



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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THE PROGRAM
of the 2nd International conference on economics, accounting and finance (ICEAF)
(November 05, 2021)

Time	Name&Title
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

SECTION 1. MODERN ASPECTS OF ECONOMIC DEVELOPMENT OF THE STATE AND ENTERPRISES

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
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- 12:45 PM *Zinaida Zhyvko, Muhammad Uhaib As'ad*
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- 12:50 PM *Marta Karpa, Oleksandr Akimov, Liudmyla Akimova*
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- 01:00 PM *Andrii Ramskyi*
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- 01:05 PM *Mykola Denysenko, Nataliia Lesiuta*
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- 01:10 PM *Iryna Burlakova, Oleksiy Sheviakov, Tetiana Kondes*
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- 01:15 PM *Serhiy Petrukha*
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- 01:20 PM *Nina Petrukha*
REFLECTIONS OF ECO-INNOVATIONS IN CONSTRUCTION
- 01:25 PM *Yevgeniy Bobrov*
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- 01:30 PM *Dmytro Bondarenko*
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PRISM
- 01:35 PM *Oleksandr Hudenko*
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- 01:40 PM *Dmitro Tkach*
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- 01:45 PM *Viktoriya Karyuk*
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- 01:50 PM *Kateryna Stakhova, Illia Demydonok*
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EXPERIENCE FOR UKRAINE
- 01:55 PM *Anastasiia Mazur, Mykola Maltsev*
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- 02:00 PM *Victoria Vorobiova*
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- 02:05 PM *Nadiia Chayun*
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- 02:15 PM *Viktor Alkema*
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- 03:45 PM *Ivan Piskun, Kateryna Kotsuba*
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- 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
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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

DIRECTIONS OF IMPROVEMENT OF PUBLIC HEALTHCARE IN UKRAINE

Nataliia Gavkalova¹, Israel Oluvaseidayo Idris²

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The healthcare sector in Ukraine has become the forefront of the confrontation between supporters of the old healthcare system and lobbyists for the introduction of a new model based on health insurance. A significant number of issues related to the improvement of the efficiency of public health management are associated with significant financial costs for the implementation of relevant changes. All this is of concern to citizens, government officials, businesses, practitioners and academicians about the cost-effectiveness ratio of the actual results of the reform.

At the same time, the ongoing reform of the healthcare system in Ukraine today requires the introduction of mechanisms to actually increase the level of ensuring the medical rights of citizens of Ukraine, which determines the relevance of this study. Thus, the issue of evaluating the effectiveness of the innovations in the field of health care introduced by the reform in terms of their compliance with international standards has not been adequately scientifically substantiated yet.

The purpose of the article is to determine the effectiveness of healthcare reform in Ukraine and the relevance of the reform and the experience of the member states of the European Union, as well as to form scientifically sound recommendations

for its improvement, based on the analysis of professional positions.

Today, the process of introducing state health insurance, which has not been implemented for almost 15 years, has not been completed yet. At the same time, the intensification of the process of reforming the medical sphere currently poses a potential threat of introduction of ineffective technologies and methods in public management of the studied area and may result in deteriorating human and civil rights in healthcare.

It is necessary to distinguish three main models of public administration in the field of healthcare by the criterion of the scope of public authority:

1) the imperative model, which is characterized by the exclusive role of the state in management of healthcare;

2) the state model - represented by the dominant position of the state as a key subject of power and

3) the competitive model, which is based on the activities of the state in the role of "referee", which sets the rules of the game, but does not participate, i.e. the state provides legal support in the field of healthcare, forms and implements certain governmental programs in this sphere [1].

Ukraine needs to apply the European model of medicine, the insurance medicine. As a result of unprofessional actions of management physicians are

overburdened, people cannot get to the doctor on time, there are not enough public funds to finance secondary care physicians, and it is planned to pay for the services of narrow-minded physicians at their own expense [2]. Along with the obvious thesis about the need to introduce a health insurance system, one cannot but agree that ineffective control over the reform of healthcare at the first level has led to a number of problems, including artificial increase in the number of attached patients to improve financial security, lack of physical opportunities to serve a fixed number of patients (for example, in a current epidemic period),

Turning to the fight against corruption in healthcare, we note that the level of corruption largely depends on the level of material support of healthcare employees themselves. An adequate financial security in combination with an increased legal liability creates a significant prevention of corruption offenses. However, it is incorrect to demand transparency and honesty in work where funding does not meet the requirements for the complexity of the profession. Medical reform is aimed at correcting the situation in this direction, in particular by improving the working conditions of healthcare employees.

European experience in combating corruption in the field of medicine is an adequate assessment of work of healthcare employees who receive the appropriate level of financial support. And when domestic doctors go to Poland for employment as paramedics, Polish colleagues can work in more developed EU member states.

Revealing the main benefits of the reform for the population and healthcare employees, we note that the main criterion for the effectiveness of healthcare reform should be the level of human rights in Ukraine. If life expectancy combined with the state of satisfaction with the healthcare system in Ukraine increase, it will be possible to draw a conclusion about the success of healthcare reform. Regarding the current state of affairs, we will give an example with the epidemiological threat in Ukraine. Today, the level of immunization in Ukraine is catastrophic and, according to the World Health Organization, is the lowest in Europe. Therefore, an epidemic can break out at any time [3]. The state of affairs with vaccination to prevent measles in combination with the spread of this disease in Ukraine speaks for itself. It is possible that there is an imperfect organization of vaccine procurement, and perhaps the reason is the premature destruction of the sanitary-epidemiological service in Ukraine.

Taking into account the above-mentioned, we can say that the reform of the health care system in Ukraine is carried out at the theoretical and practical levels. It is the public administration of healthcare that must correspond to them. In fact, there is a situation when the prospects and expectations from the reform do not correspond to the real state of affairs. Isolation from realities and an emphasis on temporary difficulties and inconveniences are the main problems of medical reform in Ukraine. In this context, Gemma Carey and Sharon Friel rightly point out that public

administration and public health stand on opposite sides, although there is a tendency to combine them [4; 5].

The national vector of the reform does not take into account the best European practices in the medical field, except on the general provisions on the introduction of compulsory state health insurance, the implementation of which has a number of shortcomings and controversial provisions. Administrative reform, by its nature, does not focus on ensuring the medical rights of citizens during this difficult period, as evidenced by numerous publications in media.

Improving public governance of healthcare can be possible through the involvement of a group of international experts from the EU member states to determine the optimal mechanism for the transition to a system of compulsory public health insurance. The powers and status of the NSSU should be reviewed, and the main criterion for assessing the effectiveness of the reform should not be the time of full transition to the health insurance system, but the level of ensuring the medical rights of citizens of Ukraine.

Keywords: healthcare; reform; public governance.

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