

CONTENT

NATIONAL ECONOMICS AND MANAGEMENT	6
Vadym Anisimov. SOCIO-ECONOMIC TOOLS OF NATURAL-TECHNOGENIC SAFETY IN THE CONDITIONS OF THE HYBRID WAR IN UKRAINE	6
Batyrova N.T., Alimzhanov.N.Zh., Mombekova G.R. ROLE AND SOCIO-ECONOMIC ESSENCE OF HOUSING FUND IN THE NATIONAL ECONOMY	9
Butenko A.I., Shlafman N.L., Bondarenko E.V., Annaev B. IMPROVEMENT OF THE STATE POLICY OF INNOVATIVE GOODS MARKET IN UKRAINE	12
Kornieieva Iuliia. DEVELOPMENT OF VALUES: INVESTMENT ASPECT	15
Mostova A.D. STRATEGIC MECHANISMS OF THE STATE REGULATION OF FOOD SECURITY IN EU	19
Chupina I.P. AGRICULTURAL SECTOR AS A SUPPLIER OF AGRICULTURAL PRODUCTS	23
WORLD ECONOMY	27
Georgi Nikolov, Nikola Tanakov, Daniel Parushev. CLASTERIZATION AND DIGITALIZATION FOR THE DEVELOPMENT OF SMART CITIES	27
Oxana Chorna, Bashayar Al Yaqoobi, Marwa Al Yousufi. GLOBAL PROSPECTS OF KUWAIT ECONOMY	34
ENTERPRISES ECONOMICS AND MANAGEMENT	38
Jaroš. J., Bartošová V., Jarošová. J. INTELLECTUAL PROPERTY AND TECHNOLOGY TRANSFER IN A UNIVERSITY ENVIRONMENT	38
Albena Vutsova, Stefan Radev. PROJECT MANAGEMENT AND THE PRINCIPAL-AGENT MODEL.....	42
Stankova L.V. SUCCESS FACTORS FOR BUSINESS PROCESS AUTOMATION	48
Gasilo E.A., Polonskaya L.A., Pryadko A.A. MARKETING AS A BASIS FOR ANTICRISIS MANAGEMENT OF AN ENTERPRISE.....	51
Mykola Denysenko, Alona Melnyk, Zorina Shatskaya, Olena Budiakova. INTERNATIONAL REGULATORY EXPERIENCE BUSINESS ACTIVITY.....	55
Zhavnerchyk Olesia. FORMATION OF COMPETITIVENESS OF ECOLOGY-ORIENTED ENTERPRISE	58
Kovalenko Maryna, Prostak Olena. DIRECTIONS OF INCREASING ECONOMIC EFFICIENCY OF PRODUCTION OF PLANT PRODUCTION ON INNOVATION BASIS	62
Yuriy Razovskiy, Oleg Ulytskyi, Olena Suhina, Ekaterina Saveleva. INNOVATIONS OF PUBLICLY-PRIVATE PARTNERSHIP AS A PRIORITY OF TRANSBOUNDARY COOPERATION FOR ECOSYSTEM CONSERVATION	66

