



Scientific Center of Innovative Researches
(Tallinn, Estonia)



Academy of Economics and Pedagogy
(Prague, Czech Republic)

International conference on economics, accounting and finance

**July 02-04, 2020
Prague, Czech Republic**

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THE PROGRAM
of International conference on economics, accounting and finance (ICEAF)
(July 02-04, 2020)

TIME NAME

July 02, 2020 On-line conference

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10:10 AM	<i>Yurii Poskrypko, Olena Bielova</i> PECULIARITIES OF ECONOMIC DEVELOPMENT MANAGEMENT IN PROJECT-ORIENTED ENTERPRISES
10:20 AM	<i>Oksana Horobchenko</i> BASIC FACTORS OF LEVEL QUALITY OF EDUCATION IN UKRAINE
10:30 AM	<i>Irina Rybalko</i> THE INFLUENCE OF MANAGEMENT STYLE IN THE PROJECT ACTIVITY OF THE ENTERPRISE ON ITS ECONOMIC DEVELOPMENT
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10:50 AM	<i>Lyudmyla Shemayeva, Volodymyr Shemayev</i> CONCEPT OF MANAGEMENT OF STRATEGIC INTERACTION WITH ENTERPRISE'S EXTERNAL ENVIRONMENT
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11:20 AM	<i>Nadiia Melnyk</i> LEGAL ASPECTS OF THE INFORMATION SECURITY OF THE STATE
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11:40 AM	<i>Nataliia Shuprudko</i> MANAGEMENT OF SAFETY ACTIVITIES AT THE ENTERPRISE
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12:00 PM	<i>Valeriia Loiko, Yelyzaveta Loiko</i> TARGETED ADVERTISING AS A MODERN TOOL OF INTERNET MARKETING

- 12:10 PM *Oleksandra Liashenko*
ECONOMIC STUDIES POST-COVID WORLD: RESILIENCE OF UKRAINE
- 12:15 PM *Volodymyr Darmograi*
PECULIARITIES OF THE INNOVATION PROCESS IN THE PUBLIC GOVERNANCE SYSTEM
- 12:20 PM *Ruslan Markov*
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- 12:25 PM *Iryna Burlakova, Tetiana Kondes, Oleksiy Sheviakov*
COGNITIVE APPROACH TO CORPORATE WELL-BEING MANAGEMENT
- 12:30 PM *Alexander Bradul, Vira Shepeliuk*
INFLUENCE OF THE SHADOW ECONOMY ON THE SOCIO-ECONOMIC DEVELOPMENT OF UKRAINE
- 12:35 PM *Olga Balynska, Taras Rudyi*
ILLEGAL COLLECTION OF INFORMATION

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- 12:40 PM *Volodymyr Muravskiy*
ACCOUNTING IN THE LOGISTICAL SYSTEM OF CHAOTIC STORAGE
- 12:50 PM *Natalia Goilo*
GOALS AND OBJECTIVES OF THE MANAGEMENT REPORT AUDIT
- 01:00 PM *Yana Koval*
FACTORS OF INFLUENCE ON INNOVATIVE ACTIVITY OF ENTERPRISES IN THE UKRAINIAN MARKET
- 01:10 PM *Yevheniia Druhova*
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- 01:20 PM *Vasyl Dmitrenko*
ORGANIZATION OF AUDIT OF THE SYSTEM OF ECONOMIC SECURITY OF ENTERPRISES OF THE CONSTRUCTION INDUSTRY
- 01:30 PM *Anna Paziieiva*
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- 01:40 PM *Volodymyr Panchenko*
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- 01:50 PM *Alexander Chernenko*
CRYPTOCURRENCY AND FINANCIAL RISKS
- 02:00 PM *Tetiana Sliesar*
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- 02:10 PM *Iryna Mihus*
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- 02:20 PM *Oksana Motuzenko*
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- 02:25 PM *Vitaliy Sobchyshyn, Yana Drobotya*
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- 04:00-06:00PM** *Vasyl Moskov*
**WOKRSHOP: «BLOCKCHAIN TECHNOLOGY AND ITS ROLE IN
ECONOMIC AND SOCIAL PROCESSES»**
- July 03-04,
2020 Discussion of the results of the conference and testing of knowledge gained
during the workshop.

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INTRODUCTION

The economic system is the basis of the development of any state. And economic relations between different actors directly affect the development of society as a whole.

Economic crises that appear from time to time in different countries cannot be stopped without knowledge of economics, accounting and finance. Our conference is dedicated to these issues.

Despite the pandemic of COVID-19, we still decided to hold our conference, which was scheduled in Prague, Czech Republic on July 02-04, 2020, but online.

I sincerely thank all the scientists for the submitted materials and I hope that everyone enjoyed the Workshop «BLOCKCHAIN TECHNOLOGY AND ITS ROLE IN ECONOMIC AND SOCIAL PROCESSES» by Vasyl Moskov, Ph.D. (Pedagogy), Associate Professor Prague, Czech Republic.

I hope that our International conference on economics, accounting and finance (ICEAF) will become an annual venue for discussing about economics, accounting and finance.

As Chair of the International conference on economics, accounting and finance (ICEAF) it is my great pleasure and honor to welcome you all to the first edition of our conference!

Prague, Czech Republic on July 02-04, 2020

Iryna Mihus, ICEAF'2020 Chair

SECTION 1

Modern aspects of economic development of the state and enterprises

THE APPLICATION OF THE PRINCIPLE OF COMPLEMENTARITY IN THE STUDY OF FOOD SECURITY

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Modern processes in the national economy of the country require new approaches to the coordinated development of agricultural production and rural areas. Avoiding common ideas of agricultural production growth without taking into account the socio-economic parameters of rural development led to an unequal distribution of resources, an imbalance in the agricultural structure based on monoculture and the development of large agricultural enterprises, and a deterioration in the ecological condition of the countryside. Therefore, it is necessary to consider the natural, economic and social features of the food security system based on the principle of complementarity as a single, holistic entity. Integrity, which is primarily characterized by the fact that not the whole is due to parts, but, on the contrary, parts depend on the whole [1]. Subsystems of food security, which, although they are relatively independent, should nevertheless to be combined in such a way as to fit together, like a key to a castle [2].

For a better understanding of this principle, it is necessary to highlight the general characteristic features of the term complementarity, which determine its expediency and the need to use modern food security problems for research.

1. Complementarity is one of the basic characteristics of human being (economic, social, environmental, cultural, etc.).

2. When making decisions, a person is guided by the principle of complementarity, in which socio-economic phenomena are considered as a whole.

3. The economic basis of existence of humanity has a complementary character, since means of production are complementary in nature.

4. Economic development and the growth of material well-being, which are possible due to the effective interaction of economic entities, are accompanied by relevant cultural changes. In such conditions, there is a need for a combination of interests based on interaction and complementarity, which leads to improved business results.

A complementary approach creates the basis for sustainable development of agriculture and rural areas, environmentally sound production and the harmonious functioning of rural communities and territories [3].

The state's target to solve the issue of food security based on complementarity is to ensure the necessary level of production and consumption of domestic food products in the development of rural communities and rural areas. The result is a balanced combination of sectoral and social functions of agriculture and the implementation of its multifunctional role.

Keywords: food security; complementarity; rural communities.

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PECULIARITIES OF ECONOMIC DEVELOPMENT MANAGEMENT IN PROJECT-ORIENTED ENTERPRISES

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Economic development of modern enterprises takes place under the influence of various factors such as globalization, digitalization, crisis trends and others. In different regions and countries various strategies of economic development are implemented. Thus, in the United States emphasis is placed on the development of the service economy, the EU is implementing a strategy for the development of the knowledge economy and innovations [1]. At the same time, innovations are provided effectively if the enterprise implements them faster than competitors [2].

One of the effective tools for rapid innovation is the Project Management Methodology [3], and enterprises that use Project Management Methodology are called project-oriented.

At the same time, management of project-oriented enterprises has significant features compared to other enterprises. This applies primarily to the requirements for the competencies of management entities, in which Project Management is one of the objects of management.

These features, according to authors' point of view, are due to two main factors: the essence of competence's concept, as well as the need for professional competencies in Project Management for Top-managers of project-oriented enterprises.

Competences in a broad sense mean knowledge, skills, abilities, personal qualities and attitudes of a person (group, organization), as well as certain requirements for activities. The degree of competencies' compliance with certain requirements characterizes their development [4].

Requirements for the competencies of Top-managers in project-oriented enterprises must take into account professional and behavioral components [5]. Professional competencies mean knowledge, skills and abilities in Project Management, which must meet certain requirements for activities in the specialty; behavioral competencies mean knowledge and skills in management psychology and the ability to apply them in a timely and rational manner in Project Management, as well as those personal qualities and attitudes that are necessary specifically for project activities [5].

Thus, in order to ensure the stable economic development of modern project-oriented enterprises, all stakeholders of management process that are involved in the implementation of projects must have clearly defined professional and behavioral competencies in Project Management.

Keywords: project-oriented enterprises, competences.

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BASIC FACTORS OF LEVEL QUALITY OF EDUCATION IN UKRAINE

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Education becomes the guarantee of global development, changing strategy of development of the state, attracts a new capital.

The competitiveness of the world countries in XXI of century will be determined by qualification of labor force. The large scale activity must become the primary objective of every educational establishment of country from the increase of educational level of nation [1].

The included of Ukraine in outer educational space predetermines bringing of home educational standards to conformity with the norms of world concord. The primary spheres in XXI of century are becoming nowadays science and education [3].

Ukraine stands on the strategic changes in education. Modernizing is needed for educational institutions, teaching methods, self-attitude toward education, to motivate youth to qualitative knowledge.

Basic factors that predetermine the decline of level of quality of education in Ukraine can be divided into internal and external, that states foremost related to influence on the system of education. To the internal factors can be taken such as [2]:

1. Increase of the material taken on the independent working.
2. Storage rating system.
3. Disparity of disciplines that lay out in Ukraine, European, prospect of interdependency of educational achievements between different establishments into Ukraine and Europe.

To the external factors that are within the limits of management of the state, such belong [3]:

1. Low financing amount are from the state budget. The state financing of higher education and science in Ukraine is extremely unsatisfactory and does not answer requirements and norms of laws of Ukraine «About education» and «About higher education».
2. Short level of innovated education. Insufficient indexes of research work in Ukraine were how hardly not the most important reason of that our general educational establishments and universities were not able to enter a number 500 of rating educational establishments of the world.

Nowadays, the realization of euro integration priorities of Ukraine there is a necessity of cooperation of education and science with the real economic space, adjusting of form sand mechanisms of connections with financial and social institutes.

Keywords: education; factors; quality; level; development; Ukraine.

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THE INFLUENCE OF MANAGEMENT STYLE IN THE PROJECT ACTIVITY OF THE ENTERPRISE ON ITS ECONOMIC DEVELOPMENT

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Management of the enterprise includes the management of measures aimed at maintaining its competitiveness and financial and economic stability. However, traditional management cannot always ensure quality performance of tasks to increase the competitiveness and efficiency of the enterprise [5,6]. Project approach significantly reoriented manager's view on methods and means of goal's achieving.

Project approach to the implementation of any idea gives the project manager an opportunity to more clearly define goals and their achieving criteria, to structure all work processes, to implement full control over the progress of work, to optimize resources, to identify risks, etc. [1].

Each manager uses a certain system of rules, methods and techniques in relations with staff to achieve the goal. These systems are classified according to certain features and characteristics and constitute a separate management style [2].

Management style is considered as a stable set of specific principles, methods, techniques and norms of manager, which characterizes an approach to team management and the line of behavior in the situations that arise.

Kurt Levin's research identified three main styles of Management: Authoritarian, Democratic, and Liberal. This result was later described by Paul Kleinman in [3].

Authoritarian style of manager is aimed only at personal knowledge, interests and goals.

Democratic style of manager combines the right to personal decision-making with the active involvement of subordinates in the decision-making process, organizational issues and control of work.

Liberal style of manager is based on full transfer of tasks to subordinates together with responsibility for their performance.

Each style has its advantages and disadvantages. They affect the psychological state of subordinates, the general climate in the team and productivity of team's work.

No management style is perfect and does not exist in its original form. The main difference of project approach is that a separate team of specialists can be selected for each specific project [7]. In this regard, we should pay attention to Fiedler's situational model [4], In this regard, we should pay attention to the situational model of Fiedler, the main idea of which is that the use of features of each style in a given situation will most effectively effect on the team's operability. Thus, the situational management style for the project activity is the most effective for its successful implementation and achievement of the project goal.

Keywords: management style, project approach.

ECONOMIC POTENTIAL GROWTH MANAGEMENT OF REAL ESTATE DEVELOPMENT COMPANY IN THE CONDITIONS OF QUARANTINE RESTRICTIONS

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Restrictive measures adopted by the resolutions [1, 2] of Cabinet of Ministers of Ukraine have affected all spheres of life of Ukrainians, including business. Negative impact of quarantine restrictions on real estate market has set a challenge for development companies to rapidly adapt to new realities of conducting business processes and especially customer relationship. Being expected as a short-term necessity, quarantine is being constantly prolonged, bringing a high level of uncertainty in strategic planning and growth management of enterprises, including real estate development companies.

Conducted analysis of development companies' behavior based on information obtained from [3] during the first three months of quarantine (from 12.03.2020 till 12.06.2020) distinguished several different approaches developers chose to maintain their competitiveness and minimize the losses of their economic potentials:

1. "Slow down" approach: minimization or complete absence of advertisement, silent price increase, limited offer, prolongation of planned terms of construction.
2. "Stability" approach: the same content and amount of advertisement (compared to the advertisement policy before the quarantine), stable price policy, no changes in terms of construction.
3. "Last chance" approach: increased amount of "quarantine" advertisement, initiation of quarantine sales and special offers, reviewed terms of construction.
4. "Individual" approach: absence of fixed offers or terms, customer-oriented conditions.

Utilization of abovementioned approaches correlates with so called "waves" of quarantine mitigation on a timely matter, but has no distinctive correlation with demand changes on real estate market. In other words, applying different approaches, development companies were mainly concerned on their internal indicators and behavioristic assumptions, neglecting the actual situation on market. Protectionism policy, applied by key players in real estate market mainly in the first month of quarantine, negatively affected their economic potential growth rates and, correspondingly, competitive environment of the market, giving additional possibilities and advantages to smaller and more flexible development companies.

Keywords: economic potential; real estate market; development company; quarantine restrictions; economic potential growth management; competitiveness.

References:

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CONCEPT OF MANAGEMENT OF STRATEGIC INTERACTION WITH ENTERPRISE'S EXTERNAL ENVIRONMENT

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The concept of management of strategic interaction with the enterprise's subjects of external environment considers management as realization of active influence on the development of a situation, while interacting with subjects of external environment (suppliers, consumers, competitors, investors, legislative and executive bodies, etc.), by transferring to them grounds for acceptance of solutions that could help create the right balance of strategic interests for an enterprise.

