



Scientific Center of Innovative
Researches
(Tallinn, Estonia)



Academy of International
Business and Technology
(Prague, Czech Republic)



«KROK» University
(Kyiv, Ukraine)

2nd International conference on economics, accounting and finance

November 05, 2021

Tallinn, Estonia

CONFERENCE ORGANIZERS AND SPONSORS:

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Academy of International Business and Technology (Prague, Czech Republic)
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THE PROGRAM
of the 2nd International conference on economics, accounting and finance (ICEAF)
(November 05, 2021)

| Time | Name&Title |
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| 2021-11-05 | On-line conference |
| KEY SPEAKERS | |
| 10:05 AM | <i>Alla Dombrovska</i> BLOCKCHAIN AND INTELLECTUAL PROPERTY |
| 10:20 AM | <i>Volodymyr Marchenko</i> APPLICATION OF BLOCKCHAIN TECHNOLOGIES IN PUBLIC ADMINISTRATION |
| 10:40 AM | <i>Iryna Mihus</i> USING BLOCKCHAIN TECHNOLOGY TO PROTECT SHAREHOLDERS' PROPERTY RIGHTS |
| 11:00 AM | <i>Olksandra Liashenko</i> ECOLOGIZATION OF STRATEGIC ENTERPRISE MANAGEMENT |
| 11:20 AM | <i>Sergiy Shcherbyna</i> MODERN ASPECTS OF UKRAINE'S FOOD SECURITY IN THE CONTEXT OF EUROPEAN INTEGRATION |
| 11:40 AM | <i>Liudmyla Melko, Ganna Uvarova</i> BLOCKCHAIN TECHNOLOGY IN THE TOURIST SPHERE: REALITIES OF TODAY |

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| 12:00 PM | <i>Oksana Morhulets, Antonina Verhun, Julia Bondarchuk</i> CREATIVE INDUSTRIES DEVELOPMENT AS BASIS FOR ECONOMIC DEVELOPMENT OF UKRAINE |
| 12:05 PM | <i>Mykola Denysenko, Zoryna Yurynets, Yulia Biriukova</i> ECONOMICS OF TOURIST HOTEL BUSINESS |
| 12:10 PM | <i>Mykola Denysenko, Zorina Shatska</i> FUNCTIONS OF BUSINESS STRUCTURES IN THE DEVELOPMENT OF THE NATIONAL AND WORLD ECONOMY |
| 12:15 PM | <i>Iryna Radionova, Iryna Trots</i> IT COMPANIES PLATFORMS AS A SUBJECT OF "CREATOR ECONOMY" |
| 12:20 PM | <i>Ljudmila Shumak, Alexander Filippov</i> MODERN ASPECTS OF MANAGING THE ECONOMICS OF DESIGN ENTERPRISES |
| 12:25 PM | <i>Nataliia Shevchenko</i> PROBLEMS OF MANAGEMENT INVESTMENT CASH FLOW BY UKRAINIAN JOINT STOCK COMPANIES |
| 12:30 PM | <i>Iryna Mala</i> IMPROVING THE EFFICIENCY OF THE MANAGEMENT OF THE METALLURGICAL ENTERPRISE |
| 12:35 PM | <i>Oksana Kyrychenko</i> IMPLEMENTATION OF VENTURE FINANCING TOOLS FOR INNOVATIVE INDUSTRIAL DEVELOPMENT PROJECTS |
| 12:40 PM | <i>Olena Bielova, Iryna Rybalko</i> CLIMATE AND ENVIRONMENTAL MANAGEMENT AS THE BASIS FOR SUSTAINABLE DEVELOPMENT OF A MODERN ENTERPRISE |