PRODUCTIVE FORCES DEVELOPMENT AND REGIONAL ECONOMY .	70
Emil Gasimzade. WHY NANOTECHNOLOGIES IN OIL PRODUCTION?.....	70
Umanets T.V., Topalova I.A. ASSESSMENT OF THE INFRASTRUCTURE AND PRODUCTION POTENTIAL OF THE REGION IN THE CONTEXT TECHNOLOGICAL ENTREPRENEURSHIP IN UKRAINE	73
MONEY, FINANCE AND CREDIT	80
Barbora Drugdová. THE COMMERCIAL INSURANCE MARKET AND INTERNATIONAL RISKS IN THE SLOVAK REPUBLIC.....	80
ACCOUNTING, ANALYSIS AND AUDIT	87
Miroslava Peicheva. A MODEL FOR REMOTE SOCIAL AUDIT OF UNIVERSITIES	87
Ali Veysel. THEORY OF CONTROL – SCHOOL OF PROF. MIHAIL DINEV	91
Sergii Bardash, Tetiana Osadcha. CLASSIFICATION OF TRANSACTION COSTS WITHIN RENTAL RELATIONS.....	94
Natalya Khakhonova, Ammar Safaa Kadhim, Alderi Mohammed Makki Adnan. ACCOUNTING DEVELOPMENT IN IRAQ IN TERMS OF IFRS	97
ECONOMIC SECURITY OF BUSINESS ENTITIES	101
Pepa Stoykova. EUROPEAN MEASURES TO CONTROL MONEY LAUNDERING	101
Romanchik T.V. THE PLACE OF COMMUNICATIONS IN THE THEORY OF ECONOMIC SECURITY	104
STATE ADMINISTRATION, SELF-GOVERNMENT AND GOVERNMENT SERVICE	108
Kobzev I.V., Melnikov O.F., Orlov O.V. PARTNER APPROACH TO PUBLIC MANAGEMENT OF LABOR RESOURCES.....	108
LAW.....	114
Antonín Korauš, Stanislav Backa, Pavel Kelemen, Jozef Polák. REPORTING ON THE RESULTS OF THE FORENSIC AUDIT	114
Tanusha Selimi, Ardvin Kraja. WILL AS A LEGAL ACTION IN COUNTRIES THAT ARE PART OF CIVIL LAW.....	117
Zhelyo Zhelev. CRIMINALISTIC METHODS IN EXPERT ACTIVITY	121
Aryamov A.A., Gracheva Y.V., Chuchaev A.I., Malikov S.V. DIGITAL ASSETS AS AN ECONOMIC FACTOR: THE FEASIBILITY, OPPORTUNITIES AND LIMITS OF LEGAL REGULATION.....	123
TOURISM ECONOMY.....	134
Akhundova A.G. PRINCIPLES AND MECHANISMS OF STATE REGULATION OF THE DEVELOPMENT OF TOURISM INDUSTRY IN AZERBAIJAN	134
Baiev V.V., Baieva O.V., Basiuk D.I., Antonenko I.Ya. CONCEPTUAL PRINCIPLES OF FORMING TOURIST PRODUCT QUALITY IN FIELD OF MEDICAL TOURISM	140

Haponenko Hanna, Shamara Iryna. RURAL GREEN TOURISM: HIDDEN OPPORTUNITIES FOR UKRAINE.....	143
MANAGEMENT.....	148
Valeria Dineva. EXAMINATION OF THE IMPORTANCE AND INFLUENCE OF CONTROL ENVIRONMENT ON THE INNOVATIVE ENVIRONMENT.....	148
Vladimir Georgiev Mikov. A NEW METHODOLOGY FOR MANAGING CORPORATE IMAGE.....	153
Nadya Dimitrova Mironova. A MODEL FOR EVALUATING THE ORGANIZATIONAL CAPACITY FOR IMPLEMENTING PROJECTS WITH EXTERNAL FINANCING.....	157
Olga Hnylyanska. THE IMPLEMENTATION OF INTERNET MARKETING ON ENTERPRISES.....	160
Kozhukhova N.N., Sukhenko R.S. APPLICATION OF MODERN DIGITAL TECHNOLOGIES TO IMPROVE THE MOTIVATION OF STATE EMPLOYEES	162
MARKETING.....	166
Lidiia Karpenko, Gorokhovskyi Mykyta. CONCEPTUAL BASES OF FRANCHISING IN THE MARKETING ACTIVITY OF THE ENTERPRISE: DEVELOPMENT VECTORS.....	166
Kwilinski A., Trushkina N. DEVELOPMENT OF DIGITAL MARKETING IN CONDITIONS OF TRANSFORMATIONAL CHANGE	170
PSYCHOLOGY, PEDAGOGY, EDUCATION, PHILOSOPHY AND PHILOLOGY	174
Miroslava Peicheva. INNOVATIONS IN THE TRAINING PROCESS.....	174
Rubashka V.P., Fesenko N.S. INFLUENCE OF HIGHER SCHOOL ON DEVELOPMENT SOCIAL AND INTELLECTUAL CAPITALS OF SOCIETY.	176
Tovstopyatko Fedor, Chuieva Inna, Sydoruk Anna, Kryvolapov Edward, Liuta Daryna. PEDAGOGICAL EVALUATION OF THE RESULTS OF THE EDUCATIONAL PROCESS AT A HIGHER EDUCATIONAL INSTITUTION	179
SOCIOLOGY AND POLITICAL SCIENCE.....	183
Yurji Arsenyev, Tatyana Davydova. POLICY MAKING	183
Georgi Manolov. POLITICAL MARKET – ESSENCE AND FUNCTIONS	188
Starostin V.P. FEATURES OF REALIZATION OF YOUTH POLICIES: DEMOGRAPHIC ASPECTS	194