Therefore, a strategic interaction of an enterprise is a set of partnership measures aimed at creating a balance of interests among the subjects of interaction, which provides for the possibility of taking into account the feedback from the subjects and the active influence of an enterprise on the external environment to realize its strategic interests.

Accordingly, the management of strategic interaction should be understood as the process of transferring grounds for respective decision-making that would promote the strategic interests of an enterprise from the enterprise (as one of the subjects) to the other subjects of strategic interaction (creating the desired –balance of interests with other stakeholders for the enterprise-).

Given that, a situational-subjective approach is proposed to be the main methodological approach to the management of strategic interaction of an enterprise with the subjects of the external environment (stakeholders). The approach considers the process of interaction with subjects within the strategic situation taking into account their activity and their perceptions of the situation. It creates the basis for managing the development of the situation in the direction strategically desirable for the enterprise.

The methodology for the management of strategic interaction of an enterprise with subjects of external environment, envisages that an enterprise uses subjects' representation about development of a situation during strategic interaction of subjects as an object of management. For the management purposes it is recommended to apply the method of reflexive management, in particular, a cognitive approach – for the management modelling.

Keywords: management; strategic interaction; development; environment considers management; management modeling.

CONCEPTUAL FRAMEWORK FOR IMPROVING ECONOMIC SECURITY ON AN INNOVATIVE BASIS

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The socio-economic revival of the country and, thus, improving its economic security requires technological re-equipment of industry and the transition to an innovative path of economic development.

As a result of strategically incorrect decisions in the implementation of reforms in previous years, if do not take into account the impact of the military conflict, today Ukraine's economy is in a situation where almost all indicators of economic security are much lower than thresholds. This situation is largely due to the features of the current state of scientific and production potential of Ukraine's economy. If today its underloading allows, with an appropriate economic policy, to achieve high growth rates (up to 10% per year) due to the loading of production capacities, then in a few years the significant disposal of obsolete equipment will lead the economy to severe resource constraints [3]. In this case the raw material specialization of Ukraine's economy with its dependence on the foreign markets, its low growth rates, degradation of its scientific and industrial potential will be aggravated. The development of the domestic economy will be mostly determined from the outside and, accordingly, there will be the path to economic insecurity.

There is a deterioration of the main indicator of the development of the scientific and industrial potential in Ukraine – the indicator of knowledge intensity of GDP (the share of R&D expenditures in GDP), which decreased from 0.75% to 0.43% (0.32 points) in 2010–2019, and thus influenced the change in the economic function of science to cognitive. This data indicates a decrease in state attention to scientific and industrial potential. Unlike developed countries, whose GDP growth is provided by the production and export of high-tech products, Ukraine is developing without significant use of R&D in industry.

The scale and pace of technical re-equipment of production are generally determined by the investment opportunities of the economy, while its state in Ukraine does not allow to intensify innovations due to lack of necessary funding (the share of innovation expenditures in GDP decreased from 0.7% to 0.4 % (0.3 points).

In this regard, one of the key areas of development of the state economic security strategy should be scientific and technological progress, which has long been a leading factor in economic growth. The need for a transition to an innovative development is obvious, it implies a multiple increase in investment activity as the basis for modernizing the economy, increasing its competitiveness and improving its economic security.

The first step in the conceptual technological re-equipment of the real sector is the annual increasing of funding for science by at least 15-20 % for the next five years [1], although it is clear that to do this is very difficult in the current economic conditions. The second conceptual step is the development of an economic mechanism for promoting an innovative country's development, and above all:

- adjusting government priorities for basic and applied research;
- forming a list of critical technologies at the national level that form the basis of technological re-equipment of industry;
- restructuring of the innovation infrastructure, including the information support system, the financial and economic system, the mechanisms of industrial and technological support for the promotion of promising R&D in production, the personnel training and retraining system;
- improving the evaluation system and competitive selection of scientific, technical and innovative programs and projects aimed at improving production efficiency and the production of competitive high-tech products [3].

The legislative block of the concept is highly important and it will ensure:

- the effectiveness of the functioning of a small high-tech business, the prototype of which is innovation and technology centers;
- the establishment of an average high-tech business through the organization of innovative production complexes;
- creation of integrated structures with the participation of scientific and industrial organizations (the first step towards such integration will be the creation of national centers of science and high technologies).

The formation of an innovative economy should be based on such key features of Ukraine as:

- the availability of scientific developments and high-tech products in the electronic industry, in the mechanical engineering industry, in the aircraft industry, in instrumentation and the electrical industry, etc.;
- qualified labor force and a good education system;
- the possibility of significant energy and resource savings in the transition to new technologies.

At the next stage, it is necessary to carry out extensive measures to monitor the status of all technological structures and specific technologies in the main production complexes, draw up an appropriate “technological cadaster”, and develop individual approaches to the technological re-equipment of some branches of the real sector.

With active stimulation of investments in real sector, we can expect in the next few years to achieve a 10% share of knowledge-intensive products in total industrial output. The new technologies are a key factor in market competition and the main means of improving the economic security.

Thus, the key role in improving economic security should be given to the innovative development, which leads to the growing role of the state in investment policy. The state in developed countries assumes the functions of financing basic science and the organization of high-risk applied research, development of research infrastructure, the system of dissemination of new knowledge, support for public education. Taken together, the performance of these functions is associated with large-scale investments, which do not bring a clear commercial return to the investor, but create the conditions for rapid growth of production based on innovations.

Keywords: economic security; technical re-equipment; state economic security strategy.

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THREATS TO ECONOMIC SECURITY UNDER THE CONDITIONS OF ACTIVATION OF GLOBALIZATIONS PROCESSES

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The threat is a complex, multifaceted phenomenon, stipulated by key trends, activity or inaction, which, as a result, have a destructive impact on areas that shape the national security of the country [1].

Threats to economic security under the conditions of globalization require the formation and conduct of a balanced foreign policy, which will not only prevent the possible negative impact of such processes, but also contribute to the formation of a set of preventive measures to prevent negative consequences. Among the main threats to the country's economic security in the context of globalization are:

1. Imbalance of the world economic system, which causes not only disproportions in world investment flows, but also sharp fluctuations in exchange rates and vulnerability of securities markets.
2. Active intervention of leading countries not only in the political but also in the economic sphere of weaker countries, which negatively affects not only the political-economic, but also the social, cultural and other spheres of such a country.
3. The economic crisis and the shortage of fuel and energy resources cause the increase in prices for this type of resources, which, in turn, has a negative impact not only on the structure of consumption of such resources, but also on changes in expenditures of the state budget.

Threats to economic security have a destructive effect on the economic activity of an entity at various levels. The strategic task of the state is to ensure the appropriate level of economic security, as the economic sphere is the basis for the effective functioning of political, social, military and other types of national security. Ensuring the national security of the state creates conditions for economic growth of the state and improving the welfare of its citizens [2]. Therefore, the strategic national interests of the country, along with the support of international economic relations, should be at the center of the process of forming the foreign policy of the state. Particular attention should be paid to balancing the structure of exports and imports, the issue of state protectionism of domestic enterprises, as well as support for the intellectual and scientific-technical potential of the state.

Along with this, it should be noted that globalization is a qualitatively new step in human development and along with obvious shortcomings it has a number of advantages, including: stimulation of technological equipment of the national economic complex, increasing investment attractiveness of the country in order to attract investments to stimulate innovative development of the country, increasing the level of competitiveness of domestic enterprises.

Keywords: threat; economic security; globalization; world economic system.

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LEGAL ASPECTS OF THE INFORMATION SECURITY OF THE STATE

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At the present stage of formation and development of the Ukrainian state, ensuring information security is one of the main problems requiring urgent solutions. Effective development of the national economy and the protection of national interests is impossible without achieving the necessary level of information security. Information security in the modern interpretation has several aspects, in particular: legal, economic, organizational, managerial, psychological and technical. In our study, emphasis will be placed on the legal aspect, since in recent years the difficult situation in Ukraine caused by military aggression and the use of dishonest information tools by the aggressor country has led to a decrease in the level of information security.

In accordance with the Law of Ukraine "On the basic principles of the development of the information society in Ukraine for 2007-2015", information security is defined as "... a state of protection of the vital interests of a person, society and the state, in which harm is prevented through: incompleteness, untimeliness and inaccuracy of information used; negative informational impact; negative consequences of the use of information technology; unauthorized distribution, use and violation of the integrity, confidentiality and accessibility of information "[1]. From this definition it can be argued that information is interpreted as a positive phenomenon that balances the interests of all subjects of the information space.

However, information is not only the power it creates. As A. Nashinets-Naumova (2017) notes, "... it has a destabilizing potential for society if its practically unlimited possibilities of influencing a person and society are used in the interests of coalition communities of individual states, political groups or individuals". The experience of recent world history has made it obvious: information can become a source of political and social threats. This necessitates state-legal and public regulation of information flows [2, p. 6-7].

Thus, information can have both positive and negative effects on society. Therefore, it is worthwhile to clearly define the legal aspects of information security at the national level and note that it is one of the most important elements in the formation of a conscious society and the state as a whole.

Keywords: national economy; protection of national interests; law; information security.

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BASIC REQUIREMENTS FOR INFORMATION IN THE PROCESS OF MANAGEMENT OF FINANCIAL SECURITY OF THE ENTERPRISE

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At the heart of the enterprise financial security management process and one of the key diagnostic tasks is the procedure for obtaining information, the source of which is the external and internal environment of the enterprise. Regarding the term “information”, there is no agreed interpretation due to its active application in all spheres of human activity.

One of the most common interpretations is proposed by F. Khmil (1995), presenting information as “... data on events and phenomena occurring in society, the state and the environment” [1, p. 55], that is, we are talking about absolutely all the information that a person receives by communicating and observing a change in the environment. Such a definition is too broad and practically cannot be used in the diagnostic process, because any resources will not be enough to obtain and systematize such a volume of information.

It is also worth noting that information is a necessary basis for the process of managing the financial security of the enterprise, but in addition to highlighting the necessary information, there is a need to verify and analyze it with the subsequent calculation of qualitative and quantitative indicators and determining deviations from the norm. Thus, the process of managing the financial security of the enterprise involves first of all the selection of information from the general flow, which is most suitable for security entities in the process of making a specific managerial decision. In accordance with this, it is possible to formulate such information requirements:

- efficiency (quick receipt for the timely development and implementation of relevant management decisions);
- completeness (allow to compare changes in the situation over time and reduces uncertainty)
- objectivity (compliance with the actual state, reliability, which can be achieved upon receipt from reliable sources and verification)
- targeting (specification for the ability to meet the information needs of a specific security officer)
- economic feasibility (the costs of obtaining and processing information cannot be higher than the benefits of its use).

It is also advisable to note that the selection process itself requires the application of a mechanism for extracting only the necessary information, as well as clearing them of information noise, it is possible to implement by establishing clear criteria for information, as well as by checking its reliability.

Keywords: financial security; management process; enterprise.

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MANAGEMENT OF SAFETY ACTIVITIES AT THE ENTERPRISE

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The problem of the safe functioning and development of modern enterprises in the context of rapid globalization and the influence of various kinds of threats cannot be solved without effective management. According to a systematic approach, management is understood as the purposeful impact of the managing subsystem on the managed. It is also worth noting that management is a complex and dynamic process, the main purpose of which is to achieve a specific goal.

Conceptually, enterprise management involves the management of specific activities. One of the most important components in the process of functioning of any enterprise is the management of safety activities policy. Since this type of activity allows you to timely identify and neutralize the negative impact of both internal and external threats that have a direct impact on all other types of activities.

The term "safety activity" is quite new in safety science. In the scientific literature, safety activity is defined as "a form of active attitude of safety subjects to safety reality, the content of which is to make appropriate changes based on the assimilation and development of safety culture. That is, this activity is aimed at countering threats, resumption of activities to protect corporate interests, maintaining the integrity of processes or systems based on the assimilation and development of safety culture" [1, p. 155]. The safety activity is complex in structure and relationships and at the same time integrated in various areas of activity, and therefore it needs to be organized and implemented in the form of a system. That is, a safety activity requires a systematic approach, which is based on the foundations of theoretical knowledge. Theoretical knowledge is defined as "the phenomenon of reflection of reality with the help of abstract thinking and research in the process of which the essential properties or sides of an object are distinguished, objective laws, relationships and tendencies of its development turn out to be inaccessible to sensory cognition" [1, p. 158].

Thus, management of safety activities is a complex process that requires a systematic approach in the overall management of the enterprise. Because a systematic approach allows safety subjects to think comprehensively and achieve a successful outcome.

Keywords: development; enterprise; management; safety activity.

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ORGANIZATIONAL SUPPORT OF INFORMATION SECURITY AT THE ENTERPRISE

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In the system of information security an important role is played by organizational regulation as a basis for legal regulation of information protection of the enterprise. Organizational regulation of data protection includes:

1. Organization and coordination of the security service of the enterprise on the basis of providing its regulatory and methodological documentation for information protection.

2. Compilation of a list of information to be protected and its regular updating. Defining the rules of access to restricted data with the definition of the list of persons entitled to access.

3. Instructing staff to work with restricted data and apply sanctions for violations; organization of the workplace of information protection specialists and personnel when working with confidential information.

4. Development of technology of protection, processing and storage of information and the order of protection of information at unauthorized access, system of protection of the territory of the enterprise (access mode, video surveillance).

5. Acquisition, installation and operation of technical means of information protection of the enterprise.

6. Development of a system of control measures to determine the level of efficiency of information security of the enterprise [1].

Organizational and managerial measures to ensure information security of the enterprise include informing staff about the rules of working with confidential information, liability measures for violations, procedures for protection and storage of information, organization of protection of territories, creation of organizational structures to ensure information resources security, organization of confidential office work.

The organizational aspect of information security of the enterprise is one of its most important elements, as the action taken to implement largely depends on the effectiveness of all activities to maintain the information security system at the appropriate level. The correct solution of the issues of creation of information security bodies will accelerate the complex implementation and maintenance of the integrity of the integrated information security system, which coordinates legal, administrative, organizational, technological, scientific, technical and physical measures of information protection.

Keywords: information security; information protection; enterprise.

