



**Scientific Center of Innovative
Researches
(Tallinn, Estonia)**



**Kryvyi Rih
National University
(Kryvyi Rih, Ukraine)**



**International Innovative
Educational Technologies
(Kryvyi Rih, Ukraine)**

2nd International Conference on

**Relationship between public
administration and business entities
management**

**November 12, 2022
Tallinn**

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The Program **(November 12, 2022)**

- 11:00 AM - **Dr. Iryna Mihus:**
11:10 AM *Welcome speech to the conference participants from the founder of the Scientific Center of Innovative Researches OÜ, Estonia*
- 11:10 AM - **Ph.D. Viktoriya Adamovska:**
11:15 AM *Welcome speech to the participants of the conference from the Head of the department of Accounting, Taxation, Public Government and Administration of the Kryvyi Rih National University, Ukraine*
- 11:15 AM - **Dr. Vitalii Kotsur:**
11:20 AM *Welcome speech to the participants of the conference from the Rector of the Hryhorii Skovoroda University in Pereiaslav, Ukraine*
- 11:20 AM - **Keynote Speaker:**
11:35 AM **Dr. Sandeep Kumar Gupta**
Ph.D. (B.H.U.), FDP (IIM, Indore), ADP (Wharton School, USA) QIP (IIT BHU), AMET Business School, AMET University, Chennai, India
- 11:35 AM - **Keynote Speaker:**
11:50 AM **Dr. Recep Yucel**
Professor of Management and Organization, Faculty of Economics & Administrative Sciences, Kırıkkale University, Kırıkkale, Turkey
- 11:50 AM - **Keynote Speaker:**
12:05 PM **Dr. Şebnem Yücel**
Professor, Professor of Healthcare Management and Organization, Faculty of Health Sciences, Healthcare Management, Selcuk University, Konya, Turkey
- 12:05 PM **Keynote Speaker:**
12:20 PM **Dr. Volodymyr Tokar**
Professor, Professor of Department of Software Engineering and Cybersecurity, State University of Trade and Economics, Kyiv, Ukraine
- 12:20 PM **Keynote Speaker:**
12:35 PM **Dr. Hisham Jadallah Mansour Shakhathreh**
Assistant Professor, Faculty of Law, Jadara University, Jordan
- 12:35 PM **Dr. Rajiv Ratan**
12:50 PM *Associate Professor, RBS Management Technical Campus, Agra, India*
- 12:50 PM **Oksana Tynkovan**
01:05 PM *PhD in P.A., University of Customs and Finance, Ukraine, Docent of Public Administration and Customs*
- 01:05 PM **Mr. Prajit A.**
01:20 PM *MBA Student, AMET Business School, AMET, Chennai, India*
- 01:20 PM **Dmytro Tkach**
01:35 PM *Postgraduate student, KROK University, Kyiv, Ukraine*

- 01:35 PM **Sripal Srivatava**
01:50 PM *Research Scholar, Galgotias University, Grater Noida, India*
- 01:50 PM **Hanna Vyshniak**
02:05 PM *Master degree student, Kryvyi Rih National University, Kryvyi Rih, Ukraine*
- 02:05 PM **Discussion of the conference results**
02:20 PM
- 02:20 PM **Coffee Break**
02:30 PM
- 02:30 PM **Workshop**
04:00 PM **«The influence of emotional intelligence on business and government relations»**
Irena Spivak
*Diploma (Mind body psychotherapy), M.A. (Statistics), B.A. (Economics), Business
Trainer, Life Coach, POC (proof of concept), Israel*

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INTRADUCTION

Every country is constantly concerned about both public administration and the interaction between public authorities and various economic entities.

The 2nd International Conference aimed to discuss key issues of the relationship between public administration and business entities management.

Scientists from different countries took part in our conference and discussed topical issues of General principles and practice of public administration.

Particular attention was paid to indicators of activity of public and private enterprises, such as: management, accounting, taxation, audit, economics and finance.

No less important for the further development of public administration is the establishment of the main problems and perspectives of reform.

I sincerely thank all the scientists for the submitted materials and I hope our International Conference on Relationship between public administration and business entities management (RPABM) will continue be an annual venue for discussing about public administration and business entities management.

As Chair of the 2nd International Conference on Relationship between public administration and business entities management (RPABM) it is my great pleasure and honor to welcome you all to the second edition of our conference!

