

BOOK OF ABSTRACTS

**3rd International
Conference on
Relationship between
public administration and
business entities
management**

2023, November 24





**Scientific Center of Innovative
Research
(Püssi, Estonia)**



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



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

3rd International Conference on

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

**November 24, 2023
Estonia**

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The Program **(November 24, 2023)**

- 11:00 AM - **Dr. Iryna Mihus:**
11:10 AM *Welcoming 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. Paulina Kolisnichenko:**
11:20 AM *Welcome speech to the participants of the conference from the Vise rector on international cooperation, WSHIU University, Poland*
- 11:20 AM - **Dr. Tetiana Melikhova:**
11:25 AM *Welcome speech to the participants of the conference from the Doctor of Economic Sciences, Professor, Head of the Department of Accounting, Analysis, Taxation and Audit, Engineering Educational and Scientific Institute named after Yu.M. Potebni, Zaporizhzhia National University, Ukraine*
- 11:25 AM - **Dr. Sandeep Kumar Gupta**
11:30 AM *Welcome speech to the participants of the conference from the Ph.D. (B.H.U.), FDP (IIM, Indore), ADP (Wharton School, USA) QIP (IIT BHU), AMET Business School, AMET University, Chennai, India*
- 11:30 AM - **Renu Sharma**
11:35 AM *Welcome speech to the participants of the conference from the Ph.D., Professor/Consultant, Footwear Design & Development Institute, India*
- 11:35 AM - **Speaker:**
11:50 AM *Iryna Ozminska*
PROSPECTS AND SETBACKS FOR ENGLISH AS A LANGUAGE OF BUSINESS COMMUNICATION IN PUBLIC ADMINISTRATION
- 11:50 AM - **Speaker:**
12:05 PM *Diana Denysenko*
IMPROVING THE DIGITALIZATION POLICY OF PUBLIC ADMINISTRATION
- 12:05 PM - **Speaker:**
12:20 PM *Polina Porosla*
ACCOUNTING AND TAXATION OF SICK LEAVE: SHORTCOMINGS AND DIRECTIONS FOR IMPROVEMENT OF STATE REGULATION
- 12:20 PM - **Speaker:**
12:35 PM *Hanna Vyshniak*
IMPROVING STATE REGULATION OF EMPLOYMENT
- 12:35 PM - **Speaker:**
12:50 PM *Serhii Pasichnyk*
CONTROL AS A COMPLEX SYSTEM OF MANAGEMENT SUPPORT FOR INDUSTRIAL ENTERPRISES IN UKRAINE

- 12:50 PM
01:05 PM
Speaker:
Yuliia Titenko
FEATURES OF SYNTHETIC AND ANALYTICAL COST ACCOUNTING IN
KIROVOHRAD DISTRICT CONSUMER SOCIETY
- 01:05 PM
01:20 PM
Speaker:
Anna Grabchuk
POPULAR FUTURE DIRECTIONS OF MARKETING IN UKRAINE
- 01:20 PM
01:35 PM
Speaker:
Liyousa Taghikilanidamavandi
HARMONY ACROSS GENERATIONS: CRAFTING AN INTEGRATED
CORPORATE CULTURE FRAMEWORK
- 01:35 PM
01:50 PM
Speaker:
Iryna Pavlovska
IMPACT OF THE WAR IN UKRAINE ON GLOBAL AND NATIONAL FOOD
SECURITY
- 01:50 PM
02:00 PM
Coffee Break
- 02:00 PM
04:00 PM
Workshop
«Psychology of stress and communication in the business environment»

Dr. Iryna Burlakova
Business coach, Doctor of Science (Psychology), Professor

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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 3rd 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 3rd 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,
OÜ Scientific Center of Innovative Research, Estonia
RPABM Chair*

SECTION 3
PROBLEMS AND PERSPECTIVES
OF PUBLIC ADMINISTRATION REFORM:
LEGAL ASPECTS

STATE POLICY OF SUPPORTING WAR VETERANS IN THE ACTIVE PHASE OF COMBATS IN UKRAINE

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Abstract. Before the start of the full-scale invasion of Ukraine, 500 thousand people were registered as participants in the ATO/JFO since 2014. Due to a full-scale Russian invasion, the number of individuals mobilized or joining volunteer forces, as well as their families and the families of fallen defenders, could exceed 5 million people. The transition of military personnel to civilian life will be a serious challenge for the country. For example, unflattering US statistics show that suicides among veterans for a long time remained at an average of 22 cases daily. In Ukraine, such figures as of 2023, given the circumstances of a full-scale war, have not yet been made public.

Among the main problems that currently exist in Ukraine:

- failure to identify the real needs of veterans and members of their families, as well as their dramatic changes since the full-scale invasion;

- ignorance by veterans and members of their families about opportunities from the state, budgetary institutions, and international organizations;

- support for veterans is organized as a system of payments and benefits, for which veterans must apply separately.

The article analyzes the state policy of supporting war veterans in Ukraine in the active phase of hostilities, prospects for the introduction of new mechanisms, problems of providing for veterans and ways to solve them.

The purpose of the article is to analyze the state policy of supporting war veterans in Ukraine in the active phase of hostilities, prospects for the introduction of new mechanisms, problems of providing for veterans and ways to solve them. The key priorities of the Ministry of Veterans are summarized, including: rehabilitation and return of veterans to normal life; memory and respect; resocialization. The system of social protection, healthcare, psychological rehabilitation and socialization of war veterans, which need improvement, has been partially revealed.

Reform of support for war veterans involves the use of a comprehensive strategy to increase the social security of war veterans and the introduction of new methods and practices to solve their key problems. The reform needs a strong vertical system for managing the social security of veterans in order to change society's attitude towards them over time and make it impossible to violate the rights of veterans without compelling reasons. To implement this vertical management system, the following steps must be taken:

- determining the foundations of state policy in the field of social security for war veterans;

- improvement of strategic planning in the field of social security for war veterans;

- proper coordination of the work of state and local governments related to the organization and provision of benefits and services to war veterans.

Keywords: public policy; war veterans; military operations; provision of war veterans; war veteran status.

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