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TARGETED ADVERTISING AS A MODERN TOOL OF INTERNET MARKETING

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The activity of any enterprise is impossible in modern conditions without the use of the Internet. In Ukraine, the Internet is gradually conquering the country. However, the number of Internet users in the country is growing every year, so Internet marketing is developing and more and more companies are using its tools. The issue of conducting an effective advertising campaign should be addressed in modern conditions with the help of Internet marketing tools. The company has many questions about what exactly the tools of Internet marketing to use, on which platforms to place advertising, which and for whom. Therefore, it is advisable to conduct research on the best location for advertising in Internet sources, combining modern research and practical skills. According to social research, there are more than 19 million active users of social networks in Ukraine. According to Data Reportal, as of January 2020, there are 27.46 million Internet users in Ukraine. The most popular network among Ukrainians is Facebook, used by 13 million users. The second most popular is Instagram, which has an audience of 11 million users. And the third place is taken by LinkedIn with an audience of 2.9 million. The analysis of the number of users of the social network Instagram by age allowed us to draw the following conclusions. The largest age group of Instagram users are young people aged 18-25. The share of this group is 91.04% of all residents of this age. The number of Instagram users aged 26-35 is about 4 million Ukrainians, which is 54.29% of all residents of this age group. The smallest group of Instagram users are people aged 36-45, there are 1.8 million, which is 28.91% of the total population of this age group. Based on the analysis of statistical data, it can be concluded that the social network Instagram is a network used by younger people [1].

To attract new potential customers for an industrial enterprise, it is advisable to choose an Internet marketing tool - SMM (Social Media Marketing). SMM is a set of activities for the use of social media, such as Instagram, Facebook, YouTube as channels to promote companies or brands. The following proposal for the use of Internet marketing tools as a modern means of enterprise activity is to set up and use targeted advertising on Facebook for 30 days. Facebook is the most popular social network for Ukrainian users.

Keywords: enterprise; Internet; advertising; marketing tools.

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ECONOMIC STUDIES POST-COVID WORLD: RESILIENCE OF UKRAINE

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The pandemic is expected to plunge most countries into recession in 2020, with per capita income contracting in the largest fraction of countries globally since 1870. Advanced economies are projected to shrink 7 per cent. That weakness will spill over to the outlook for emerging market and developing economies, which are forecast to contract by 2.5 per cent as they cope with their own domestic outbreaks of the virus. This would represent the weakest showing by this group of economics in at least sixty years [1].

Every region is subject to substantial growth downgrades. East Asia and the Pacific will grow by a scant 0.5%. South Asia will contract by 2.7%, Sub-Saharan Africa by 2.8%, Middle East and North Africa by 4.2%, Europe and Central Asia by 4.7%, and Latin America by 7.2%. These downturns are expected to reverse years of progress toward development goals and tip tens of millions of people back into extreme poverty. A lack of multilateral and bilateral European solidarity could be the catalyst for further erosion of the EU. But crises have historically propelled the EU to greater heights of integration.

The Global Economic Prospects describes both the immediate and near-term outlook for the impact of the pandemic and the long-term damage it has dealt with prospects for growth. The baseline forecast envisions a 5.2 per cent contraction in global GDP in 2020. Over the longer horizon, the deep recessions triggered by the pandemic are expected to leave lasting scars through lower investment, an erosion of human capital through lost work and schooling, and fragmentation of global trade and supply linkages.

Ukraine will be easier than most other countries in the world. The reason: agriculture suffers the least. For Ukraine, the main export products are agricultural. The negative factor Ukraine is very much dependent on international funding.

Thus, according to the State Statistics Service of Ukraine, the index of industrial production in April 2020 to March 2020 was 87.2%, and by April 2019 - 83.8%. At the same time, the index of agricultural products in April 2020 to March 2020 was 109.7%, and by April 2019 - 99.8% [2].

That is, in the short run we can trace the resilience of the Ukrainian economy to the coronary crisis. So Ukraine's economic weakness may become its strength in the context of the corona crisis.

Keywords: pandemic; economics; human capital.

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PECULIARITIES OF THE INNOVATION PROCESS IN THE PUBLIC GOVERNANCE SYSTEM

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An important theoretical role in the system of public administration is played by the category of innovation process, which reflects the dynamic aspect of innovation. The innovation process of the public administration system is a consistent chain of events during which managerial innovation makes its way from the idea to a specific management practice (technologies, structures, services in the system of public authorities) and is systematically disseminated in public administration.

The innovation process does not end with the introduction of a new management methodology or technology, because as the spread (diffusion) of innovation improves, becomes more efficient, acquires new consumer properties. Therefore, the study of the innovation process in the system of public administration focuses on the constant nature of change and the system of permanent reforms. This approach is generally accepted in the world practice of public administration, the interpretation of administrative reform in the context of the category of innovation process contributes to its consolidation in domestic management practice as one of its system-forming principle [1].

In the innovation process in the system of public administration can be divided into the following levels of development:

1. Methodological level - at this level is the definition of the mission of the implemented innovation in the system of public administration, its main idea, as well as setting strategic goals and objectives for which the innovation is implemented. The system of strategy and its separate structural components is developed.

2. Analytical level - the level at which there is a multifaceted analysis of the process of implementation of this innovation and the resources needed for the innovation process.

3. Methodological level - at this level is the development of methods, methods and forms of implementation of the innovation process.

4. Operational level - the level of making specific decisions and actions, the implementation of operations necessary for the innovation process in the system of public administration.

5. Level of control and evaluation - a significant difference of this level is that it is necessary at every stage of the innovation process. Monitoring and evaluation should be carried out at each level of the innovation process, and depending on the level, it pursues different goals.

Criteria for the effectiveness of innovative development of the public administration system can be deduced from the tasks of public administration. Such tasks include [2]:

1. Creating, supporting and ensuring the well-being of citizens, their rights and freedoms, meeting social needs and interests.

2. Ensuring public order and security.

3. State regulation of processes occurring in social, economic and cultural life, the sphere of state support of individual enterprises and organizations.

4. Creating and ensuring the effective operation of the taxation mechanism.

5. Creating human resources management.

In the conditions of formation of the information society one more task comes to the fore - maintenance of unity of the state power.

The main tasks of ensuring the unity of state power is to preserve the unity of purpose, ie the process of goal-setting at different levels of the management system. In organizational terms, this problem involves interdependence within a single process of goal-setting the main system components of management.

Thus, the criteria for innovative development of public administration include:

- reduction of transaction costs of the public administration system;
- increasing the flexibility and ability to self-development of public administration;
- increasing the sustainability of the public administration system;
- preserving the unity of the public administration system in the new conditions;
- transformation and adaptation of the structure of public authorities.

Keywords: system of public administration; innovation process; development.

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ECONOMIC SECURITY OF AGRICULTURAL ENTERPRISES IN TIMES OF CORONAVIRUS CRISIS

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It is very difficult to assess the consequences of the coronavirus pandemic for agricultural companies and agricultural exporters because there is little data and the situation is changing very quickly. Deteriorating prices, difficult access to financial resources, and logistics problems are obvious challenges. However, two trends are clear:

Rising prices for logistics chains around the world will help reduce prices for agricultural products within the country.

Declining export activity may negatively affect Ukraine's foreign economic security (Ukrainian agricultural exports are a significant part of total Ukrainian exports - more than \$ 20 billion annually).

Economic security of the agro-industrial complex is a system of relations between participants of four spheres of agrarian relations which should provide active reproductive processes in agrarian production and reasonable profitability of agrarian activity reduce risks of the agrarian business and guarantee food security of the region and the country as a component.

In the context of the integration of the agrarian sector of Ukraine's economy into the European economic space, research into the areas of economic security of agricultural enterprises is of paramount importance. This is due to the need to adapt their financial activities to increase competition in the food market in conditions of difficulty (compared to European producers) access to external resources. Economic stability and security of agricultural enterprises are interrelated and interdependent characteristics of their activities.

This is due to the fact that the security of enterprises is one of the determinants of their economic stability, while the stability of functioning reflects the level of development of their potential, which is the basis for the formation and strengthening of economic stability. That is why the basis for the effective functioning and development of enterprises is the simultaneous formation of both of the above characteristics.

However, the presence of new challenges of the coronavirus crisis requires the development of safeguards for the economic security of agricultural enterprises.

Keywords: economic security; agricultural enterprise; financial resources.

COGNITIVE APPROACH TO CORPORATE WELL-BEING MANAGEMENT

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The greatest threat to modernity is a person's low ability to adapt to the rapid changes that are taking place in the world and the pace at which these changes are occurring.

The consequences of a virus outbreak for the health and well-being of every person during and after a pandemic are significant including their mental health.

In a pandemic, many people were subject to distance from others, which in most cases gave rise to fear of loneliness, contributed to the conscious abandonment of their own confident model of behavior. The initial and final element of this process is the feeling of insecurity, failure. This adversely affected people's well-being and led to a decrease in productivity efficiency in many organizations, low morale and negative atmosphere, resentment and disciplinary incidents, increased errors and conflicts.

And most likely a big change over the next decades will be the work with the expectations of employees, who will increasingly turn to their top managers for individual solutions to meet their needs in the field of mental and physical health, first of all, the demand for workplace well-being education programs.

After all, it is important to be aware of your behavioral reactions, to be able to assess your condition, to have the tools of emotional self-control, effective recovery.

A high level of individual well-being allows focusing not on the past, but on the present, to learn new ways of thinking; successfully transfer the acquired skills into an environment of real interaction, as well as change yourself and in order to change behavior (2).

The analysis of corporate wellbeing-programs existing today revealed that the majority of companies in Ukraine distinguish as priority ones:

- 1) organization of sporting events and sports sections in such sports as swimming, football, volleyball, bodybuilding, tourism; cycling;
- 2) the prevention of socially significant diseases;
- 3) propaganda work on giving up bad habits;
- 4) conducting sports family holidays;
- 5) rehabilitation measures;
- 6) dynamic monitoring of the health status of team members;
- 7) weight loss school and etc. (1).

Today, the cognitive approach in its pure form is almost not practiced. But such a model should be used as a conceptual foundation in corporate wellbeing programs. After all, the key competency of the 21st century, which will make a person successful, is the management of thinking.

Corporate well-being models based on processes of good cognitive or mental flexibility enhance a person's ability to quickly adapt to environmental changes and allows you to see alternatives. People with good cognitive flexibility can easily switch from one type of activity to

another, know how to behave rationally in any situation, they better tolerate mistakes and changes in plans, it is easier for them to put themselves in the place of another person and reach common agreements.

We have proposed the author's program of corporate well-being P.I.V.C.O. (Positive - Insight - Vary - Creativity - Optimism) for individual companies and organizations (3).

According to preliminary results, a positive trend was noted in the formation of an individual style of thinking of people, the manifestation of greater maturity and adaptation, positive self-esteem. Such dynamics are considered by us and other authors as components of the psychological well-being of the organization (4, 5).

Companies should take into account that young generations are increasingly concerned about their individuality and the introduction of cognitive-behavioral personal integrated corporate well-being programs (and not just the use of individual behavioral techniques) allows you to leave your comfort zone, develop thinking flexibility, and take care of yourself in the present.

The formula for a corporate well-being plan that every company should adopt can look like a positive thought - a happy emotion - a productive action - an effective result.

Keywords: health; well-being; workplace; management of thinking.

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INFLUENCE OF THE SHADOW ECONOMY ON THE SOCIO-ECONOMIC DEVELOPMENT OF UKRAINE

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The spread of such socio-economic phenomenon as the shadow economy in independent Ukraine, as well as the volume of products and financial resources that circulate in this area, are a significant obstacle to sustainable development of our country's economy. A significant problem is that the vast majority of operations that can be attributed to shadow operations can be carried out in a legal regulatory field, and evidence of the fact that shadow activities have been carried out requires considerable efforts of state authorities.

Many scientific works of leading domestic scientists are devoted to the study of the relationship between the shadow economy and economic security of the enterprise. Despite the large number of scientific papers on this issue, there are still relevant issues of analysis of the impact of the shadow economy on the economic security of the enterprise.

The traditional understanding of the essence of the shadow economy of any country consists of the following three components:

- 1) criminal or "black" economy, which includes the production and sale of weapons, drugs, counterfeit drugs, pimping, fraud - all those activities that result in criminal liability;
- 2) "gray" economy, which arises as a result of such business activities as to the production of goods and services, which is partially or completely hidden from taxation;
- 3) "white" or "white-collar" economy - a sector of the economy where nothing is produced, but the redistribution of income received in the form of "kickbacks" and bribes from the previous two sectors.

The shadow economy exists in almost all areas of socio-economic relations: from small businesses to large corporations or even central governments. Examples can be completely different. The main ones are: illegal wages (wages in envelopes) or payment of wages not under an employment contract, but under a civil law agreement (avoidance of social security contributions); cash transactions that are not accounted; concealment of income and / or exaggeration of expenses; understatement of the corporation's share price during the sale of a controlling stake; bribes; "kickbacks"; money laundering; underground production; illegal activity; fraud; illegal markets (so-called "black markets"). This list can be extended for a long time and it is constantly updated due to the emergence of new "gaps" in the law or the ingenuity of fraudsters [1].

One of the most powerful sources of power for the shadow economy is the ability to easily launder and use criminal funds. Money laundering violates the interests of legitimate business and the reputation of its individual segments and participants, undermines public confidence in the entire financial system, and is a threat to the normal functioning of the country's financial institutions.

The fight against money laundering is an integral part of the government's anti-corruption plans, which remain a serious problem at all levels in most areas.

Credit and financial institutions remain especially "popular" for money laundering both in Ukraine and in the world. Basically, launderers use banks from undeveloped countries for their fraud, where legislation to combat the legalization of proceeds of crime is either absent or works only formally. Illegal finances are invested in deposits, securities and even insurance policies. Ways to export of capital may be different. This includes the physical movement of cash abroad, and the

conclusion of foreign economic contracts for the import of goods, services, intellectual property rights, the use of schemes involving offshore companies. As a result, problems related to money laundering through offshore zones and illegal VAT refunds have become nationwide for Ukraine in recent years.

Thus, the shadow economy is an objective component of the socio-economic system of the enterprise, which aims to maximize profits and avoid paying taxes to budgets and state trust funds. It causes macroeconomic imbalances and structural deformations of socio-economic development, significantly affects the social processes occurring in a transformational society. The moral consequences of the shadow economy are catastrophic, as it distorts people's consciousness and generates social pessimism.

Therefore, to solve the problems of counteracting the growth of the shadow economy is a priority area of economic development of the state.

Keywords: shadow economy; economic security; money laundering; corruption.

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ILLEGAL COLLECTION OF INFORMATION

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The first and most important principle of the organization of any reconnaissance, in particular economic, is the impartiality in the selection, systematization, processing and transmission of the information received to the addressee.

All the nuances of biased attitude towards the competitor by the organizers and users of the reconnaissance are reduced to a trivial "this is impossible". Sometimes reconnaissance officers, knowing that the user of intelligence materials is convinced of the impossibility of a particular event in the research object, conceals this information or serves a different, pleasing to the customer.

We summarize the objectives of the reconnaissance activities in the economy and in the enterprise: 1). Timely provision of management of reliable and comprehensive information on the environment for the enterprise. Identification of risks that may affect the economic interests of the enterprise and prevent its proper functioning. 2). Organization of maximum effective work with information that prevents duplication of structural divisions of the enterprise functions of each other. 3). Development of short- and long-term forecasts of the environmental impact on the economic activities of the enterprise. Development of recommendations for localization and neutralization of factors that activate risks. 4). Strengthening the favorable and localization of adverse environmental factors on the business activities of the enterprise (risk management).

