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Researches**  
(Tallinn, Estonia)



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# **International conference on corporation management**

**December 3-5, 2020**

**Tallinn, Estonia**

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**THE PROGRAM**  
**of International conference on corporation management (ICCM)**  
**(December 3-5, 2020)**

TIME	NAME
December 02, 2020	On-line conference
10:00 AM	Oksana Moyseenok <b>Business attitude to social responsibility in the republic of Belarus</b>
10:05 AM	Tatiana Kislaya <b>Main approaches to assessing the effectiveness of business social responsibility</b>
10:10 AM	Oleksiy Sheviakov, Ihor Shramko <b>Dynamic sociotechnical systems of activity: social support of women in metallurgical corporations</b>
10:15 AM	Diana Zayats <b>Corporate culture as an important component of municipal development</b>
10:20 AM	Victor Makarchuk <b>Corporate environmental governance: world experience for Ukraine</b>
10:25 AM	Sergii Petrukha, Dmitriy Bondarenko <b>Agrarian-construction conceptualization of formation of local infrastructure of food aid to rural population</b>
10:30 AM	Ali Abdalqhadr <b>The impact of corporate governance on the economic development of the state</b>
10:35 AM	Iryna Mihus <b>Corporate fraudsters: who are they?</b>
10:40 AM	Bogdan Ostashevskiy <b>Competency management as a tool for optimization of engagement with stakeholders in it projects</b>
10:45 AM	Taha Mohamed Daab <b>The impact cost of living on international company management</b>
10:50 AM	Oleksandr Aulin The influence of islam on public corporate governance
10:55 AM	Yana Koval <b>Forms of realization of partnerships between business and government in the conditions of market economy development</b>
11:00 AM	Olksandra Liashenko, Ruslan Markov <b>Harmonization of stakeholder's interests – an imperative goal of corporate governance of economic security of the enterprise</b>
11:05 AM	Olga Brusentseva <b>The effect of the innovation potential on the competitiveness of the firm</b>
11:10 AM	Rafaela Znachek <b>Corporate management of state-owned joint stock companies of Ukraine</b>
11:15 AM	Vasyl Shykerynets, Svetlana Filiuk <b>Regulatory and corporate support for the implementation of state policy in the field of culture in Ukraine</b>
11:20 AM	Irina Muntian <b>Corporate management as an attribute of the investment attractiveness of ukrainian companies</b>
11:25 AM	Elnur Farzaliev <b>Corporate governance of event-industry enterprises: specific features and functions</b>

TIME	NAME
11:30 AM	Oksana Motuzenko <b>Improving the efficiency of the company due to human resources</b> Volodymyr Kolesnyk
11:35 AM	<b>The role of corporate interest in public-administration conflicts formation process</b> Marta Karpa, Oleksandr Akimov
11:40 AM	<b>Peculiarities of competencies of public governance of Ukraine in the context of forming corporate relations</b> Iryna Burlakova, Tetiana Kondes
11:45 AM	<b>Wellness training in the system of corporate well-being</b> Dmytro Melnychuk
12:00 PM	<b>Human capital levels and social policy</b> Mykola Denysenko, Svitlana Breus
12:05 PM	<b>Models of hotel corporations management under present business conditions</b> Marta Kopytko
12:10 PM	<b>Benefits of using agile-management for corporations</b> Olga Kalaman, Olga Purtskhvanidze
12:15 PM	<b>Features of corporate strategy formation</b> Svitlana Bilous, Ievgeniya Pozhar
12:20 PM	<b>Evaluation of intellectual capital of enterprises of the region</b> Natalia Zachosova, Zinaida Zhivko, Volodymyr Zanora, A. Kovalenko
12:25 PM	<b>Problems of ensuring the personnel security of enterprises in the process of using remote commands in project management</b> Lesia Polova, Andrii Zarichniak
12:30 PM	<b>Corporate governance: new time requirements</b> Oleksandr Volynets, Mykola Korolenko
12:35 PM	<b>Agricultural natural resource management rationalization within the framework of decentralization and public finance reform</b> Margarita Prianyshnykova, Mykola Maltsev
12:40 PM	<b>«Green» finance in the sustainable development of the agricultural sector</b> Oleksandr Kushneruk, Oleksandr Hudenko
12:45 PM	<b>Fiscal corporation activity security provision mechanisms in natural-resource sector</b> Vasyl Dmitrenko
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12:55 PM	<b>Problem aspects of vat reporting for international supply of services by corporations in Ukraine</b> Nadia Fisunenko, Maria Vakulich
01:00 PM	<b>Financial resources in corporate governance</b> Igor Moshlak
01:05 PM	<b>The essence of corporate governance and its financial aspects of capital</b> Zorina Shatska, Maksim Pavlenko
01:10 PM	<b>Methods of assessing the probability of bankruptcy of the enterprise</b> Kostiantyn Netudykhata, Iryna Savarina
01:15 PM	<b>Theoretical fundamentals of formation and implementation of the corporate financial stability strategy</b>