- 12:45 PM *Zinaida Zhyvko, Muhammad Uhaib As'ad*
BUSINESS SECURITY SYSTEM AND COMMUNICATIONS
- 12:50 PM *Marta Karpa, Oleksandr Akimov, Liudmyla Akimova*
PROBLEMS OF INFORMATION SPACE MANAGEMENT IN THE PUBLIC
SECTOR OF UKRAINE
- 12:55 PM *Liudmyla Shulhina*
PERFORMANCE MARKETING AS A MODERN PARADIGM OF
BUSINESS
- 01:00 PM *Andrii Ramskyi*
FORMATION OF THE INFORMATION ECOSYSTEM OF THE
UNIVERSITY IN THE TRENDS OF DEVELOPMENT OF THE DIGITAL
ECONOMY
- 01:05 PM *Mykola Denysenko, Nataliia Lesiuta*
PREREQUISITES FOR THE DEVELOPMENT OF SOCIAL
ENTREPRENEURSHIP IN UKRAINE
- 01:10 PM *Iryna Burlakova, Oleksiy Sheviakov, Tetiana Kondes*
COACHING AS A TOOL FOR THE FORMATION OF CORPORATE WELL-
BEING
- 01:15 PM *Serhiy Petrukha*
AGRARIAN-CONSTRUCTION CLUSTERS: SCHOLASTICITY OF
ECONOMIC POLICY FACTORS AND IMPACT OF CORONA-CRISIS
- 01:20 PM *Nina Petrukha*
REFLECTIONS OF ECO-INNOVATIONS IN CONSTRUCTION
- 01:25 PM *Yevgeniy Bobrov*
DEMAND FOR CRITICAL MINERALS IN THE CONTEXT OF ENERGY
SECURITY DURING THE TRANSITION TO CLEAN ENERGY
- 01:30 PM *Dmytro Bondarenko*
NEW TRENDS OF BIOECONOMIC DEVELOPMENT THROUGH COVID-
PRISM
- 01:35 PM *Oleksandr Hudenko*
ALTERNATIVE DIRECTIONS OF THE ENTREPRENEURSHIP
DEVELOPMENT FINANCING IN ZHYTOMYR REGION
- 01:40 PM *Dmitro Tkach*
EXTERNAL FUNCTION OF THE STATE AS A CONSTITUTIONAL AND
LEGAL CATEGORY
- 01:45 PM *Viktoriya Karyuk*
ADVANTAGES OF USING BLOCKCHAIN TECHNOLOGIES IN THE
ACTIVITY OF MODERN ENTREPRENEURSHIP STRUCTURES
- 01:50 PM *Kateryna Stakhova, Illia Demydonok*
BEST PRACTICES OF PUBLIC-PRIVATE PARTNERSHIP ABROAD:
EXPERIENCE FOR UKRAINE
- 01:55 PM *Anastasiia Mazur, Mykola Maltsev*
DESTRUCTIONS OF SMALL AND MEDIUM AGRICULTURAL
DEVELOPMENT IN UKRAINE
- 02:00 PM *Victoria Vorobiova*
THE MAIN PROBLEMS OF THE AGRO-INDUSTRIAL COMPLEX OF
UKRAINE AND WAYS TO OVERCOME THEM
- 02:05 PM *Nadiia Chayun*
TUTORING: ESSENTIAL FUNDAMENTALS, PRACTICE, PERSPECTIVES
- 02:10 PM *Natalia Blaga*
THE PRIORITY FIELDS OF INNOVATION DEVELOPMENT IN UKRAINE

- 02:15 PM *Viktor Alkema*
PECULIARITIES OF APPLICATION OF MANAGEMENT ANALYSIS IN
DIAGNOSIS OF SUPPLY CHAIN FUNCTIONING
- 02:20 PM *Serhiy Filatov*
IMPACT OF SUPPLY CHAIN SECURITY ON THE DEVELOPMENT OF
UKRAINE'S INTERNATIONAL TRANSPORT CORRIDORS
- 02:25 PM *Olexander Sumets*
KEY ASPECT OF ORGANIZATION OF LOGISTICS COSTS ACCOUNTING
AT PRODUCTION ENTERPRISES
- 02:30 PM *Ruslana Levkina, Yana Kotko, Artur Levkin*
SUSTAINABLE DEVELOPMENT OF AGRICULTURAL ENTREPRENEURS
- 02:35 PM *Nataliia Gavkalova, Israel Oluvaseidayo Idris*
DIRECTIONS OF IMPROVEMENT OF PUBLIC HEALTHCARE IN
UKRAINE