Ensuring the economic security of the Enterprise (ESE) In many cases depends on the proper organization of information support (with) the managerial decision-making process by the governing manager enterprise. Divisions: Competitive intelligence and counterintelligence are organized for such purpose at the enterprise, Technical Information Security Department; Information and Analytical Department or Information and Marketing Department depending on the financial condition and the number of personnel at the enterprise.

Organizational and legal ways: non-compliance with the requirements of the legislation and delays in the adoption of the necessary legal and regulatory provisions in the information field; unlawful restriction of access to documents [1; 2].

Illegal collection of information can take place via [3]:

1) stealing of relevant information or objects that it contains from the premises where they are stored. Such theft can be both open and concealed when items actually sought are being stolen along with others thus creating a false impression about the real objectives of criminals;

2) secret criminal penetration of the premises and copying information on paper or electronically. To record and transmit information, perpetrators can use mobile phones with integrated cameras and MMS service;

3) bribing employee of a company that had or has legal access to information. Employee can copy and send information in exchange for certain material or other benefits. If a person has resigned or currently does not have a legal access, but information available to this person earlier has not lost its commercial value, ihe/she simply reports such information;

4) bribery of intermediaries in the negotiations which have certain information;

5) illegally obtaining information from lawn for cement or regulatory authorities, which collected such information while performing their direct duties;

6) threats of physical violence against a person or his close relatives to whom information has been authorized as work responsibilities;

7) blackmail an employee who is on the "hook" because of certain circumstances;

8) installing a spy as a member of staff of an enterprise;

9) recruiting an active employee or using an incentive to disclose information by a laid off person on the grounds of ethnic, racial, religious affinity, to avenge manager for illegal dismissal, transfer to another job, dismissal;

10) using various technical devices that record and transmit information. Using special technology, rooms are being monitored and information is being collected from transmitting channels. For this purpose, are often used microphones of directed impact, laser devices for reading information from windows, scanners detecting and decoding the electromagnetic radiation from office equipment, miniature cameras and camcorders. Such devices can be installed or used a specially trained person or a recruited employees of the company;

11) penetrating the computer networks. To do this, criminals use special computer programs that allow them to seek out relevant data and copy it.

Is very important Enterprise competitive intelligence activities, external and internal monitoring of team morale, identifying risk factors, timely receipt and processing of information, cooperation with law enforcement and security agencies are very important for counterintelligence division of the enterprise. Only a systematic and comprehensive approach to enterprise security will lead to developing a common approach and mechanism of protecting business.

Keywords: organization; economic security; information.

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SECTION 2

Financial, management and tax accounting: from theory to practice

ACCOUNTING IN THE LOGISTICAL SYSTEM OF CHAOTIC STORAGE

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The minimizing warehousing costs are in line with the logistics system – the «chaotic storage» of material values developed by Amazon Corporation. «Chaotic storage» is a holistic system of placement of material values on shelves without permanent sections, when no characteristics, storage periods, attributes and consumer properties of the goods play a role [1]. The material values are transferred to the free space in the warehouse in the section with marked serial numbers. After the physical placement of inventories in a specific section, a nomenclature name is attached to its number in the accounting system. Sections do not have a clear product purpose, and are filled as they are released. To search for a material value, it is identified in the accounting and management system according to the spatial location.

The implementation of a logistic system of chaotic storage positions the functional requirements for the warehouse improve of the method of accounting. The process of receipt, storage and release of material values at warehouses of enterprises organized on the principle of chaotic storage should be aimed at providing electronic documentation of logistics operations, inventory of material values using radio frequency identification technology and identification method. Information support for the warehouse management system should be based on the principles of chaotic storage.

Implementation of the logistics system of chaotic storage with the use of radio frequency identification of material values will ensure: automated collecting accounting data on the movement and storage of material values without direct participation of accounting personnel; permanent automated inventory of objects to control their storage; optimization of management of logistic processes on the basis of the use of robot-conveyors for the automated movement of material values from warehouse positions to destinations; electronic documentation and workflow in the warehouse accounting system of enterprises; reducing inventory levels with lost consumer value or low market demand, etc.

Keywords: accounting, automation of accounting, material values, logistics, chaotic storage.

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GOALS AND OBJECTIVES OF THE MANAGEMENT REPORT AUDIT

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The preparation of non-financial statements is one of the key factors for ensuring the sustainable development of the enterprise, increasing its investment attractiveness and competitiveness, and the opinion of an independent auditor increases confidence in the reliability of the information provided in the following statements. According to part 3, article 14 of the Law of Ukraine "About auditing, financial reporting and auditing in Ukraine" statement of management subject to mandatory audit and the audit report by results of the conducted audit provides an auditor's opinion on consistency of management report and financial statements for the reporting period. Auditors also need to disclose the existence and nature of material misstatements in the management report. Currently, there are no clear instructions and recommendations on the list and sequence of audit procedures that should be applied by auditors to conduct an independent audit of the management report. Therefore, the development of organizational and methodological provisions for the implementation of an independent audit of the management report is an important and urgent task of scientists and practitioners.

The regulatory requirement for the preparation of a management report is caused by Ukraine's involvement in the trends of globalization, the spread of the idea of sustainable development and the need to implement the provisions of Directive 2013/34/EC and IFRS in the national regulatory framework. The law of Ukraine "On accounting and financial reporting in Ukraine" [3] defines the main provisions of the management report as a document that contains financial and non-financial information that characterizes the state and prospects of the enterprise and reveals the main risks and uncertainties of its activities (article 1). In accordance with clause 7 of article 11, the management report is submitted together with the financial statements and consolidated financial statements in accordance with the procedure and terms established by law [3].

Only medium-sized and large enterprises are required to form and submit a management report (clause 7 of article 11 of the Law of Ukraine "On accounting and financial reporting in Ukraine"), while medium-sized enterprises can include only financial information in it. This is a significant relief, since it is non-financial information that makes up most of this report in practice.

According to the criteria for dividing enterprises into large ones, medium and small in Ukraine, about 500 large and medium-sized enterprises must make a management report. And these are the companies whose contribution to the economy is the most significant.

The law sets minimum requirements for the content and format of the management report. However, taking into account the main trends in financial disclosure and the chosen approach, the Guidelines for the preparation of the management report are based on the concept of providing information, which provides for disclosure:

- 1) key indicators that reflect the impact of the enterprise that reports on the economic, environmental and social spheres of society;
- 2) other material information disclosed according to the size and complexity of the business.

For systematization and comparability of information in the management report in accordance with the Guidelines for the preparation of the management report [1], it is necessary to disclose information about the company's activities in the following areas:

- 1) organizational structure and description of the company's activities;
- 2) results of operations;
- 3) liquidity and liabilities;
- 4) environmental aspects;
- 5) social aspects and personnel policy;
- 6) risks;

- 7) research and innovation;
- 8) financial investments;
- 9) prospects for the development;

10) corporate governance (including companies that are issuers of securities whose securities are admitted to trading on stock exchanges or whose securities have been publicly offered).

The list of indicators specified in the areas of disclosure and the method for determining them are contained in separate sections of the Guidelines for the preparation of the management report.

Due to the fact that the management report has the status of mandatory disclosure and must be publicly available on its own web page or website, in order to confirm the quality of the information provided, according to the provision of ISA 720 "auditor's Responsibility in respect of other information", the auditor's responsibility is to determine whether there is a significant discrepancy between this report and the financial statements.

According to the requirements of ISA 720 "Auditor's responsibility for other information", an auditor who has read other information (management report) has the following objectives: "to consider whether there is a material discrepancy between other information and the financial statements; to consider whether there is a material discrepancy between other information and the auditor's knowledge obtained during the audit; to take appropriate action if the auditor discovers that such material inconsistencies may exist, or if the auditor becomes aware that other information may be materially misstated; and to report in accordance with this ISA" [2].

The purpose of the audit of the management report is to establish the reliability of its indicators and compliance with the indicators of the company's financial statements. This goal can be achieved by solving a number of tasks related to the disclosure of the necessary sections of the management report by the enterprise:

- establishing the correspondence of the organizational structure and description of the company's activities to the actual state of Affairs;
- determination of the correctness of accounting accounts, internal and financial reporting of balances and turnover based on the results of operations;
- establishing the accuracy and reliability of calculations of liquidity indicators and liabilities;
- analysis of information about the environmental aspects of the facility's production activities;
- determination of social aspects and features of personnel policy;
- analysis of the risks specified by the company in the report of the company's activities;
- checking the costs and results of research and innovation;
- determination of reliability of amounts and profitability of financial investments;
- establishing compliance with the company's stated development prospects;
- analysis of the state of corporate governance.

When implementing a set of the above tasks, the auditor is able to obtain a number of audit evidence that must be relevant, reliable, sufficient and acceptable during the audit of the management report. After all, the audit report on the results of the audit should contain the auditor's opinion on the consistency of the report on the management of financial statements for the reporting period.

The objectives aimed at the detection and elimination of inaccuracies and violations to fill the report control, which can be divided into three groups: unreliable and inaccurate coverage of aspects of operations, arithmetic error in the reflection of the estimated financial and non-financial indicators, the discrepancy of the data included in the report on management similar to the financial statements.

Keywords: enterprise; audit; management report; report control.

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FACTORS OF INFLUENCE ON INNOVATIVE ACTIVITY OF ENTERPRISES IN THE UKRAINIAN MARKET

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The formation of innovation policy of the enterprise involves close interaction of innovation, investment and operational activities of economic entities. At the same time, the innovation policy of the enterprise should be aimed at the full use of existing and promising market opportunities to ensure competitiveness, maximize the economic effect of current activities and ensure the achievement of certain development prospects. This becomes possible only in the case of coordinated interaction of all subjects of the innovation process.

First of all, consider the meaning of the word "factor". In the economic dictionary, the word factor (from the Latin factor - does what it produces) - the driving force, the cause of any process, phenomenon; essential circumstance in any process, phenomenon. In other words, a factor is one of the main conditions under which a phenomenon or process occurs. Vovchak O. as factors that determine the success of innovation, identified the following: market orientation, compliance with the goals of the organization, an effective system of project selection and evaluation, project management and control, sources of new ideas, the organization's receptivity to innovation, individual and collective responsibility [1].

Fedulova LI, in turn, considers the factors as general factors shaping the innovation market: state participation in the management of innovation processes, the level of primary revenue from the state, the state of market infrastructure, legislation, the degree of integration of science and production, technology competitiveness markets, economic development of the country [2].

In addition, the impact of innovative factors on the socio-economic development of society is now recognized by all, although awareness of the importance of the role of scientific and technological progress in economic growth did not appear immediately. The formation of theories of innovative development in its modern form is the result of the work of all those who studied the economic development of society and the economy, in the process of which the uneven pace of economic growth was revealed.

Innovative activity is a set of measures aimed at the practical use of scientific, scientific and technological results of existing intellectual potential in order to create a new or improved product, process, methods of organization of production, labor, organizational structure and management systems. In a market economy, innovations should contribute to the intensive development of enterprises, accelerate the introduction into production of the latest advances in science and technology, more fully meet the needs of consumers in a variety of high quality products and services.

There is no clear system and unambiguity in the existing classifications. Therefore, taking into account the considered classifications and having supplemented them, it is offered to use the following groups of the factors influencing process of formation of the innovative mechanism of the enterprise:

- factors of external influence - include factors of the business environment of the enterprise that do not depend on it, have a direct or indirect impact, and determine the directions and limitations of innovative development;

- factors of internal influence - affect the implementation of innovation, depend on its goals and strategy, the amount and quality of available resources, innovation potential, efficiency of the management system and others.

Obviously, when forming the mechanism of enterprise development it is necessary to take into account the influence of all external factors. Therefore, almost all environmental factors are uncontrolled by the company and its divisions, ie even the most profitable innovation project may fail due to the negative impact of uncontrolled factors. However, it is necessary to consider the

factors that slow down and stimulate the development and implementation of innovations, and those that have an impact on the global, macro-, meso-, macro-level [3].

Factors at the macro and meso levels determine the success of innovative projects, the main task of which is the formation of favorable economic conditions for the inflow of investment in the innovation sphere. The development of innovation at the macro level is through the creation and development of effective regional systems that form the growth points of the country's economy.

The following groups of factors stimulating innovations are most often allocated:

- objective - environmental factors that are due to long-term trends and are not related to the volitional decisions of a particular entity;
- subjective - factors whose action is a direct consequence of conscious decisions;
- global, determined by macroeconomics and society as a whole;
- local, which are determined at the micro level of enterprises;
- internal, aimed at organizing and managing innovation activities at the enterprise;
- external, contributing to the expansion of innovation;
- factors that hinder the innovative development of the economic system.

Factors constraining innovation include: lack of own funds; insufficient financial support from the state; high economic risk; long payback period of the innovation; lack of demand for products; lack of qualified personnel [4].

An important role in the innovative activity of enterprises is played by their cooperation with local authorities (regional and district state administrations, local governments), higher education institutions, as well as research institutions, which can also be attributed to market infrastructure.

Thus, the formation of innovation policy of the enterprise forms a basic system of goals of enterprise development, which is the basis for building organizational structures and is the basis for the formation of systems of interaction of management entities, and serves as a basis for monitoring and evaluating the results of enterprise activities. Each company develops its own composition of goals of innovative development, but in its formation there are always factors that determine the impact and limitations of both internal and external environment, which must be taken into account when building a system of goals and criteria that determine the direction of concentration [5].

Innovation policy should be based on the analysis, forecast and probabilistic assessment of the whole set of internal and external factors, modeling of possible developments. It is necessary to define the basic goals, taking into account the factors of influence, the criteria for their evaluation, and with the analysis of the availability of resources. The functioning of the enterprise and its development is significantly influenced by the high dynamics of the main macroeconomic and institutional parameters, which is explained by the uncertainty of the external environment.

Thus, it can be argued that the factors influencing the innovative development of economic systems, we can conclude that only a detailed study of each of the factors influencing the formation of innovation potential, can achieve sustainable innovation.

Keywords: innovation policy; enterprise; innovative factors.

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EVOLUTION OF HUMAN CAPITAL IN THE PARADIGM OF INNOVATIVE DEVELOPMENT OF THE ECONOMIC SYSTEM

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Innovation - one of the main factors of dynamic economic growth. It has a deep impact on the economic system, on all links and spheres of social production, including the reproduction of competitive human capital, and therefore - lays the foundation for new theoretical and methodological studies of the nature and prospects for the development of the latter.

The scientific field that is formed around a person and the social reproduction of human capital actualizes the problem of formation and implementation in this process of socio-economic, institutional, financial, educational, scientific, scientific-technical, technological, information and intellectual resources and mechanisms.