*Iryna Mihus,
Doctor of Science (Economics), Professor,
Scientific Center of Innovative Researches OÜ, Estonia
RPABM Chair*

SECTION 1
GENERAL PRINCIPLES AND PRACTICE OF
PUBLIC MANAGEMENT AND
ADMINISTRATION

ACTIVITIES OF THE STATE AGENCY FOR TOURISM DEVELOPMENT DURING MARTIAL LAW IN UKRAINE: PUBLIC ADMINISTRATION ASPECT

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Ukraine is experiencing an experience that no other European country has experienced since the Second World War. Russian aggression against our state is a point in the history of not only Ukraine, but also humanity. The war continues, but already now it is necessary to form a culture of visiting places of memory of the crimes of the Russian Federation in Ukraine, taking into account public opinion and world experience.

The State Agency for Tourism Development has calculated how much the state budget of Ukraine received less taxes from the tourism industry due to the war.

In the first six months of 2022, representatives of the Ukrainian tourism industry paid 25.7% less taxes than in the same period of 2021. Thus, the total number of taxpayers engaged in tourism activities decreased by an average of 17% during the first half of the war. At the same time, it was recorded that the number of legal entities decreased by 24.5%, and individuals - by 13.5%.

The largest share of revenues to the state budget for the first six months of this year was paid by hotels and sanatoriums - about 461 million hryvnias. But it is still 30% less compared to the first half of 2021.

An increase in tax paid by 39% was recorded from the activities of boarding houses and hostels, which were used as a temporary shelter for people forced to leave their homes due to the war. But the share of tax paid from the activities of tourist centers, campsites, children's holiday camps decreased by 59% - UAH 73 million of tax was paid against UAH 178 million for the same period in 2021.

Income growth was recorded from the activities of travel agencies, which brought 41% more to the state budget than in the same period last year. Analysts attribute this to the fact that the reporting period included the first two pre-war months of the year, which are characterized by early bookings for the New Year and Christmas holidays.

At the same time, a 21% decline was recorded in the activities of tour operators that paid only UAH 83 million in taxes to the state budget in the first half of 2022, while for the same period in 2021 they paid UAH 106 million to the state treasury.

The largest amount of tax paid for the first half of 2022 was demonstrated by the city of Kyiv and Lviv, Ivano-Frankivsk, Kyiv and Odessa regions. Growth was demonstrated by Ivano-Frankivsk (63%), Lviv (51%) and Kyiv (16%) regions. But if we compare the amounts with the same period in 2021, then in Kyiv and the Odessa region there was still a decline. In the Odessa region by 82.3%, and in Kyiv by 34% [1].

Taking into account the interest of international and domestic tour operators, as well as foreign tourists in visiting occupied locations, the State Agency for Tourism Development of Ukraine took the initiative to combine the efforts of the state and the public to develop a strategy for visiting places of memory associated with Russian military aggression in Ukraine.

The State Agency for Tourism Development of Ukraine is convinced that the state should make outstanding efforts to perpetuate the memory of Ukrainian heroes and victims of Russian atrocities, to properly popularize the history of independent

Ukraine, its creation of the state and resistance, and the formation of a holistic historical worldview regarding the events of the war for freedom.

The main task is to create a professional platform for discussion, which should become a field for joint search and proposals. A separate issue that deserves special attention should be the prevention of cases of excessive tourism at such sites and the desacralization of the sacrifice made by Ukrainians for the sake of victory.

The topic of the memo is very important, and in addition to memory experts, local communities should be involved in it. This must be done in order for them to convey their vision of the design of locations related to Russia's military aggression in Ukraine. The State Agency for Tourism Development is ready to create conditions for the development of a dialogue between the professional community and communities.

Determining the presence of a significant recreational and tourist potential in Ukraine and the presence of all signs of an independent branch of the national economy, it is relevant to raise the question of the need to develop a clear state policy in the field and

introduce effective mechanisms for its implementation, especially given the martial law in the state and the armed aggression of the Russian Federation.

Regulation of the development of the tourism industry at the state level is necessary in order to [2-3]:

- increase in gross state income from recreation and tourism activities;
- consumer protection of tourism services;
- organization of recreational and tourist activities within a civilized framework;
- storage and protection of recreational and tourist resources.

The increase in gross national income through tourism is regulated by the tax legislation of Ukraine, which should provide appropriate levers to encourage the development of the tourism industry.

Replenishment of local budgets through recreational and tourist activities is achieved by additional local taxes, fees and payments within the limits of the current legislation (tourist tax, resort and hotel fees).

Keywords: public administration; tourism.

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