**SECTION 2. FINANCIAL, MANAGEMENT AND TAX ACCOUNTING: FROM THEORY
TO PRACTICE**

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VIRTUAL MARKETING AS A MODERN TOOL OF COMMUNICATION OF
THE ENTERPRISE
- 02:45 PM *Valeriia Loiko, Yelyzaveta Loiko*
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SERVICES
- 02:50 PM *Svitlana Havryliuk*
MODERN TRENDS OF OPERATING ACTIVITIES DEVELOPMENT OF
TOURISM ENTERPRISES IN UKRAINE
- 02:55 PM *Svetlana Andros*
INCREASING OPPORTUNITIES FOR AGRICULTURAL ENTERPRISES
ACCESS TO FINANCING WITH STATE PARTICIPATION
- 03:00 PM *Igor Moshlak*
MARKETING DIRECTION OF DEVELOPMENT OF SYSTEM OF
ATTRACTION OF DIRECT FOREIGN INVESTMENTS ON THE
ENTERPRISES
- 03:05 PM *Volodymyr Hobela, Halyna Leskiv*
ROUND-TRIP INVESTMENTS AND OFFSHORING: THE RELATIONSHIP
ANALYSIS
- 03:10 PM *Oksana Motuzenko*
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REALITIES OF DEVELOPMENT AND ATTRACTION OF FOREIGN
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- 03:15 PM *Stepan Melnyk, Solomia Vasylieva*
THE ESSENCE AND PLACE OF INVESTMENT SECURITY IN THE
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- 03:20 PM *Svitlana Greben*
FEATURES OF STATE CONTROL OVER THE FINANCING OF
VOCATIONAL EDUCATION IN UKRAINE
- 03:25 PM *Oleksandr Kushneruk, Nataliia Alekseienco*
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DEVELOPMENT
- 03:30 PM *Olha Chumachenko, Vsevolod Bielanovskyi*
FINANCIAL STATEMENTS IN FINANCIAL MANAGEMENT

- 03:35 PM *Olha Pylypenko, Valeria Zozulia*
TARGETING THE INVESTMENT ACTIVITIES OF ENTERPRISES IN TERMS OF RISKS
- 03:40 PM *Ihor Rummyk, Darya Stepanchuk*
FINANCIAL SECURITY OF THE ENTERPRISE IN MODERN ECONOMIC CONDITIONS
- 03:45 PM *Ivan Piskun, Kateryna Kotsuba*
GENERAL DESCRIPTION OF MANUAL LABOUR AS AN ADMINISTRATIVE PENALTY

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- 03:55 PM *Ihor Rummyk*
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- 04:00 PM *Victor Grushko*
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- 04:05 PM *Zinaida Zhyvko, Svitlana Rodchenko, Mariia Rodchenko*
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- 04:10 PM *Mariia Tarasenko*
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- 04:15 PM *Anna Pazieieva*
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- 04:20 PM *Yana Koval*
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- 04:25 PM *Nataliia Gavkalova, Danylo Yaremko*
IMPROVING THE EFFICIENCY OF EXPENDITURE OF LOCAL BUDGETS OF UKRAINE
- 04:30 PM *Nataliia Litvin, Svitlana Tkalenko*
PROSPECTS FOR ATTRACTING EUROPEAN INVESTMENT IN UKRAINE'S ECONOMY
- 04:40 PM Coffee Break
- 05:00 PM *Vasyl Moskov*
WORKSHOP "BLOCKCHAIN TECHNOLOGY AND ITS ROLE IN ECONOMIC AND SOCIAL PROCESSES"

Discussion of the results of the conference and testing of knowledge gained during the workshop

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PROSPECTS FOR ATTRACTING EUROPEAN INVESTMENT IN UKRAINE'S
ECONOMY

Nataliia Litvin, Svitlana Tkalenko

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INTRODUCTION

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

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

Due to the COVID-19 pandemic, we are holding our conference online for the second year in a row.

During the 2nd International Conference on Economics, Accounting and Finance (ICEAF), keynote speakers were scholars who spoke about the possibilities of using blockchain technologies in finance, public administration, intellectual property protection and education.

The traditional continuation of the conference was the workshop "Blockchain technology and its role in economic and social processes" by Vasyl Moskov, Ph.D. professor, rector of Academy of International Business and Technology (Prague, Czech Republic).

I hope that our International Conference on Economics, Accounting and Finance (ICEAF) will be an annual platform for discussing economics, accounting and finance.

As Chair of the International Conference on Economics, Accounting and Finance (ICEAF), it is a great pleasure and honor to welcome you all to the first edition of our conference!

*Tallinn, Estonia
November 05, 2021*

Iryna Mihus, ICEAF'2021 Chair

SECTION 1

Modern aspects of economic development of the state and enterprises

PROBLEMS OF INFORMATION SPACE MANAGEMENT IN THE PUBLIC SECTOR OF UKRAINE

Marta Karpa¹, Oleksandr Akimov², Liudmyla Akimova³

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³*Doctor of Science in Public Administration, Ph.D. in Economics, Professor, Honored Worker of Education of Ukraine, Professor of the Department of Finance and Economic Security, National University of Water and Environmental Engineering, Rivne, Ukraine, ORCID: <https://orcid.org/0000-0002-2747-2775>*

The relevance of the scientific and practical problem for the formation of the information space and its use is confirmed by the functional load on the public authorities. For example, the basis of the activities of the treasury authorities is to work with information about the availability and movement of financial resources of the state. More than 90% of the total amount of monetary circulation with budgetary funds and extra-budgetary trust funds is carried out in non-cash form. Consequently, there are only records of funds and transactions with them on the appropriate media, that is, information that, under certain conditions, can materialize. Consequently, in the Treasury authorities, the automation of the main production is reduced to the automation of information processing, which is, in fact, the subject and product of labor not only of the relevant information systems, but also of the body as a whole [1].