Modern scientific interpretations of the understanding of the essence of human capital are based on the works of Nobel laureates Schultz T. and Becker G., which laid the Foundation for the economic theory of human capital. Their ideas were developed in the works of Brue S., Dolland E. J., McConnell K., Mahlup F., Melouin F., Turow L., Fischer S., Fukuyama F., Haynes P., Edvinsson L. and other foreign scientists.

Various aspects of the problem of modern development of human capital are studied by Russian scientists, in particular, A.V. Bazilyuk, D. P. Boginya, I. K. Bondar, V. S. Vasilchenko, O. A. Grishnova, T. A. Zayats, A.M. Kolot, E. M. Libanova, I. L. Petrova

As a result of scientific research, conclusions were drawn about a much higher return investment in human capital, particularly in education than in physical capital (E. Denison) [1]; the theoretical position of how education and professional training increase the quality of the labor force, the remuneration of the employed population is substantiated (T. Schultz). The theory of human capital from the perspective of investment as deferred income has comprehensively justified the feasibility of investing in education, health and vocational training, as well as proved that human capital is the most important factor in the country's economic development.

However, the theory of human capital does not yet offer concrete solutions to the problems of poverty, reducing income inequality in various groups of the population, new ways to develop the labor market in the economic system, and the social orientation of the economy as a whole. Economists working within the framework of the concept of human capital make attempts not only to quantify the effectiveness of human capital, but also to calculate qualitative estimates of its effectiveness in the economy (J. Mincer, G. Becker). Economic, mathematical and statistical tools are being introduced in the study of investments that form the competitive cost of human capital in the labor market.

UNICEF representatives proposed a document highlighting the need for structural, socio-economic transformation through the consideration of social programs. In the document, the authors called on the international monetary Fund and the world Bank to study and submit proposals for government employment programs; programs to combat poverty, programs to ensure better living conditions for people [2].

As the fundamental principles, it was determined that social aspects should not just be added to the range of strategies for the development of human capital, but instead proposed to include them in a new comprehensive development mechanism designed for human needs and the long-term perspective of its development.

In other words, in the system of economic relations and fundamental values, man was recognized as the main subject of socio-economic evolution at the junctures of interaction between the state, economy and society. Progressive scientists recognized that "in a democratic and humane

society, the highest goal and focus is not the state, but the economically active person"[3 p. 15]. There were developed and scientifically justified conceptual provisions according to which human development and its potential should be considered, first, in the focus of all social and economic changes, and, secondly, not as the development of human capital, which ensures the achievement of individual, often subjective, political, economic or social goals, but as the global goal of all managed socio-economic processes.

With this approach, the study and analysis of the development of the theory of human capital form the trends of innovative development of the economy, assuming a fundamental generalization of the achievements of economic thought about the essential grounds, factors and driving forces of its implementation, and income and economic growth are considered as a means to achieve the goal – the development of the country's human capital.

Keywords: human capital, innovative development, physical capital, quality of labor, competitiveness of human capital.

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ORGANIZATION OF AUDIT OF THE SYSTEM OF ECONOMIC SECURITY OF ENTERPRISES OF THE CONSTRUCTION INDUSTRY

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The system of economic security of enterprises, including the construction industry, requires an audit of the effectiveness of such a system in order to identify incidents and threats of activity. The lack of a properly organized and conducted audit of the system of economic activity of the enterprise can directly affect the state of economic security due to late identification of threats and lack of measures to neutralize them. We consider it necessary to develop proposals for the organization of an audit of the economic security system of construction companies. Systematization of scientific works allowed to offer a conceptual approach to the organization of the audit of the economic security system of construction enterprises. As a result of the research the main stages of realization of the conceptual approach to the organization of audit of system of economic safety of the enterprises of construction branch were offered. Given the specifics of the construction industry, the author's concept of "audit of the economic security of construction companies", which is proposed to understand a set of methods, methods and tools for assessing the ability of the economic security of construction to counteract internal and external threats. Based on the systematized tasks of the audit of the state of the economic security system of enterprises in the construction industry, a verbal-logistical model was developed.

Based on a systematic approach, we propose to organize the audit of the economic security system of construction companies in the following sequence:

- 1) formulation of the concept of "audit of the economic security system of enterprises in the construction industry";
- 2) establishment of the purpose, tasks, functions and principles of audit of system of economic safety of the enterprises of construction branch;
- 3) determination of entities that will perform the audit of the economic security system of enterprises in the construction industry;
- 4) identification of objects that will be investigated during the audit of the economic security system of enterprises in the construction industry;
- 5) identification of threats to the system of economic security of enterprises in the construction industry;
- 6) development of measures to eliminate the shortcomings identified during the audit of the economic security system of enterprises in the construction industry.

It is substantiated that the conceptual approach to the organization of audit of system of economic safety of the enterprises of building branch considers requirements of the modern legislation and practice of their functioning in Ukraine and will promote neutralization of threats of activity. Prospects for further research in this area are the development of methodological approaches to the audit of individual components of the system of economic security of enterprises in the construction industry.

Keywords: system of economic security; enterprises of construction branch; audit of system of economic security; threats; neutralization of threats; counteraction to threats.

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INNOVATION AND INVESTMENT MECHANISM NON-PROFIT ORGANIZATIONS DEVELOPMENT

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Today, the problem of financing non-profit organizations is the most acute than ever. Most of the organizations over the past few months are on the verge of survival. Non-profit organizations suffer from financial shortages and try to make every effort to attract investment. And, of course, still the segment of national charity remains little developed compared to the countries of the USA and Europe.

The above requires scientific research of the processes of activation of investment and innovative mechanism of development of non-profit organizations to develop theoretical and methodological foundations for the substantiation of meaningful and time characteristics of structural reforms of the national economy on the basis of intensification of investment and innovation.

Due to the situation in the country as a whole, getting the necessary funding sources is becoming harder. Therefore, it is necessary to use innovative tools to attract necessary investments.

Charity is an important component of civil society and a significant segment of socio-cultural life of each country. Thus, about one third of social programs in Western Europe and the USA are carried out by charitable organizations. In the modern world common forms of charity are interest and corporate philanthropy, organization of trust funds to support organizations of the socio-cultural sphere, increasingly charitable activities acquire forms of social investments.

The Ukrainian society also introduces the latest trends and means of charitable activities. To replace the old, approaches using the latest practices, mechanisms, and growing professional level of implementation of such activities are developing. But the development of charitable activities in Ukrainian society is accompanied by a number of unsolved problems: lack of systemic state support for the development of charitable activities; Complicated procedure for registration of charitable organizations; There is no clarity of rules on taxation of charitable aid to individuals; Lack of legislative regulation of certain types and forms of charitable activity; Limited access of persons to charitable aid and information about its subjects [1].

Thus, for Ukrainian non-profit organizations, it is proposed to use innovative means which are used by other country's development: interest philanthropy; venture Philanthropy; corporate charity; an endowment.

Keywords: finance; non-profit organizations; investment.

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THE ESSENCE, ROLE AND SIGNIFICANCE OF CRYPTOCOLUTION AS A FINANCIAL INSTRUMENT

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The modern e-commerce market is developing rapidly, acquiring new forms and tools for financial and trade transactions. In addition, the development of information technology, credit and banking systems and globalization processes in the world have contributed to the emergence of new varieties of digital currency, which expand the possibilities of e-commerce.

According to a study by E-commerce Europe, in 2017 the volume of e-commerce in Ukraine increased by 31% to 1.5 billion euros, and the number of online users reached 21.9 million people. Such a revival of e-commerce leads to the spread of the use of e-money and cryptocurrency as methods of payment for purchased goods and services. According to the materials of the National Bank of Ukraine, the total amount of electronic money issued in 2016 is 40.5 million hryvnias. According to the Bitcoin Foundation Ukraine, back in 2014, Ukraine was among the top ten countries in the world serving the Bitcoin network, and the number of owners of Bitcoin wallets [1, p. 10].

As of 2018, the market capitalization of cryptocurrencies in the world amounted to 538.4 billion dollars. The United States, with 80% of this amount in the top ten rankings of digital currencies, such as Bitcoin, Bitcoin Cash, Ethereum, Ripple, EOS, Litecoin, Stellar lumens, Neo, Dash and TRON.

Today there is a very large number of cryptocurrencies, namely more than 1.5 thousand types. The cryptocurrency market (or "virtual" or "electronic" money) operates successfully in the global market. But the introduction of cryptocurrencies into circulation is not supported by all countries of the world, there is even a complete ban [3, p. 718].

The works of the following scientists: B. Bernanko, M. Likhachev, N. Polyvka, M. Kutsevol, A. Kvitka, I. Lubents, M. Shvayko and others are devoted to the essence, role and development of the cryptocurrency market.

The term "cryptocurrency" is interpreted by scientists as a digital system of payments and money transfers, based on the latest technologies based on the principles of cryptography in order to function as a secure, anonymous, decentralized, stable virtual currency [2, p. 636].

Thus, cryptocurrencies are characterized by such features as decentralization; obtaining as a result of solving mathematical problems - mining; the use of enhanced security - a blockchain system, which is a register of all previous transactions [1, p. c. 12].

Cryptocurrency is created with the help of special computer technology as a result of a number of operations, which are commonly called mining (a term that translates from English as mining). In essence, mining is a process in which the generation, transmission and verification of cryptocurrency transactions. Unlike a currency exchange, where a centralized body controls and regulates transactions, cryptocurrencies are decentralized and operate on a peer-to-peer system.

Miners (programmers who perform mining) monitor and verify transactions that generate currency [6, p. 115].

In Ukraine, the use of bitcoins is officially prohibited, because, according to the NBU, they have no collateral and legally assigned to them, are not controlled by any government agencies. Nevertheless, Ukrainian IT professionals continue to invest in this currency, as a result of which Ukraine today ranks 5th in the number of users of bitcoin wallets among countries around the world [2, p. 637].

You can get cryptocurrency:

- from individuals (through specialized sites);
- with the help of special exchange offices in online networks (WebMoney); in exchangers they can be exchanged for other electronic currencies, open a wallet for their storage with a bank card;
- through a broker on the stock exchange (cryptocurrency can be exchanged for major world currencies and vice versa);
- in exchange for other goods and services (the seller receives coins on a personal account);
- by mining (a type of obtaining cryptocurrency thanks to computer software and its power) [3, p. 715-716].

Advantages of cryptocurrency:

- 1) the open source algorithm allows everyone to extract cryptocurrency;
- 2) anonymity of transactions, There is no information about the owner of the crypto wallet (there is only a wallet number);
- 3) the lack of a single digital bank;
- 4) lack of control over transactions and payments;
- 5) money is stored decentrally, ie in the wallets of millions of users around the world;
- 6) a limited number of coins are issued;
- 7) cannot be copied [5, p. 773].

Disadvantages of cryptocurrency:

- 1) due to the lack of regulatory mechanisms there is no guarantee of preservation of electronic cryptocurrencies;
- 2) high variability of cryptocurrency;
- 3) possible bans by national regulators;
- 4) the inability to renew money in the wallet in case of loss
- 5) over time, mining ceases to be profitable for individual users [5, p. 773].

Cryptocurrency has objective prospects in the financial market of Ukraine, because it helps to bring the sphere of payments out of the shadows. And in the world market it is becoming increasingly popular as a highly liquid investment asset [4, p. 284].

Today, the cryptocurrency market in Ukraine is still outside the legal field, ie not regulated. Currently, a difficult problem for the financial market of Ukraine is the mechanism of incorporating the concept of cryptocurrency into national legislation through the government's introduction of relevant regulations in the field of tax, banking, civil and commercial law. However, many Ukrainian citizens use cryptocurrency as a financial instrument for online purchases of goods and services or as a short-term investment.

As a result of the study, we believe that for the effective and legal functioning of the cryptocurrency market as a financial instrument, the following measures should be taken at the state level:

1. Introduction of modern information technologies with the participation of the state, corporations, banks, credit unions and venture funds;
2. Granting the official legal status of cryptocurrency and creating a legal trading platform for its circulation;
3. Development of rules of cryptocurrency circulation and its legislative regulation;
4. Development and implementation of accounting and tax standards and regulations for cryptocurrency transactions;
5. Implementation of information support for cryptocurrency transactions.

Thus, cryptocurrency is digital money that is not under the control of governments, an effective means of payment for goods and services, which has no material form, but exists in the form of special software code, using cryptographic methods of protection against counterfeiting.

Keywords: e-commerce market; cryptocurrency; blockchain system.

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CRYPTOCURRENCY AND FINANCIAL RISKS

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Prospects for the use of cryptocurrencies in Ukraine are due to the fact that the Ukrainian modern consumer is particularly in need of efficiency, security of payments, security, lack of third parties, independence of the value of the currency from the political situation in the country, and cryptocurrencies meet these needs [6, p. 774].

Problems of the essence and development of cryptocurrencies of their types, advantages and disadvantages are devoted to the works of B. Bernanko, M. Likhachev, N. Polyvka, M. Kutsevol, A. Kvitka, I. Lubents, S. Taras, M. Shvayko and other scientists.

Problems of financial risk management were considered in the works: V.V. Vitlinsky, P.A. Zolin, O.V. Taran, N.G. Sharshukova and others. Therefore, this problem is relevant and needs further study. The purpose of the study is to determine the nature of cryptocurrency and assess the financial risks, advantages and disadvantages of its use.

Analogue of traditional (fiat) currencies is cryptocurrency and its most common currencies, including Bitcoin, Bitcoin Cash, Ethereum, Ripple, EOS, Litecoin [6, p. 713].

According to the definition of Bitcoin Security, cryptocurrency is a fast and reliable system of payments and money transfers, based on the latest technologies and not under the control of any government [5, p. 714].

In 2014, the National Bank of Ukraine in its document "Explanation on the legality of the use in Ukraine of" virtual currency / cryptocurrency "Bitcoin" made the first attempt to determine the legal status, which was equated to a monetary surrogate, but in 2018 the NBU concluded that cryptocurrency cannot be recognized as a monetary surrogate, leaving bitcoin in the gray zone of Ukrainian legislation (Letter dated 22.03.2018 №40-0006 / 16290) [3].

The State Fiscal Service of Ukraine (SFS) notes that "the nature of cryptocurrencies does not allow recognizing them in cash, currency and means of payment of another country, or currency value, or electronic money, or securities, or monetary surrogate" [3].

Therefore, the legal status of cryptocurrency is still undefined by the legislation of Ukraine. Such a vacuum leads to difficulties in the process of taxation and interaction with regulatory authorities. For example, cryptocurrencies are declared in different ways (as funds, as property), so there are difficulties with taxation, accounting of transactions, VAT invoices, place of supply, abuse by regulatory authorities, as well as the practice of tax evasion [3].

You can get cryptocurrency:

- for individuals (through specialized sites);
- with the help of special exchange offices in online networks (WebMoney); in exchangers they can be exchanged for other electronic currencies, open a wallet for their storage with a bank card;
- through a broker on the stock exchange (cryptocurrency can be exchanged for major world currencies and vice versa);
- in exchange for other goods and services (the seller receives coins on a personal account);
- by mining (a type of obtaining cryptocurrency due to computer software and its power) [5, pp. 715-716].

