

# CONTENTS

## MANAGEMENT

- 1 Bortnikova M. H., Krokmalna Ya. O.**  
Features of cargoes customs clearance under the “customs warehouse” regime
- 9 Dvulit Z. P., Seliuchenko N. Y.**  
Formation of information support for the development of freight transportation of JSC “Ukrzaliznytsya”
- 21 Dorosh O. I., Plish I. V.**  
Cash flow planning at the enterprise
- 29 Duma O. I., Melnyk M. S.**  
Modern technologies of marketing research and market analysis
- 40 Kara N. I., Zynych L. V.**  
Peculiarities of innovative management in the activities of international companies
- 47 Koval Z. O.**  
Evaluation of the enterprise strategy by the game theory method
- 56 Kuzmin O. E., Stanasyuk N. S., Ugolokova O. Z.**  
Social responsibility of business: concepts, typology and formation factors
- 65 Maslak O. O., Oherchuk Yu. V., Maslak T. O.**  
Peculiarities of choosing a strategy for development of domestic enterprises on the basis of analysis of strategic alternatives
- 72 Melnyk O. G., Peredalo Kh. S., Horoshko Yu. V.**  
Assessing the effectiveness of foreign economic activities management on the basis of target indicators
- 82 Motorniuk U. I., Stelmakh I. V.**  
Problems and benefits of implementation of category management at domestic enterprises
- 91 Mukan O. M., Sharuk A. M.**  
Conceptual principles of evaluation of competitiveness of the enterprise in the conditions of entry into new international markets
- 99 Protsyk I. S., Romanska O. B.**  
Emotional burning out of employees as a braking factor of enterprise development in the conditions of expansion of international economic relations
- 106 Sushyk I. V., Sushyk A. G.**  
Moral and psychological state of the company as an example of effective management

- 121 Chornopyska N. V., Stasiuk K. Z.**  
Logistics potential: terminology aspect
- 127 Yaremko I. I.**  
Improving the efficiency of management mechanisms of health care institutions

## ENTREPRENEURSHIP

- 140 Adamiv M. Ye., Ruda M. V.**  
Development of customs infrastructure on the Ukrainian – Polish border in the conditions of business internationalization
- 149 Horbal N. I., Krokmalna Ya. O.**  
Zero-Waste manufacturing in Ukraine: EU experience
- 157 Dvulit Z. P., Makarova Yu.**  
Foreign trade relations between Ukraine and China: main directions of development
- 166 Duma O. I.**  
Scandinavian technology transfer model: experience and insights
- 181 Karpil O. P., Kachmar S. A.**  
Marketing analysis of demand and supply in the labor market of Ukraine
- 193 Kosar N. S., Yarychevska Ya. I.**  
Threats and prospects for the development of operators in the market of light petroleum products of Ukraine
- 204 Lazurko M. I., Zaverbnyj A. S.**  
Features of application of corporate enterprises management technologies
- 213 Lemishovska O. S.**  
Institutional influence on the development of the accounting-sphere in Galicia in the second half of the XIX – first half of the XX century
- 232 Petrova Ya. Yu., Zaverbnyj A. S.**  
Problems and prospective ways to increase the volume of export of scientific services by Ukraine in the conditions of European integration
- 240 Protsyk I. S., Kara N. I.**  
Problems of improving the quality of social services in the process of deepening international cooperation of domestic and polish enterprises

**248 Riazanova N. O.**

Organizational and financial mechanism for ensuring financial and economic security of the banking-system

**256 Shpak N. O., Naychuk-Khrushch M. B., Havetska V. M.**

Problems of the intellectual property rights protection in the media

**GOVERNANCE OF NATIONAL ECONOMY**

**272 Adamiv M. Ye., Horbal N. I., Kots I. I.**

The role of the customs system in ensuring EU competitiveness in conditions of sustainable development

**280 Horbal N. I., Mazuryk M. M., Mykytyn O. Z.**

Implementation of circular economy on the basis of European experience

**290 Bosak A. O., Doinik Y. V.**

Ukraine's stock market: development prospects and global experience of state regulation

**304 Podra O. P., Samsonenko M. S.**

Features of implementation and development of circular economy in Ukraine

**315 Svatiuk O.**

The influence of factors on the security management of the foreign exchange market in Ukraine

**328 Stasiuk N., Kharchuk T.**

Raising youth unemployment as one of the consequences of the Covid-19 pandemic

**338 Shandrivska O. Ye., Yunko I. Yu.**

Research of the Ukraine light industry main market segments during the COVID-19 pandemic