF COGNITIVE ECONOMY .....	159
<b>POZHUIIEVA T.</b> SHADOW ECONOMY INFLUENCE ON ESTABLISHMENT OF LEGAL ENTITY’S SAFETY .....	165
<b>KRAVCHENKO R.</b> MINIMIZATION OF THE LATENT RISKS INFRASTRUCTURE PROJECTS PUBLIC-PRIVATE PARTNERSHIP .....	170
<b>DIACHENKO O. ZUBKO E.</b> THE ECONOMIC NATURE OF THE CUSTOMS TARIFF AND ITS FUNCTIONS .....	176
<b>KHARCHENKO T.</b> JUSTIFICATION OF THE METHODOLOGICAL APPROACH TO THE COMPLEX-RATING EVALUATION OF AGRICULTURAL ENTERPRISES IN SUMY REGION .....	183
<b>VERGAL K.</b> SET-THEORETIC APPROACHES TO MANAGEMENT OF INTEGRATION PROCESSES .....	189
<b>SAFAROVA R.</b> THE INFLUENCE OF EXTERNAL AND INTERNAL FACTORS ON PERSONNEL MANAGEMENT OF INDUSTRIAL ENTERPRISE.....	194
<b>LELIUK JU.</b> THE ACCOUNTING OF NATIONAL SPECIFICITY OF THE LONG WAVE DYNAMICS IN “WINDOW OF OPPORTUNITIES” USE FOR INNOVATIVE BREAKTHROUGHS OF UKRAINE.....	199
<b>LELIUK M.</b> THE ADAPTIVE NATURE OF PLANNING IN THE ECONOMIC ENTITIES «HETEROGONY OF ENDS» CONTEXT.....	205
<b>POZDNIAKOV D.</b> CRITERIA OF CLASSIFICATION OF SPACE TECHNOLOGIES AND SERVICES WORLD MARKET.....	2110
<b>KOZLOVA V. BESSONOVA G.</b> ACCOUNTING OPERATIONS FOR THE PROTECTION OF THE ENVIRONMENT .....	216
<b>SEMENIHIN G.</b> INNOVATION ACTIVITY IN UKRAINE. PROBLEMS AND WAYS OF THEIR OVERCOMING .....	221
<b>LIASHOK YA.</b> APPROACH TO PUBLIC INFRASTRUCTURE SYSTEM DEVELOPMENT MANAGEMENT UNDER CONDITIONS OF IMBALANCES.....	228

KIBA O.V. THE ROLE OF INNOVATIONS IN GUARANTEEING ECONOMIC SAFETY OF AN INDUSTRIAL ENTERPRISE.....	234
POLTORATSKA O. THEORETICAL ASPECTS OF RESOURCE-SAVING CONCEPT.....	239
KASIANOVA A., KUCHERENKO A. DESCRIBING MANAGERIAL PROCEDURE OF RESISTANCE TO A CORPORATE FINANCIAL CRISIS .....	244
PANCHENKOYU. THE POSITIONING OF REGIONS ACCORDING TO EFFICIENCY OF DYNAMICS OF INTELLECTUAL PROPERTY MARKET .....	252
ZAITSEVA O., GARAFONOVA O., YEMETS N. TRANSFORMATION MANAGEMENT CONCEPTS IN MARKET SELF-ORGANIZATION.....	258
LISOVSKA V., NAISTA A. APPROACHES TO THE ANALYZING THE PERFORMANCE OF UKRAINIAN BANKS IN THE CONTEXT OF INTERNATIONAL LENDING.....	264
PIRETS N., PANENKO A., THE PROBLEMS OF HARMONIZATION OF BUSINESS AND TAX ACCOUNTING IN THE CONTEXT OF INCOME AND EXPENSES .....	273
MASCHENKO S. THEORETICAL ASPECTS OF INVESTIGATING THE ENERGY SAVING AS ECONOMIC CATEGORY.....	280
IVASHUK YU. APPEARANCE ORIGIN AND WAYS TO MINIMIZE CORRUPTION IN THE PUBLIC PURCHASING SECTOR (UKRAINIAN EXAMPLE).....	285
MEZENTSEVA I. ANALYSIS OF INVESTMENT ACTIVITIES IN THE ENGINEERING INDUSTRY OF UKRAINE .....	292
KALININ O. PERSPECTIVES OF DIVERSIFICATION IN THE PRESENT STAGE OF THE ECONOMIC DEVELOPMENT .....	297
SALOVA N. MODERN MODELS OF PERSONNEL STIMULATION .....	306
VITKA N. INNOVATIVE MODEL OF DEVELOPMENT IN CRISIS CONDITIONS OF ACTIVITY OF THE INDUSTRIAL ENTERPRISES OF UKRAINE .....	312
LEVSHOVA JU. INFORMATION OPTIMIZATION MODEL OF ENERGY PRODUCTION CAPACITY OF THE COMPANY .....	319
MATKOVSKIY A. THE INNOVATIVE CONSTITUENT IN THE SYSTEM OF PROVIDING OF ECONOMIC SECURITY .....	326
CHERNYSHEVA H. SYSTEM OF INFLUENCE FACTORS ON OUTPUT COMPETITIVENESS IN TIRE PRODUCTION .....	330
KONOVAL YU. ECONOMIC ESSENCE OF THE CONCEPT "INNOVATION".....	336
SAMOJLENKO K. SCIENTIFIC AND METHODOLOGICAL APPROACHES TO DETERMINE THE USEFULNESS OF THE INFORMATION PRODUCT .....	341
BEREZHNA M. ENVIRONMENTAL RESPONSIBILITY OF BUSINESS ENTITIES IN THE SYSTEM OF SUSTAINABLE DEVELOPMENT OF THE REGION.....	345
BYTKIN S., IVANYUTIN I., KOLOMIIETS V., MOKIY A. STEEL PRICE FORECASTING USING THE COMBINATION OF METHODS OF CORRELATION AND REGRESSION ANALYSIS AND EXPONENTIAL SMOOTHING OF TIME SERIES AMONG STATISTICA 8.....	351

<b>MAKAREVYCH S.</b> PROSPECTS OF DEVELOPMENT OF CORPORATE SOCIAL RESPONSIBILITY OF UKRAINIAN ENTERPRISES .....	356
<b>MUSHENKO S.</b> INNOVATION SUSTAINABILITY OF INDUSTRIAL ENTERPRISES. ....	363
<b>MAROVA S.F., BURYH Y.V.</b> ANALYSIS OF METHODICAL APPROACHES TO FIRMNESS ESTIMATION OF THE ECOLOGICAL-ECONOMIC SYSTEMS. ....	37169
<b>KOVERGA S.V.</b> DETECTION OF DISBALANCES ON THE BASIS OF ANALYSIS OF FUNCTIONING OF INDUSTRIAL ENTERPRISES. ....	377
<b>CHECHEL A., EPISHENKOVA A.</b> ECOLOGICAL AND ECONOMIC PAYMENTS FOR USER OF NATURE RESOURCE ON INDUSTRIAL AREAS.....	385
<b>KNIAZIEVA T.V.</b> DEVELOPMENT OF ENVIRONMENTAL MANAGEMENT IN THE ENTERPRISE: THE BASIC THEORETICAL PROPOSITIONS. ....	391
<b>OUR AUTHORS</b> .....	396