Scientifics Z.P. Dvulit, H.S. Passed, R.B. Tilipska, R.M. Terno, R.I. Stible the following advantages of using cryptocurrency are distinguished:

- open source cryptocurrency;
- unlimited possibilities of transactions;
- no inflation;

- anonymity of use;
- decentralization;
- lack of commission;
- equal conditions of use between users;
- independence from the economy of states;
- protection of data from external threats [1, p. 12].

Also, Z.P. Dvulit, H.S. Passed, R.B. Tilipska, R.M. Terno, R.I. Stible highlight the significant disadvantages of using cryptocurrency:

- lack of guarantees for the preservation of electronic wallets;
- danger of losing the key to the cryptocurrency;
- instability of the cryptocurrency rate;
- dependence of the exchange rate on demand;
- possible negative actions by national regulators;
- hacker intervention;
- problematic return in case of erroneous transfer of cryptocurrency;
- distrust of users [1, p. 12].

Consider the nature and classification of financial risks.

Financial risk – the probability of unforeseen financial losses (reduction of expected profit, income, loss of part or all of the capital) in a situation of uncertainty in the financial conditions of the enterprise [4, p. 501].

External financial risks should include: inflation, deflation, currency, deposit, tax. As a rule, enterprises are not involved in the emergence and elimination of external risks [2, p. 25].

Among the internal risks it is advisable to distinguish: investment (portfolio, interest, credit, dividend), business processes (liquidity, profitability (profitability), turnover, financial stability), others (structural, risk of untapped opportunities, emission). These risks and the consequences of their occurrence reflect, first of all, the effectiveness of the management system of the enterprise [2, p. 25].

The jumps in the price of cryptocurrency strongly depend on their perceived value. Cryptocurrency has many useful properties that are absent in traditional currencies. Any information, positive or negative, about the world of cryptocurrency automatically affects the perceived value, then begins a sharp sale or purchase of virtual currency. The value of a unit of cryptocurrency rises sharply or falls sharply [5, p. 715].

With regard to tax rates, since there is no regulation of cryptocurrency transactions, the tax authorities, the Ministry of Finance and the legal community are inclined to assume that if it is a legal entity or a natural person-entrepreneur in the general system - 18%, an additional 1.5% military fee. In accordance with paragraphs. 6 item 291.5 of the TCU, business entities (legal entities and natural persons-entrepreneurs) carrying out activity in the field of financial intermediation (NACE 64.19 and NACE 66.19) cannot be payers of the single tax of I-III groups [3].

The state should set itself the priority tasks of developing and adopting the necessary regulations, as well as eliminate the presence of cryptocurrencies in the gray zone (determine the legal status, tax nuances).

Thus, cryptocurrency can be defined as a universal global means of payment, circulation and investment, which exists in the form of software code with a high degree of security and is characterized by a free market rate.

However, the use of cryptocurrency carries financial risks for which no one is responsible except the seller and the buyer. When paying with cryptocurrency, no one guarantees the investor a return on investment or compensation for material losses.

Keywords: cryptocurrencies; financial risk; investment; business processes

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MANAGEMENT ACCOUNTING DEVELOPMENT

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Management accounting emerged on the basis of financial one gradually in different countries and has been improving and developing by taking into account local characteristics. In Ukraine, it separated later than in other countries, but has already passed all the same stages of management accounting development. Ukrainian domestic accounting absorbed the concepts of German management accounting known as “controlling” and French “marginal accounting”.

Both foreign and Ukrainian scientists, in particular, H. Anderson, M. Berrad, F. Butynets [1], B. Valuev, D. Harrison [2], K. Drury [3], E. Mayer [4], B. Needles [5], B. Ryan [6], C. Horngren, and A. Yarugova [7] devoted their research to management accounting. But despite the diversity of research, a clear concept of a single development of management accounting has not been created.

Therefore, each country is moving in its own way in accordance with historical features of its development, being enriched by foreign experience. Currently, management accounting in almost all countries is at the fourth stage of its development – the stage of strategic accounting.

Strategic accounting is designed to business analyze to develop and track business strategy. It is facilitated by the application of economic and mathematical models in the economy of specific enterprises. And the models in turn are based on the use of accounting information. The use of modeling in the activities of enterprises has undergone certain evolutionary stages. In the early 70's of the last century, four theoretical approaches to create a system of decision modeling were used in American corporations: budget, functional, approach focused on information and decision-making processes, and the approach from the point of industrial dynamics.

In the late 1970s, a heuristic model for financial planning was proposed.

Economic and mathematical modeling allows using mathematical methods of organization and planning of production to solve problems of production process management based on management accounting information.

And to make management decisions to increase the cost of capital, it is advisable to use models of capital analysis to develop strategic plans based on strategic accounting information.

Keywords: management; accounting; business analyze.

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FEATURES OF RAIDING IN UKRAINE AND METHODS FOR THEIR IMPLEMENTATION

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In the media, discussions often unfold over illegal redistribution of property, constant raider attacks, illegal seizures of enterprises, institutions, organizations or the so-called "raiding". The term "raiding" is so included in the vocabulary of everyday life, to ignore the fact of the existence of this phenomenon is meaningless. However, the main methods of raider capture have not been thoroughly studied, therefore, require detailed study.

The main classical methods of raider attacks, which are most widespread in Ukraine:

- 1) purchase of shares;
- 2) management change;
- 3) errors during privatization.

When implementing the first method, raiders buy up 10-15% of the shares, and this is usually enough to initiate a meeting of owners and make the right decision, for example, on a change of leadership.

When using the second method, it changes through hired management, which can simply "withdraw" assets to structures controlled by the raider or take loans secured by property at high interest rates. The offense consists in the fact that the chairman of the board was presented with a falsified protocol of the general meeting of shareholders, according to which a new composition of the board was appointed, as well as the protocol of the supervisory board in a composition significantly different from that elected at the general meeting. In addition, the security of the hotel complex was changed and control over the constituent documents and the seal of the enterprise was established. The use of the third method is possible when the company is privatized illegally.

The above methods are the so-called "classical" ones, however, recently, in the conditions of the financial and economic crisis, traditional raiding based on legal manipulations has begun to decline, and instead, seizures based on economic models and the use of various information resources are used.

We believe that it is advisable to combine the latest forms of raiding into two main groups:

- 1) debt (using payables, budget debt and using collateral);
- 2) corruption.

Separately, they are rarely used, most often you can find their combinations among themselves. In schemes using accounts payable, the important thing is to obtain information on the financial condition of the enterprise, or rather, on financial stability and its limits. After receiving which, the raider proceeds to buy the accounts payable of the enterprise, and the more its volume is consolidated, the more chances it will absorb the business without any particular risk.

As for the corrupt methods of unlawful seizure of enterprises and businesses, they are very relevant for Ukraine, attractive to raiders and relatively simple to implement. This scheme is one of the most primitive, however, its primitiveness does not reduce its effectiveness, since its main lever is quite tough - it deprives the managers and owners of the object of will to resist and voluntary choice of selling a business instead of criminal prosecution. A business takeover according to this scheme can be organized both by a traditional acquisition customer, with the involvement of specialized raider companies, and independently by a professional aggressive participant in the mergers and acquisitions market, which must profitably realize the accumulated corrupt administrative force.

So, an analysis of the peculiarities of raider seizures in Ukraine showed that in most of them a significant role is played by the corruption component with the involvement of state authorities at various levels.

Keywords: methods of raider attacks; forms of raiding; business.

MANAGEMENT STAFF MOTIVATION FOR ENTERPRISE GROWTH

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The study of global trends in entrepreneurship proves that to ensure the growth of enterprises and organizations, special attention should be paid to the motivation of management personnel. At the same time, the practice of functioning of modern enterprises and organizations certifies that the timely detection and diagnosis of problematic situations that constitute the development and growth of many enterprises and organizations to a large extent depends on the level of qualification and professionalism of the head (manager). In turn, the success of the head is formed under the pretext of his ability to combine personal qualities and implement them in the process of making managerial decisions.

Therefore, in the context of ensuring effective functioning and prospective growth of enterprises and organizations, it is necessary to address problematic issues of the leader's motivation.

The key principles of motivation of personnel management in the context of ensuring growth of enterprises and organizations are presented in researches of many world's leading scientists.

Instead, Maslen S. and Hopkins A. (2014) The peculiarities of motivation of managers working at enterprises which are classified into hazardous spheres of activity are investigated. Thus, scientists define the role of incentives, which are designed to manage a number of big risks of possible accidents occurrence in hazardous areas. It was established that motivate managers not only to receive business and financial results from the company, but also to ensure the safety of this activity in the context of preventing various accidents (Hopkins, A., 2014).

Rusetski A. (2011) The cultural and procedural factors that influence the motivation of business managers are investigated. The study found that an important factor that reduces the level of motivation of the manager is the strategic orientation of technology. Instead, focus on the company's clients and cultural ignorance of the classical principles of management only strengthen motivation of managers. The findings of the scientist, more effective in the motivation of managers, still remains the influence of cultural factors than the appropriate assessment of the activities of the manager or the compensation (Rusetski, a., 2011).

Along with that, Chromjakova F. (2016) The main motivation criteria, which should possess, in particular, this: 1) focused focus on achieving goals and implementation of the purpose of the enterprise functioning; 2) Adoption of balanced and reasonable managerial decisions; 3) Good relations with the team; 4) Creative thinking and innovative approaches to solving assigned tasks, etc. (Chromjakova, F., 2016).

As part of the above, Li Q. (2015) believes that the stimulation of the head of the company should be carried out on the principle of emergency theory. In turn, the use of different stimulus for a manager in priority should depend on the level of education of the head and whether the head of the high quality frame is used. Along with that, the Li Q. Showed study, which usually supervisor as an incentive wants to see the independence of its own opportunities, while the demand for financial incentives is not as important (Li, Q2015. Laura L. Paglis andHYPERLINK "<https://onlinelibrary.wiley.com/action/doSearch?ContribAuthorStored=Green%2C+Stephen+G>" Stephen G. Green (2002) developed a leadership model based on the criteria of motivation of managers to achieve them leadership positions at the enterprise. The main elements of this process are: 1) defining a promising direction for further activity of the manager; 2) strengthening of the position of manager supporters; 3) Elimination of existing and potential obstacles arising on the way of strengthening of leadership positions (Laura, L. Paglis, Stephen, G. Green, 2002).Laura, L. Paglis, Stephen, G. Green, 2002).

At the same time, Wziatek-Stasko A. (2016) notices that the motivation of managers is a key indicator of determining the quality of their leadership (Wziatek-Stasko, A., 2016).

It should be noted that Buble M., Juras A., and Matic I. (2014) Analysis of the relationship between the leadership style used in the enterprise and the motivation of the head, which encourages him to achieve the goal and objectives of the

enterprise. During the study, the scientists concluded that the enjoyable activities manager of the position in the higher links of the enterprise Management system requires a manager of significant work experience (at least 10 – 15 years) and the necessary level of education. Although it was found that motivation of management personnel is divided into two parts:

- An internal motivation that reflects the ways of prompting the manager's activities in accordance with the complexity of his work;

- External motivation, through ways of prompting the level of satisfaction of the manager's own working conditions and wages (Buble, M., Juras, A., Matic, I., 2014).

In turn, Bruggeman W. (2006) investigated the interrelation of strategic measurement, motivation (including the specific motivational mechanisms developed) and organizational effectiveness of the company's head within the use of a balanced scorecard. The findings of the research conducted by scientists provide an opportunity to obtain information about how the company can improve its performance. However, it was found that effective strategic measurement not only motivates the head, but also requires its direct and active participation in the processes of the enterprise.

Taking into consideration, special attention should be paid to the review and analyses of such key indicators as: employment rate of the population; Index of educated population; Individual level of digital skills of population; The proportion of foreign language-speaking individuals; The proportion of persons who are employed and at the same time satisfied with their work (among them managers, including manager).

The analysis of public employment statistics in the European Union has demonstrated a rather high level of employment in the countries of the European Union as Austria, Great Britain, Denmark, Ireland, Luxembourg, Malta, the Netherlands, Germany, Portugal, Hungary, the Czech Republic and Sweden, whose employment rate is higher than 72 percent. In contrast to the above countries, the lowest employment levels are observed in Greece and Latvia, where there have been a decrease in the share of employment in recent years.

Implementation of scientific, technical and innovative developments in the activity of enterprises puts new requirements to its employees and requires the ability to possess them. In view of that, the proportion of the population who possess information about modern scientific-technical and innovative developments and how to use them can be the same.

Thus, on the basis of the analysis of such indicators as the employment rate, the index of education of the population, the individual level of digital skills of the population, the proportion of persons who speak a foreign language (foreign languages), the proportion of persons employed and at the same time satisfied with their work (among them managers, including manager), it is advisable to notice that the positive trends

It becomes clear that one of the ways to improve the above indicators is the motivation that exhibit at the enterprises and organizations for employees and managers. Review and analysis of statistical data showed that in many countries of the European Union, the motivation is one of the elements of ensuring the success of enterprises and organizations. This is the highest level of satisfaction with own work of employed persons, including managers (managers).

The researches prove that the timely detection and diagnosis of problematic situations, which arise on the way of development and growth of enterprises and organizations, significantly depends on the level of qualification and professionalism of the manager, i.e. a manager.

Keywords: entrepreneurship; motivation; personnel management.

MANAGEMENT OF ENTERPRISE'S CREDIT POLICY

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In our opinion, management of enterprise's credit policy is a process of making strategic and operating managerial decisions to ensure optimum state of accounts receivable, under certain conditions, in particular, their amount, terms of payment, volumes of investments in these accounts, and also the share of doubtful debts.

Evaluating the expediency of changing conditions of enterprise's credit policy can be conducted by the methods of ultimate analysis and final results' analysis (Brigham & Gapenski, 1997).

In our opinion, identifying the expediency of changing the conditions of enterprise's credit policy has to be conducted in the following order:

- calculating additional profit (as a difference between additional income and the sum of additional variable and constant expenses) or marginal profit (as a difference between additional income and the sum of additional variable expenses);
- determining additional general expenses connected with accounts receivable. The cost of investments in accounts receivable, expenses on discounts, and losses from bad debts should be included in the latter;
- comparing additional profit / marginal profit with additional expenses (general) on accounts receivable.

While applying the method of analysis by final results in evaluating the expediency of changes in the conditions of enterprise's credit policy we consider it necessary to calculate the following indices under the existing and new conditions of crediting buyers in such order:

- profit (as a difference between income and variable and constant expenses) or marginal profit (as a difference between income and variable expenses);
- general expenses connected with accounts receivable (the sum of investment costs in accounts receivable, expenses on discounts, and losses from bad debts);
- profit / marginal profit after deducing expenses connected with accounts receivable (as a difference between profit / marginal profit and general expenses connected with accounts receivable);
- net profit (income minus income tax), if enterprise is a payer of income tax. If enterprise operates under simplified taxation system, in our opinion, it is expedient to calculate marginal profit after deducing expenses connected with accounts receivable and paying the corresponding income tax.

