

CONTENT

Ahramakova N. V., Honcharova S. Y., Zatieishchykova O. O.	Approaches to the Formation of a Compensation Package	3
Beztelesna L. I., Vasyliv V. B.	Internet Marketing as a Resource Policy Formation of Image and Competitiveness of University	17
Burchenia O. P.	Strategic Changes in Edition Management of Printed Means of Communication: Analysis and Evaluation	30
Kapral O. R.	Foreign Experience of Commercial Banks Investment Activity Stimulation.....	38
Kardash O. L.	Financial Support of State Regulation of Agroindustrial Complex of Ukraine	46
Kolomiiets O. H.	Priority Directions of the State Policy Development in IT Sector in Ukraine	53
Kovshun N. E.	Institutional Mechanisms of Provision of Public Goods	66
Kuznietsova T. V., Sipailo L. H.	Economic Expediency of Greening Innovation Activity Motivation of Industrial Enterprises ...	75
Lazaryshyn A. V.	Development Trends of the Transport Sector of Rivne Region	84
Levytska S. O, Stets N. V.	Organizational and Economic Principles of Sustainable Development of Agricultural Enterprises	94
Mamai N. V.	Components of Positive Image of the Higher Educational Establishment	102



Miklukha O. L.	Financing Problems of Regions Economic and Social Development Programs and Their Indicators	111
Mishchuk H. Y.	Foreign Direct Investments and Institutional Components of Human Capital Development: Analysis of Relations	119
Nikytenko D. V.	Evaluation of Ukraine's Investment Attractiveness in the Global Competitiveness Index	128
Pirus V. O.	Methodological Approaches to Assessing the Innovation of Higher Education Institution	139
Prytula M. Y.	Formation Factors Of Corporations Environmental Responsibility	146
Savina N. B., Podlevskyi A. A.	Special Features of Efficiency Assessment of State Regulation of Industrial Cooperation	153
Sazonets I. L., Sipailo N. A.	Role of Nongovernmental Organizations in the System of International Economic Relations Regulation	166
Skoryna T. M.	Assessment and Forecasting Measurements: Exports of Hotel Business Services in Ukraine	173
Sotnikova Y. V.	Creative Economy in Ukraine: Reality or Perspective?	178
Tedeieva N. V.	Improving the Mechanism of Good Business Practices of Corporation Based on Mathematical Modeling	190

Trach R. V.	Information Modeling as One of the Key Factors of Innovative Development of a Construction Enterprise	207
Shylo Z. S.	Credit Risk Management of Commercial Bank	216
Shyshkina E. O., Pokhno V. O.	Shadow Employment as a Factor of Violations of the Workers Right for Decent Work	226
Yakymchuk A. Y., Semenova Y. M.	Methods of Cooperation Improvement of the Water Use System Elements	237
Lazaryshyn Y. V.	Current Status of Ukraine Crops Viewpoint Sustainable Development Strategy	244