

CONTENT

| | | |
|--|--|-----|
| Antoniuk O. R. | Positive Accounting Theory (PAT): Overview of Conceptual Provisions | 3 |
| Burchenia O. P. | Strategic Management of Newspaper Editorial Offices Based on Web-Analytics | 11 |
| Vashai Y. V., Doroshenko O. O. | Institutionalization of Development of the Public Sector Accounting Support in the Conditions of International Integration | 22 |
| Golikova O. S. | Program Approach To The Issue of Diversification of the Use of Natural Resources in the Recreational and Tourist Sphere | 31 |
| Zaiachkivska O. V. | Features of Finance Regulation of Foreign Economic Activity | 48 |
| Zaiachkivska O. V., Khibeba B. M. | Foreign Exchange Transactions in the Context of Foreign Economic Activity | 56 |
| Ivanchenko A. M. | Main Financial Mechanisms of Real Estate Sales | 64 |
| Kovshun N. E., Mazur N. O. | Influence of Youth Migration on the Formation of the Priorities of Regulation of the Labor Market of Ukraine | 73 |
| Kozhushko L. F., Shcherbakova A. S. | Leadership As a Prerequisite For an Effective Management System of Organizations | 85 |
| Korotun O. P. | Criteria For Evaluation of Quality of Tourism of Ukraine | 96 |
| Kostiukevych A. M., Kostiukevych R. M., Antoniuk S. Y. | Development of Youth Policy in Rural Communities | 112 |

| | |
|---|--|
| Kuznietsova T. V., Levun O. I. | Foreign Experience of Formation of Incentive System For Innovative Activity of Business Entities 121 |
| Kuznietsova T. V., Lesniak O. Y., Krasovska Y. V., Podlevska O. M. | Evaluation of the Dynamics of Agricultural Total Factor Productivity in Ukraine 133 |
| Kushniruk Y. S., Semenov S. S. | Sports Auto-Tourism – Economic Factors of Development 142 |
| Levytska S. O. | Non-Financial Indicators of Results For Enterprises Activities in Current Market Conditions 152 |
| Lozova T. P., Sedikova I. O., Boyko O. V. | Formation of the Fruit and Vegetable Market in the Conditions of Its Innovative Development 167 |
| Mazur N. O., Tseliukh Ya. O. | Trends and Motives of Volunteering in Ukraine 177 |
| Melnyk L. V. | Assessment of Prerequisites For Formation of Household Deposits in Banking Institutions 186 |
| Melnyk L. M., Duma V. L., Yakovchuk O. V. | Role of Population Savings in the Formation of the Investment Potential of the Country 196 |
| Mishchuk H. Y., Semchuk D. O. | Impact of the Covid-19 Pandemic on Economic Growth, Human Development and Behavioural Determinants 207 |
| Osadcha O. O., Savina N. B. | Methodical Aspects of Analysis of Enterprises Cash Flows 219 |
| Pavelko O. V., Velihurska A. M. | Lending Mechanism For Borrowers by Banks in Modern Economic Realities 227 |

| | |
|--|---|
| Petruk V. A., Petruk I. R. | Statistical Analysis of the Condition, Efficiency and Potential of Tourism in Rivne Region 242 |
| Podlevska O. M., Savina N. B., Podlevskyi A. A. | Entrepreneurship and Investment Activities in Ukraine Under Quarantine Restrictions 258 |
| Pozniakovska N. M., Demchuk M. S. | Financial Statements For Small and Medium- Sized Entities': Ukraine and World Experience 269 |
| Prystupa L. A., Koval V. V., Kovalenko- Marchenkova Ye. V. | Management of the Development of the National Banking Sector on the Basis of Ensuring the Financial Security of Banking Institutions 282 |
| Roshchuk I. A., Ovsiichuk O. S. | It Products Market: Analysis For Business Establishment and Development 293 |
| Roshchuk I. A., Ovsiuk M. V. | Incentives For Medical Staff in Primary Medical Care Centers 308 |
| Samoliuk N. M. | Features of Income Distribution of the Social and Labor Sphere Stakeholders 324 |
| Skakovska S. S. | Analysis of the Economic and the Ecological Condition of the Regions of Ukraine 334 |
| Skakovska S. S., Kotyk O. V. | Features of the Professional Competence Formation of Future Financiers in the University 348 |
| Skrypchuk P. M., Shpak H. M., Trokhliuk T. M., Karaimchuk I. V. | Information-Analytical and Social Components of Security of Territorial and Economic Systems Functioning 358 |
| Sobolieva T. O., Yakubova K. V. | Strategic Management of the Organization's Intellectual Assets 375 |

| | |
|---|---|
| Sribna Y. V., Stupnytskyi V. V., Stupnytska N. I. | National Security of Ukraine – Digital Dimension 385 |
| Suduk O. Y. | Features of Business Planning and Examination of Projects In the Agricultural Sphere of Ukraine 401 |
| Suduk O. Y. | Corporate Culture – a Tool of Increasing the Enterprise’s Competitiveness 409 |
| Tomchuk O. V. | Conceptual Provisions of the Strategy Formation of Human Potential Development of Cities in the New Economy 416 |
| Fedyna K. M. | Problems and Ways of Improving the Treasury System of Cash Execution of Budgets 432 |
| Frolenkova N. A., Stupnytska M. O. | Peculiarities of Adult Education Market Infrastructure Formation in Ukraine 439 |
| Shcherbakova A. S., Khraban A. A. | Product Quality as a Factor of Ensuring the Investment and Innovation Development of Trade Organizations 448 |
| Yurchyk H. M., Savina N. B. | Socio-Economic Prerequisites for Small Business Development in Ukraine 459 |
| Yakymchuk A. Yu. | Organizational and Economic Fundamentals of Environmental Goods and Services Market Development in the Context of Ukraine’s Euro-Atlantic Integration 470 |
| Yakymchuk T. I., Krasovska Y. V., Podlevska O. M. | Methods of Customs Risk Management in Foreign Economic Activity 481 |
| Yakymchuk T. I., Kuznietsova T. V., Lesniak O. Y., Stakhiv O. A. | Economic Risk Management in International Marketing 492 |

| | | |
|---|--|-----|
| Savina N. B. | Innovative Activity as a Basis for Ensuring the Competitiveness of the Food Industry | 500 |
| Savina N. B., Kuzmynchuk N. V., Kutsenko T. M., Nahornyi D. O. | Pharmaceutical Marketing: Economic and Legal Framework for Brand Management in the Pharmaceutical Market | 509 |