Keywords: management; credit policy; enterprise.

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INTERACTION BETWEEN THE SECURITY SERVICE AND THE QUALITY SERVICE OF EDUCATIONAL SERVICES TO ENSURE THE ECONOMIC SECURITY OF HIGHER EDUCATION INSTITUTIONS

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The security service and the service for ensuring the quality of educational services play an important role in ensuring the economic security of higher education institutions. Consider the main tasks of these units.

We believe that the main tasks of the security service should be:

- timely identification, analysis and assessment of all factors of threats to the activities and economic security of higher education institutions that exist in the external and internal environment;
- forecasting the emergence in the short and long term of new factors threatening the activities and economic security of higher education institutions;
- study, analysis and evaluation of the organization of other higher education institutions of a similar profile;
- detection of negative informational impact on higher education institutions in order to damage its image;
- search using competitive intelligence technologies for information necessary for making operational and strategic decisions by heads of higher education institutions to ensure its stable operation, development and economic security;
- preparation of information and analytical documents for the rector and vice-rectors on the factors of threats to the external and internal environment and the mechanism of their impact on the activities and economic security of higher education institutions;
- implementation of protection of the territory, educational buildings and classrooms, laboratories and their equipment;
- counteraction of hostile informational influence from unfair competitors, in order to damage the business, educational and scientific reputation of managers and employees of higher education institutions, as well as its image;
- promptly informing the heads and employees of higher education institutions about the criminogenic situation and existing threats, as well as about measures to ensure safety and rules of conduct in order to prevent crimes and accidents;
- conducting an internal investigation of events, accidents and conflict situations in the structural units of higher education institutions;
- interaction with law enforcement agencies during their investigation of higher education institutions, its employees and students.

The main tasks of the service to ensure the quality of educational services include:

- study of all changes in the legislation governing the system of education and science in Ukraine;
- study, analysis and evaluation of the advantages in choosing the specialties of potential consumers of educational services at present and forecasting their possible changes in the future based on trends in the economy and labor market;
- monitoring the availability and compliance with the requirements of the Ministry of Education and Science of Ukraine of educational and methodological documentation in educational units of higher education institutions;
- identification of promising areas of research work in higher education institutions;

- monitoring the level of organization and quality of training in educational units of higher education institutions;
- determination of the real state and compliance with modern requirements of technical teaching aids used in conducting training sessions with students;
- determination of a real assessment of the activity of higher education institutions by students and graduates;
- identification of the main trends in the development of the domestic education system.

The common tasks of the security service and the quality assurance service for the provision of educational materials include:

- study, analysis and assessment of the domestic market of educational services;
- study, analysis and assessment of the needs of the domestic economy in higher education seekers of all specialties;
- forecasting changes in the needs of the domestic economy in the medium term for applicants for higher education in all specialties;
- timely detection of manifestations of unfair competition in the market of educational services and development of proposals to counteract unfriendly actions of competitors in relation to higher education institutions;
- study and assessment of the moral and psychological climate in the structural units of higher education institutions;
- carrying out special measures to prevent corruption and bribery in the structural units of higher education institutions;
- ensuring information security and intellectual property of higher education institutions.

Close cooperation between the two departments is very important to ensure the economic security of higher education institutions.

Keywords: security; quality of educational services; higher education institutions.

FINANCIAL SECURITY OF THE BANKING SYSTEM

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The concept of "security", "threat", "danger", "risk" is tightly interrelated, so revealing the content and essence of each other. In order to form a methodological basis for ensuring financial security, it is important not only to determine the theoretical aspects, but also to investigate the specifics of the practical activities of economic entities in various sectors and fields, including banking institutions.

The study of threats and hazards allows to identify key areas and objects that require protection, the introduction of preventive actions, tactical and strategic steps to improve the financial security of the bank.

Ensuring the security of a bank is an important and difficult task in the context of the formation of a new development paradigm for the Ukrainian banking system. This is due to the influence of the external environment, which today is characterized by elements of post-crisis development and the formation of a new global financial architecture, and the internal environment, in particular, increased competition and consolidation of the banking business, lobbying the interests of specific business entities. The influence of the internal environment causes the emergence of threats that impede the process of implementing the strategic directions of development of banks in terms of profitability and minimization of risk [1]. In [2], the threats to the financial security of the banking system, which can be considered both external and internal for a particular banking institution, are investigated. The author of [3] classifies threats to financial security: unlawful waste of funds by employees of banks; misappropriation of income; falsification of expenses; abuse of real assets of the bank or client; abuse of authority by management; forgery of documents or entering in them of inaccurate data; fraud in the field of accounting. In turn, it refers to external [3]: internal and external political and economic stability; degree of dependence of the banking system on internal and external sources of financing; degree of concentration of banks' assets in various states or industries; ownership structure of banking institutions. Approaches to the classification of threats to financial security of banks are defined. Studies have shown that external and internal threats largely affect the financial security of banking institutions. Since it is impossible to completely avoid threats, it is necessary to learn how to manage them. One of the main stages of threat management is their timely identification and identification. The author's approach to identifying external and internal threats in banking institutions is proposed. Due to the conducted field research, the significance and importance of internal and external threats among bankers of various levels of management is evaluated. This makes it possible to carry out timely measures to prevent threats or minimize them and prevent negative effects on the financial security of banks.

Keywords: financial security of the bank; threats to financial security; internal threats; external threats.

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SECTION 3

Financial levers of development of enterprises and institutions

THE CONCEPT OF COST MANAGEMENT IN ENTERPRISES

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One of the most important and difficult problems for business structures is the problem of managing their costs.

Cost management is the process of purposeful influence of relevant entities (public authorities, local governments, owners, management of business structures, etc.) on costs associated with the production, turnover and sale of products to improve the efficiency of economic entities.

Enterprise cost management can be carried out to achieve various goals: cost minimization; cost support at the regulatory level; reduction of cost and its components (material, labor and other costs) [1; 3].

The practice of management of the Ukrainian enterprises shows that the costs to date are mainly object of accounting, while market economic conditions demand that they were considered as a control object [2; 3].

Summarizing research [2; 4-5], we can distinguish the following main concepts of cost management used in modern enterprises.

1. Management of the trust expenses.
2. ABC (Activity Based Costing) – developing a pool of overhead costs and their distribution according to certain criteria (grounds division).
3. The concept of value added.
4. The concept of alternative costs.
5. Value Chain Concept (VCC).
6. The concept of transaction costs.
7. Strategic Cost Management (SCM).
8. The concept of costs associated with quality.
9. The concept of the product Life Cycle Cost (LCC).
10. The concept of target cost (Target costing).
11. The concept of Kaizen costing.
12. The concept of lean production.
13. Benchmarking.
14. The concept of Environmental costing focuses on continuous monitoring and possible prevention of environmental costs.
15. The concept of competitive cost management.
16. The concept of Theory of constraints (TOC) – the formation of costs taking into account the resource potential of the enterprise.

This classification is not exhaustive and can be supplemented by a number of methods of accounting and cost analysis. Thus, the following methods are often used: Standard costing, Direct costing, Absorption costing, Cost killing, CVP (Cost-Volume-Profit) analysis, EVA (Economic Value Added) method, «responsibility centers» method, Kanban method, Just-in-time method and others [1].

Summarizing the above, it should be noted that the introduction of effective cost management reduces the likelihood of adverse effects of accidental events on the company, allows you to predict the consequences of adverse changes and develop preventive measures to reduce their impact on costs.

Keywords: cost; finance; management.

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FINANCIAL SUPPORT OF NETWORK ENTERPRISES

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The issue of financial support of network business structures can be assessed through the prism of cachets:

1) the nature of financial transactions between structural participants (direct or indirect). The direct type of financial transactions is used for centralized network enterprises, due to management and subordination at the level of a single center. Indirect financial transactions can be used only at the level of decentralized network enterprises, where the financial transactions between participants with the involvement of intermediary structures may be provided within the framework of certain contractual arrangements;

2) properties of connections (signs and characteristics of financial flows). Within this feature, we can distinguish four types of division of network business structures into micro, small, medium and large ones, given their annual net income (revenue) from sales of products (services). The four categories of network enterprises can include both centralized and decentralized structures. It should be noted that this division was created using modern legal requirements for the classification of enterprises [1];

3) distribution of the movement of financial flows by structural participants of the business network and / or territorial directions of the network enterprise. As part of this feature, we have identified the sign of the predominance of sales of one participant of the network enterprise over others, the sign of the predominance of sales of several participants of the network enterprise over others and the sign of uniform participation of structural participants in the formation of volumes;

4) the number of network connections that provide financial circulation in the enterprise;

5) the existence of open access of structural participants to the financial information of the entire network structure. For participants of centralized network enterprises there is a possibility of access to financial information, which is necessary within the functioning of the structural participant, which is subordinated to the center. The lack of open access for structural members of decentralized network enterprises can be explained by financial security measures at the level of each individual member and the partnership as a whole;

6) preservation of the financial integrity of the network enterprise (ability to continue to operate) in case of withdrawal of one or more of the participants.

Keywords: international networks; network business structures; international business; financial support.

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FINANCIAL LEVERS OF DEVELOPMENT PROJECT ORGANIZATIONS

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Necessary elements of the economy and important economic levers of its development are cost economic categories: money, finance, price, profit, cost, credit, Economic categories are used to determine the measure of labor and consumption, distribution and redistribution of total social product and national income, evaluation of results work of design organizations. As well as the creation of material interest of employees and shareholders in the results of activities. The use of these economic categories is due to the presence of commodity production and the law of value.

The financial side of the activities of project organizations is reflected in the finances of the organization itself. The finances of the project organization characterize in monetary terms the economic relations that arise in the process of formation and use of fixed and working capital and sales, formation and use of cash savings. [1].

Of great importance is the correct organization of design, timely provision of constructions with design and estimate documentation, high quality of projects of constructed and reconstructed objects. All this for the successful implementation of capital construction. To develop design organizations and increase their efficiency, it is important to improve the design and estimate work, strengthening the role of design organizations in improving capital construction.

At the moment, the main task of many project organizations has been survival. They found themselves in a very difficult financial situation.

Regarding the formation of finances until 1987, the practical activities of project organizations were strictly regulated at the state level. It practically did not require the management of the project organization to make independent decisions. Since 1987, project organizations have moved to full economic calculation and self-financing. However, over the next few years, project organizations, being in a fairly stable financial position, due to the use of savings of previous years, continued to live by inertia, without making significant changes in the organization of finances. The consequences of this approach have led to the fact that in 1992 most of the project organizations were in a very critical financial situation, and their number increased every year. [2].

The finances of project organizations are insufficiently studied by our domestic economists. For decades, it was used at all levels of government and the project organizations themselves, the established method of analysis of the financial situation, was also developed for the functioning of the administrative system, state property and centralized sources of funding.

In a competitive market, the issues of internal organization of finances of design institutes have not been paid enough attention. To date, this important issue in the construction literature is insufficiently covered. Its relevance is indisputable and requires appropriate research.

The finances of project organizations are a system of economic relations related to the circulation of funds, the formation, use of cash income, savings, funds of cash resources, control over production, distribution, use of social product and national income in the process of expanded reproduction.

In market conditions, the peculiarities of the formation of finances of project organizations are due to changed external and internal factors.

Modern investment of finances of project organizations and their formation is characterized by serious changes, complicated by the peculiarities of finances of project organizations: small, mostly passive, fixed assets, a large share of wage costs in production costs, low material consumption. From the centralized implementation of financial functions in terms of planned management project organizations have moved to full independence in providing the necessary funds, to pay for project products, at contract prices, to evaluate the work not on the results of production activities, but on the state of the project organization's finances. [3].

Unfavorable for the project organization investment situation was created due to falling production, which entails a decrease in total income. And also due to the high rate of bank interest, which reduces the amount of capital investment. The role was played by a significant reduction in capital investment in new construction and expansion of existing production (the main source of payment for design work), including the share of centralized capital investment. The burden of the general trend of reducing capital investment by open-ended inflationary processes, which are manifested through the general trend of rising prices, has affected the unfavorable investment situation. This situation, in turn, has given rise to fierce competition for design orders; supply in the market of design products currently exceeds demand.

In order to invest in the demand for money, it must correspond to their investment supply. Combinations of three main possible options for financing capital investments: financing from the customer's profit, raising a bank loan by the customer, attracting funds from the customer through the issue of shares or bonds. The amount of capital investment decreases with increasing bank interest rates and, consequently, with the first-best opportunity for financing.

In an unfavorable investment situation, characterized by a shortage of orders and increased competition, the role of internal factors of project organizations, the internal system of financial organization to find new sources of funding, rational use of fixed assets, analysis of financial condition of project organizations.

Assessment of the financial condition of the project organization is carried out using its analysis. Ukraine does not yet have a financial analysis method specially developed for project organizations in relation to market conditions, and foreign translation methods are not focused on our accounting system.

The characteristic of the solvency of the project organization is given by the analysis of the financial stability of the organization. There are four situations according to the degree of financial stability of the project organization: absolute stability; normal stability, which guarantees the solvency of the project organization; unstable financial condition with insolvency; financial crisis. In these situations, you can determine the situation in which the project organization is, and outline measures to change it.

Currently, the financial strategy of project organizations is formed on the basis of expert assessments, which do not reflect the real state of finances. Experts suggest building a financial strategy based on the current financial condition of the organization.

The mutual balance of the theory and practice of the financial strategy of the project organization achieves the success of the financial strategy - the compliance of financial pathetic goals with real economic and financial opportunities. As the financial and economic situation changes due to the rigid centralization of financial strategic management and the flexibility of financial management methods, success is achieved. Based on the results of the annual production and economic activities of the project organization, a financial strategy is developed through the implementation of the provision, distribution and control function of the finances of the project organization.

Revenues and receipts, expenditures and deductions, credit relations, relations with the budget - the objects of financial strategy, ensuring the balance of income, receipts, bank loans, deductions, payments to the budget and repayment of loans. The financial strategy is adjusted and changed if necessary. The financial strategy developed for the quarter, the month - operational, and developed for the year - the general financial strategy.

The formation of prices for project products is subject to the law of supply and demand. The pricing policy of the project organization consists of determining the upper and lower limits of the contract price. Factors influencing and their significance on the fluctuations of the contract price between the upper and lower limits, in the development of internal standards for setting contract prices for project products. These tasks are solved by financial and economic services.

Pricing policy is based on setting contract prices for project products. Pricing policy becomes the main component of the financial strategy of project organizations, when project organizations independently and fully provide themselves with the necessary funds. [4].

Keywords: finance; project organizations; investment.