In order to analyze the functional load of the subjects of the formation of space, it is advisable to give an example of division into groups of subjects according to the competence component in the context of the structure of the institutional mechanism of the policy of public authorities that have a certain institutional and procedural specifics of their activities.

The first group is made up of central government authorities, which, within the framework of their general competence,

determine the basic principles of state information policy and, within the framework of the latter, resolve issues of state electronic information resources (Verkhovna Rada of Ukraine, President of Ukraine, Cabinet of Ministers of Ukraine).

The second group is the central executive authorities with special competence in the information sphere and the implementation of state information policy in the field of electronic information resources.

The third group includes other state and local government authorities, for which the implementation of the state information policy in the field of electronic information resources is an auxiliary activity and is carried out within the framework of information support of the main directions of their activities.

Usually, a public information policy defines strategic information security issues, and the central executive authorities, security and defense sector structures should detail and concretize its requirements in other regulatory documents. The risk today is the issue of the lack of mechanisms for coordinating the actions of the subjects of the formation of the information space in the field of information security. The existing today particular cases of horizontal interaction of government authorities, public or volunteer movements only confirm the need for an official need, defined in the

normative field, indicating the competencies of each subject of coordination on the part of the state. The need for centralization of activities, the use of coordination and control algorithms is urgent, but further mechanisms for their implementation have not yet been worked out [2].

It is clear that the information competence of institutions is formed directly by the institution and its territorial divisions (departments, services, etc.). The information criterion for determining the competence of public authorities cannot be considered in its pure form, since it is difficult to completely exclude the influence of other criteria, both from a theoretical and practical point of view.

The public interest of management raises the question of satisfying the public interest, including of territorial communities. This concept is partially disclosed in the subjects of jurisdiction or competence of local self-government bodies. After all, a capable territorial community is the territorial communities of villages (townships, cities), which, as a result of a voluntary association, are able, independently or through the relevant local government authorities, to ensure an adequate level of service provision, in particular in the field of education, culture, health care, and social protection, housing and communal services, taking into account human resources, financial support and development of the infrastructure of the corresponding administrative-territorial unit. - independently resolve issues of local importance within the framework of the Constitution and laws of Ukraine. Thus, in a broad sense, municipal information about the interests of the population can be divided into groups that arise in the field of local self-government: interests of the territory; interests of the territorial society; interests of self-organizing

groups; interests of a particular resident [3].

The legislation of Ukraine provides for the need to promulgate both the normative legal acts of local self-government and their projects. Accordingly, information managers are obliged to publish: regulatory legal acts, acts of individual action (except for intraorganizational ones) adopted by the manager, draft decisions to be discussed, information on the regulatory and legal framework of activity [4, 5]. The specified information is subject to mandatory disclosure without delay, but no later than five working days from the date of approval of the document.

By action in space, acts of local self-government can be divided into:

- acts, the effect of which applies only to the territory where local self-government is exercised (council decision);
- acts, the effect of which extends to parts of the territory where local self-government is exercised (decision of the self-organization body);
- acts that extend beyond the territory where local self-government is exercised (decision of the council (executive committee) in relation to a utility company serving several communities).

Regarding the aspects of information support of local self-government, in the charter of a territorial society, if adopted, it is also advisable to determine the official printed publications of the council, the executive committee and the terms for promulgating decisions, orders and other official information in these publications [6-9]. Also, here can be written out the general principles of informing the public through the official website of the community, norms for the reception of citizens by officials of local government, consideration of appeals and requests, etc.

Consequently, the following list of issues to be made public can be summarized:

- regulatory legal acts, acts of individual action of local councils, executive committees, officials;
- drafts of normative legal acts (including regulatory) and acts of individual action of local councils and their executive committees;
- information on the legal and regulatory framework for the activity;
- notification of the promulgation of the draft regulatory act, analysis of the regulatory impact of the regulatory act.

Scientists and experts in the field of information and communication technologies recommend the creation of a

central executive institution that ensures the formation and implementation of state policy, the development of the information society, informatization, telecommunications, programming, information security and cybersecurity, the introduction of electronic governance technologies, electronic document management, electronic signatures, etc. As proposal is transfer to the specified institution of other executive authorities related to this area, is important clearly delineate powers between executive authorities in these areas. An important problem is the development of a program and a plan of measures to increase the competence of civil servants and officials of local self-government authorities.

Keywords: information; space; government; communication.

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