# CONTENTS

#### MANAGEMENT

### 1 Bortnikova M. H., Radchenko Ya. P.

Application the modern rating tools in enterprises in the context of competitive positions analysis on foreign markets

# 10 Hryhoriev O., Habor Ya.

Lean management un the context of economic growth and development

## 20 Kalynovskyi A., Kalynovska N., Karabinovych R.

The essential characteristics of the basic concepts of the categorical apparatus for the economic assessment of aviation equipment restoration

# 30 Kombarova K. S., Horbal N. I.

Management of transaction costs of enterprises

## 37 Krokhmalna Ya. O., Bortnikova M. H.

The role of creative management in forming the creative potential of the enterprise

## 45 Litorovych O. V., Karyy O. I.

Transformation of functional — methodical approaches to personnel management in the conditions of integration of production and network information technologies

### 52 Motorniuk U. I., Krokhmalna Y. O.

Emotional intelligence in the staff management system: structure and problems of assessment

# 61 Petryshyn N. Ya., Yaremchuk T. S.

Value-target management of foreign economic activity of the enterprise: model and problems of application

# 70 Podra O. P., Homza K. I.

Modern technologies of automation of warehouse activities of enterprises

## 79 Podra O. P., Petryshyn N. Ya.

Peculiarities of the creation and implementation of a company brand development strategy under conditions of European integration

## 88 Pshyk-Kovalsla O. O., Kovalskyi O. I.

Peculiarities of personnel management under the conditions of martial law

### 94 Ruda M. V.

Disrupt framework as basis for building the business model of the enterprise with disruptive innovations in the conditions of sustainable development

## 104 Stambulska Kh. B., Peredalo Kh. S.

Employee loyalty: essence and measurement indicator

## 112 Fei Mei, Stanasiuk N. S.

The need for a strategic approach to corporate social responsibility and methodological aspects of its implementation

# 121 Chyrva Y. Y, Zaverbnyj A. S.

Features of the formation of the reputation management system in the conditions of the development of internet technologies

## 128 Chornopyska N. V., Stasiuk K. Z.

Marketing management applied to railway transport enterprises: ways of disclosing the potential

### 137 Shandrivska O. Y., Sokolov Y. S.

The process of forming an SMM promotion strategy: features and stages of creation

# 148 Shlaifer M. B., Mykytyn O. Z.

Improvement of the information security of the management system

### **ENTREPRENEURSHIP**

## 156 Bosak A., Naychuk-Khrushch M.

The Neckscher-Ohlin-Samuelson model: theoretical basis and conditions of application

#### 169 Duma O. I.

Mechanisms of venture investing in startups

## 183 Lomaha Y. R, Nagirna M. Ya.

Advantages and disadvantages of coaching in Ukraine in the conditions of european integration

# 192 Parashchych M. I., Nodzhak L. S.

Digitalization and its role in ukrainian enterprise activities

## 201 Hryhoriev O. Yu., Tuziak O. A.

Planning the costs of ensuring the quality parameters of the enterprise's products in the conditions of foreign economic activit

#### 210 Svatiuk O., Zakharets A., Sytnyk Y.

Digitization of managerial work of hr-manager

## 223 Kalynovskyi A., Kalynovska N., Shemelyak A. R.

Theoretical and applied principles of the efficiency of aviation equipment restoration

## 231 Kara N. I., Protsyk I. S.

Development of budgeting mechanism of banks' financial activities in the conditions of international economic relations

### 244 Karpii O. P.

Board games market of Ukraine: current state and development prospects

#### 253 Kuzo N. Ye., Kosar N. S.

Development tendencies and prospects for the activation of sales of entities in the insurance market of Ukraine

#### 266 Lemishovska O.

«Gründisse einer őekonometrie» — econometric accounting theory developed at the border of the XIX - XX centuries

# 283 Lytvyn I. V., Bulak Y. V.

Venture businnes in Ukraine in wartime conditions

### 292 Ruda M. V., Pukas Yu. A.

The role of international supply chains establishing a circular economy model

### 301 Terletska V. O.

Venture business development model

# 312 Chyrkova Yu. I., Lysa D. S.

The role of fundraising in the context of expanding sources of financing for the initiatives of domestic business entities: international experience and peculiarities of implementation in the wartime

# 320 Yurynets O. V., Adamiv M. Ye.

Evaluation of customs urgent instruments of anti — crisis management of enterprises in the conditions of European integration

## 327 Christopher Wyrwicki, Redmer Adam

Development prospects for the Ukrainian road market for cargo transport - SWOT / TOWS analysis

### **GOVERNANCE OF NATIONAL ECONOMY**

# 344 Adamiv M. Ye., Kots I. I.

Customs procedures of the European Union: essence, typology and features of application

# 352 Antonowicz M., Oleksiy O.

The role of consignment note in rail transport chains

## 364 Dvulit Z. P., Komarenska Z. M.

Features of the export of certified dairy products to the European Union countries in the conditions of Russian aggression in Ukraine

# 374 Zaverbnyj A. S., Salo K. R.

Problems and prospects of the development of industry 4.0 in Ukraine under the conditions of European integration

# 383 Kara N. I., Havetska V. M.

Social consequences of defaults

# 394 Lytvyn I. V., Shevchuk K. S.

Venture business in Ukraine: current state and background of development

# 402 Pyroh 0.

The Global Innovation Clusters: Canadian Experience of Public-Private Partnership

### 414 Protsyk I. S., Beze A. O.

Global trends in the development of the wheat and corn market and the determination of Ukraine's place in it

#### 426 Sai L. P., Mashchak R. M.

Labeling requirements as one of the tools for non-tariff regulation of imports of Ukrainian food products to China

# 436 Seliuchenko N. Y.

Assessment of the trajectory of socio-economic development of ukraine in the conditions of the influence of external shocks of the last decade