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STATE FINANCIAL CONTROL OVER FINANCIAL POLICY IN UKRAINE

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The final stage of the management process, which is associated with financial activities and the implementation and effectiveness of financial policy is public financial control. In order to constantly monitor the financial performance of all economic relations and to avoid violations of financial legislation and increase the effectiveness of financial policy, much attention is paid to public financial control, as it is a component of financial and indicator of distribution relations in the state.

State financial control is a specific type of activity carried out by all levels of state power and management, as well as non-governmental organizations in order to ensure the appropriate level of financial discipline, effective movement of financial resources and finding ways to improve the distribution and redistribution of state financial resources [1]. The system of bodies exercising state financial control in Ukraine is divided into governmental, which is exercised by the Cabinet of Ministers of Ukraine, and parliamentary – the Verkhovna Rada of Ukraine.

Note that the priority tasks of public financial control over financial policy are its:

- 1) focus on prevention and prevention of violations and inefficient management of state resources;
- 2) modernization and development of the legal framework for public financial control, its forms, types, taking into account the positive experience of the European Union;
- 3) strengthening the institutional base of previous and current state financial control over financial policy;
- 4) creation of a single information and analytical system of the results of state financial control over financial policy;
- 5) formation of an effective model of development, training and retraining of highly qualified state auditors.

Thus, summarizing the main provisions for the implementation of public financial control in Ukraine, we state its implementation, mainly by public authorities, depending on the type (parliamentary or governmental). At the same time, it should be noted that due to the imperfection of the national financial legislation, the state financial control over the financial policy needs to be improved.

Keywords: financial policy; economic relations; financial control.

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PROJECT MANAGEMENT APPROACH IN FINANCE DEPARTMENT DEVELOPMENT

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In this article I would share my practical experience in development of innovative Finance Functional Projects from traditional hierarchic Finance Department.

It is vital for all support functions of business to be innovative, client-oriented and implement all the efficient methodologies – such as project management approach even for routine, day-to-day processes.

Considering the traditional financial department transition to the project-oriented basis, we can set the main stages should be noted:

1) Search for the right customer (both internal and external) for all the products of Finance Department and their segmentation.

2) Transition of the functions performed by the Finance Department to the Finance Projects.

3) Creating functional strategies for each function, alignment of functional goals with the strategic company-wide objectives, as well as the mission and vision of the business.

4) Business process analysis and mapping.

5) Defining roles for each employee of the finance department in accordance with the process structure and LEAN methodology.

As a result, we have set a holistic, efficient, customer-oriented teams of highly motivated professionals clearly understood both the process and the goal of their work, as well as the customer of the information they create. Restructuring the company's financial department obtains the following results:

1) created 8 separate Finance Projects for specific customers of financial information, the employees can freely choose a role in accordance with LEAN methodology.

2) conducted business process analysis in each separate project, identifying inefficient areas of work, reducing paperwork by 25% and time by 15%.

3) introduced a system for quality assurance, completeness and timeliness of information, which allowed to measure customer satisfaction for each Project.

Keywords: financial department; project; financial information.

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THE PROBLEMS AND WAYS OF ELIMINATING OF THE CYBER SECURITY OF UKRAINE

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In the study we tested the analysis of modern data on cyber security in Ukraine, we highlighted the main aspects of the regulatory and legal support of the national information security. Identified key reported measures to counteract threats to state information security in the whole and in each individual types and the lack of practical implementation these activities.

Found, that at the legislative level had been adopted only two documents on cyber security: Law of Ukraine on “Fundamentals of National Security of Ukraine”, and the Decree of the President of Ukraine № 47/2017 of February 25, 2017 about des approved the Doctrine of Information Security of Ukraine. In these documents cyber security is given priority in the security system.

Determined the main problems of ensuring the cyber security: 1) ineffective regulatory and legal support and system of governance; 2) the lack unified strategy of cyber security; 3) low level of government management in cyber defense; 4) temporal inconsistency of state regulation in information area and development of a legal system for the regulation in protection of critical infrastructure seams; 5) the lack of transactional approach to the state cyber security governance by the state part; 6) no requirement for security system (SIS); 7) employment outdated standards.

Offered the replacement of technical security information documents (TS ID), more effective and modern basic standards, establish industry standards for information security system (ISS). Amend the Law of Ukraine “Information security and telecommunication system” and provide a new approach of the method for confirming compliance of information system of information security requirements by establishing criteria for compliance; conduct regular audits to ensure compliance with the requirements and proper functioning of the security management process; conduct proven system of security information.

For further development we propose to provide new approach of the method for confirming compliance of information system of information security requirements by establishing criteria for compliance. The purpose of such event is to legislate the requirements of the standards of the family of information security management system (ISMS) for certain categories of information, which is protected by the legislation of Ukraine.

Keywords: information security; cyber security; computer systems; certification; security management.

CYBER INSURANCE: A NEW TOOL FOR ENTERPRISE RISK MANAGEMENT

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The world economic system is at the information stage of development. The defining characteristic of the digital economy is the modernization of factors of production, the main of which is data in digital format.

The processing of large amounts of data and the use of the results of their analysis can significantly increase the efficiency of various industries, technologies and equipment, storage, sale and supply of goods and services.

However, despite the undoubted advantages of the digital economy - the emergence of artificial intelligence, blockchain technology, cloud computing, there are new risks generated by their use, which can negatively affect economic entities and their performance.

Cyber risks are risks associated with the use of computer hardware and software, both on local networks and on the global Internet; in settlement and payment systems, e-commerce systems, industrial management systems; as well as the risks associated with the collection, storage and use of personal data.

Cyber risks arise as a result of the following events:

1. Non-target attacks (phishing, carding, sms-fraud);
2. Targeted attacks (financial fraud, database theft, industrial espionage, DDoS attacks, extortion);
3. Attacks from within (theft, destruction of information, promotion of targeted attacks).

One of the new tools of enterprise risk management is cyber insurance - an insurance product that protects the company from the risks associated with the use of the Internet, as well as from risks related to information technology, IT infrastructure and business activities in cyber-space.

Insurance protection against cyber risks is needed by companies that:

- carry out activities that are directly related to the Internet;
- use bank cards, payment systems, as well as remote access systems;
- send confidential personal data via the Internet;
- use the website to attract customers or provide and disseminate information about their activities.

The cyber insurance contract covers business losses caused by a cyber-attack and incurred as a result of production interruptions, data loss and recovery, incident response, ransom payments to cryptocurrencies, incident investigation, and cybercrime for financial gain (fraudsters).

Insurance is one of the tools of enterprise risk management, which minimizes financial losses from production interruptions, which include:

- current costs of the enterprise to continue business activities during the forced break in production;
- loss of profit from the forced break in production;
- additional costs for the elimination of the consequences of the insured event.

So, with the rapid development of technology, the use of the latest data processing devices and mobile devices - cyber threats are a problem and the extent of this problem is attracting attention. To date, there is no legal framework or case law for the widespread introduction of this type of insurance.

However, it is likely that in the coming years we will face the rapid development of this type of insurance.

Keywords: world economic system; digital economy; cyber risks; cyber insurance.

INVESTMENT SUPPORT OF INNOVATIVE INDUSTRIAL DEVELOPMENT

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Investment support of state innovation is a matter of government regulation. The country's leadership carries out state regulation of investment support of its industry's innovative development based on adopted in the country's industrial policy.

The issue of state regulation and industrial policy in the country is studied in the works of scientists: A. Amosha, [1, p. 26], G. Atymchuk [2, p. 56], V. Narodnohousehold [3, p. 20], O. Didenko [4, p. 68], V. Dergacheva [5, p. 42-44], V. Malinovsky [6, p. 46], O. Lukashov [7, p. 79-81], N. Nizhnik [8, p. 29], L. Fedulova [9, p. 391], O. Chegel [10, p. 109].

Implementation of State industrial policy is carried out with the development and action of investment support mechanism for innovative industrial development. The purpose of creating the investment support mechanism is the innovative development of industry. The main subjects of the mechanism are: State, State bodies and organizations, industrial enterprises, individuals and legal entities, international organization, banks and international investors.

Investment support rushes for development and implementation of projects and programs, for realization of scientific developments, purchase of new equipment, development and introduction into production of new innovative products and processes, improvement of service provision and service, development of innovative infrastructure. Implementation of investment support mechanism for innovative industrial development requires the necessary regulatory of legal support with the formation and implementation of necessary changes in the existing legislation of the country; Regulation, stimulation of investment activity; Development of State structures and market institutes of investment support; Formation of an investment process information complex; The development of infrastructure investment in the innovation industry of opening the work of investment companies and banks. State regulation of investment processes is ensured through implementation of the relevant functions: planning and forecasting of investment activity.

In conclusion, we note that the mechanism of investment support of innovative development of industry should be formed comprehensively and direct investments into innovative projects.

Keywords: state innovation; government regulation; investment support mechanism.

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FINANCING EDUCATION, HEALTH CARE, AND NUTRITION FOR SUSTAINABLE DEVELOPMENT OF HUMAN CAPITAL

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Societies can end extreme poverty and social exclusion by developing human capital. Human capital is the most important and often underestimated factor of sustainable economic growth and competitiveness of national economies at a global scale, as the prosperity begins with healthy educated people. Skills, knowledge, health, and experience of people are primary drivers of business and economy performance that can be measured and improved, directly impacting human capital. This requires investing in people through nutrition, health care, quality education.

As human capital is a key factor in achieving both economic and uneconomic benefits; as a result, education and learning, health and nutrition increasingly become investments not only in the future of specific persons but also in the future of the whole society and require financing. Regardless of differences in organizing and financing the systems of education, healthcare and the agrarian sector, the common is: financing from external and internal sources; spending on education has a positive impact on both quantitative indicators (for example, the number of years of studies) and qualitative indicators (study results, according to the PISA International Student Assessment); increasing in financing has promoted expansion of higher education.

Total expenditures per student for educational institutions from the basic to higher level make, on the average, 26% of GDP per capita (including 23% at the basic and secondary level and 38% at the higher level). Using the mechanisms of financial support has assisted to make higher education more affordable for more people; in the countries with the highest tuition payment, over 70% of students use grants or loans [3].

In the European Union, the state expenditures on education to GDP make, on the average, 4,3%. The most spending are the countries such as Sweden (7.1%), Finland (6,6%), Belgium (6,4%). In EU health financing systems mobilize and allocate money, within the health system, to meet the current health needs of the population (individual and collective), with a view to expected future needs. Average the EU member-states' expenditures on healthcare to GDP make 5,9%. The most spending countries are Germany (9,49%), France (9,49%), Sweden (9,22%). An increasing share of the European Union's consumers lays emphasis on food, for example, on choosing regional products or traditional dishes as evidenced by growing farmer markets and food fairs.

Today, international organizations and governments report on social and technological progress in the spheres such as education, healthcare and agro-sector, however, in the context of sustainable development and financing of human capital, many countries (including Ukraine) face the following problems:

Growing expenditures on education, healthcare and agro-sector as well as the need to provide the efficiency of use of financial resources. Expanding educational and medical systems stipulates proportional increasing in resources and providing the efficiency of their use, but governments are increasingly not able to handle increased spending. At the level of individual countries, it is important to achieving sustainable financing such as mobilize (ensuring prioritized, sustainable and coordinated mobilization of resources); user (making equitable, effective and efficient use of resources); hold to account.

Financing of informal training to develop "soft skills" such as critical thinking, team work. To get a holistic notion of the financing, many countries lack in stable systems for the collection, dissemination and analysis of data required to systemize and analyze the expenditures of households or non-governmental organizations. However, quality education and universal medical

access are achieved when the state systems are strengthened through a policy based on research, evidence and partnership. An increasing share of consumers of ecological, regional and traditional food products stipulates the need to develop farmer markets and food fairs and finance such entities of the agro-sector including the financing of agricultural education and learning.

Productivity indicators; support for viable rural communities; rural economy development prospects; support for young farmers in business and territorial cohesion. Education, healthcare and food are, as a rule, the households' heaviest expenditures and constitute a considerable load for low-income households. In many low-income countries, health problems are a significant factor preventing the children from attending school. Today, millions of people do not use medical services because of their cost; somebody pays but receives low-quality medical services. A catalyst for human capital development is a reliable and efficient financial sector. Partnership of governments, local authorities, education institutions, business and households in the matters of the human capital development financing.

In general, the financing of education, healthcare and agro-sector plays an important role in providing sustainable development of human capital. However, fiscal and spending mechanisms, volumes and structure of expenditures on education and learning, healthcare and achievement of food security should account for the features of economic and financial development of countries and be quite comprehensive and flexible.

Summarizing, we will note that new challenges associated with health, macroeconomic and social effects of the pandemic stipulate the needs to strengthen the systems to achieve steady progress in the field of healthcare, education and nutrition. Sustainable development of human capital requires significant investments that will need new and efficient strategies and approaches to revenue mobilization. Taking into account that national fiscal resources and international aid are not sufficient for investments in development of human capital, a significant portion of resources to finance education, healthcare and the agrarian sector should come from a private sector provided that a stable financial sector exists in the countries. In the aspect of sustainable development of human capital, governments and financial and credit institutions can help people plan expenditures on healthcare and education, manage such expenditures within the system of credit relations; medical insurance can mitigate risks and reduce in expenditures for most households at lower cost.

Keywords: human capital; financing of education.

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MANAGEMENT OF HIGHER EDUCATION INSTITUTIONS FROM THE STANDPOINT OF ECONOMIC SECURITY

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Ensuring the economic security of higher education institutions directly depends on the quality of educational services, an important component of which is the information and analytical support of educational activities, the lack of which leads to violations of applicable law and other negative consequences.

The relevance of a systematic approach to the management of higher education institutions from the standpoint of economic security is enhanced by the fact that most of them not only to the development but also to the use and unconditional implementation of internal documents on quality of educational services are negligent, which institutions.

Our proposed systematic approach to documenting the quality of educational services should cover the following areas:

- organization of quality assurance system for the provision of educational services;
- distribution of key management roles in relation to the functioning of the quality assurance system for the provision of educational services;
- organization of work, training and advanced training of scientific and pedagogical workers who provide educational services;
- involvement of scientific and pedagogical workers in the process of fulfilling the goals of the system of quality assurance of educational services through consultations, informing on all relevant aspects;
- motivation of scientific and pedagogical workers for the purpose of active participation in processes of the organization and realization of perfection of system of maintenance of quality of rendering of educational services;
- identification of threats and risks arising from the state of the quality assurance system of educational services;
- development and implementation of measures to manage identified threats and risks;
- creation of a program to improve the quality assurance system of educational services, including motivational regulation measures.

Information and analytical support of processes and procedures to ensure the quality of educational services from the standpoint of economic security is accompanied by the application of external laws and regulations on higher education, as well as the development of internal regulations - regulations, methods, instructions, lists and more. At the same time, each higher education institution can independently choose both the nomenclature of internal documentation and the forms of its creation and distribution.

Keywords: economic security; higher education institutions.

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