TIME	NAME
01:20 PM	Kateryna Sokoliuk <b>Introducing effective corporate governance - a way to attract an investor</b>
01:25 PM	Volodymyr Marchenko <b>Application of blockchain technologies in corporate management</b>
01:30 PM	Natalia Goilo, Olga Ieroshkina <b>Internal audit functions: influence of the company's organizational development</b>
01:35 PM	Lyudmyla Shemayeva, Polina Tolok, Volodymyr Shemayev <b>Features for providing financial security of the ukraine’s defense industry companies</b>
01:40 PM	Alla Dombrovska <b>Some aspects of cryptocurrency introduction to the authorized capital of business entities</b>
01:45 PM	Nina Petrukha, Bohdan Stakhov <b>COVID-19 consequences for the agrarian sector of the economy and new measurements of sustainability of development of agrarian-production value added chains</b>
01:50 PM	Nataliia Nakonechna <b>Corporate ethics as a basis of corporate management of an educational institution</b>
02:00-04:00 PM	<b>Iryna Burlakova</b> Doctor of Sciences (Psychology), Associate professor, East-Ukrainian National University named after Volodymyr Dahl, professor of the Department of Practical Psychology and Social Work, Severodonetsk, Ukraine <b>CORPORATE WELL-BEING AS THE ENERGY OF BUSINESS</b>
December 04-05, 2020	<i>Discussion of the results of the conference and testing of knowledge gained during the workshop</i>

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## INTRODUCTION

*The most companies are created as corporations, which have their own unique features of doing business, financial management and interaction with stakeholders.*

*The value of a corporation depends not only on its profitability, but also on other factors, which are the relationship between the state, shareholders, banks and employees.*

*Our conference was dedicated to these issues, which, despite the COVID-19 pandemic, we decided to hold on December 3-05, 2020 online in Tallinn, Estonia.*

*I sincerely thank all the scientists for the submitted materials and I hope that everyone liked the seminar "Corporate well-being as the energy of business" by Irina Burlakova, Doctor of Science (Psychology), Associate Professor.*

*I hope that our International Conference on Corporate Management (ICCM) will be an annual place to discuss issues related to corporate management and stakeholder relations.*

*As Chairman of the International Conference on Corporate Management (ICCM), I have the great pleasure and honor to welcome you all to the first edition of our conference!*

*Tallinn, Estonia on December 03-05, 2020*

*Iryna Mihus, ICCM'2020 Chair*

# **SECTION 1**

## **Corporate Governance: Stakeholder engagement**

## **PECULIARITIES OF COMPETENCIES OF PUBLIC GOVERNANCE OF UKRAINE IN THE CONTEXT OF FORMING CORPORATE RELATIONS**

**Marta Karpa<sup>1</sup>, Oleksandr Akimov<sup>2</sup>**

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Hierarchical management structures are gradually being replaced by horizontal, coordination, local or network. Subordination is gradually replacing coordination, which increases the competence of the component, communication, territorial functional load on the subject of management. The main current trends in the development of management are: the distribution of impacts on management objects of state, private and public entities; implementation of a competent approach to the implementation of public functions; determination of management objects, their consolidation for subjects; cooperation and partnership between state, self-governing and private subjects of government. In the context of the development of global systemic management, users and the interests of society occupy a certain place as an object of management.

Public administration is management that is carried out on the basis of the will of a community (a collective of people) and is implemented by subjects defined by communities to meet the needs and achieve the goals of society as an object of management [1]. To create a legal basis for decentralization, it creates the preconditions for defining and securing competence boundaries both in the territorial and functional aspects of research and practice [2], and the main criteria for the development of competencies are violated:

- territorial criteria (introduction of a three-level system of administrative-territorial structure - region, district, community, definition of communities as an administrative-territorial unit, including one or several settlements);
- functional criteria (transfer of functions of executive power from local state administrations to executive bodies of the appropriate level, distribution of powers according to the principles of subsidiarity, determination of financial resources);
- institutional criteria (the presence of a legally enshrined status of subjects, the creation of an institutional structure of the public service).

The problematic issue is the definition of control objects. Jurists often refer to the concept of the subject of jurisdiction - that is, the main direction of activity, manifested in the functions and functional purpose of the subject. The subjects of jurisdiction of many subjects overlap, which is quite acceptable and logical, but their powers are exclusively individual, even when the function of several subjects is common to all. For example, activities in the field of environmental protection are simultaneously the subject of jurisdiction of many subjects (ministries, local governments, public organizations, state enterprises, etc.), but such basic

characteristics of competencies as powers, responsibility and status of subjects should be individual, clearly assigned to the subjects.

In order to develop this criterion from the point of view of subject characteristics, it is advisable to analyze its place in the general structure of the competence approach in public administration [3], namely in such a correspondence scheme as:

- Management area - general competence;
- Business area - industry competence;
- Direction, subject - special competence;
- Subject matter - subject competence.

General competence is fixed mainly in the normative field by general provisions.

In the context of ensuring legal regulation of the formation and development of conditions for the effective implementation of public administration, the following remains relevant:

- the presence of the status of public institutions, which enshrines at the legislative level their functions, the mechanism for their implementation;
- implementation of the strategic goal and objectives of the public administration system;
- introduction of a unified register of public services and provision of public services to the population in accordance with it;
- implementation of public administration on the basis of responsibility, accountability, honesty, serving the public interest. In this context, it is advisable to clearly define the competence of the subjects of corporate relations, with the establishment of powers, legal responsibility and the ability to control their activities.

To establish the regulatory framework of competence boundaries, it is necessary to agree on a significant number of methodological issues [4], which are primarily in the plane of defining basic concepts, theories of public administration, activities of public administration entities, functional load of corporate relations entities, ensuring the fulfillment of the corporation's goal in the whole and its specific participants.

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