

ABSTRACTS

UDC 621.798

PACKAGING FROM FLEXIBLE MATERIALS (METHODOLOGY GROUNDING OF INTERNAL VOLUME RESEARCH)

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Research Methodology. The dual integration of mathematical expressions has been used to study the main volume of packaging from flexible packaging material and the volume of external pockets in the form of conoids. The useful volume of packaging is given as the difference between the main volume and the volume of its total external empty pocket.

Results. The study of the design of packaging from the flexible material has established that its axial sections with mutually perpendicular planes are an ellipse and its component. Mathematical expressions have been obtained for the search of the main volume of packaging and the volume of external pockets in the form of conoids, the size of the packaging medium has been averaged in the length. The useful volume of packaging from flexible packaging materials has been mathematically expressed.

Novelty. Mathematical dependences for the substantiation of the useful volume of packaging from a flexible packaging material, with axial intersections of mutually perpendicular planes which is an ellipse and its component have been obtained. The formation of the conoid surface of the external pockets has been analyzed analytically.

Practical Significance. The important stage in the search for its rational design has been developed by the mathematical reasoning of the method for calculating the internal volume of packaging from flexible packaging materials, as far as the direction of minimization in the use of materials, energy resources for the production of packaging per unit of packaged products, is the most important today.

UDC 004+655.5+655.26+65.012.123

THEORETICAL BASIS OF QUALITY ASSURANCE OF PUBLISHING AND PRINTING PROCESSES (PART 4. FORECASTING AND QUALITY ASSURANCE BY MEANS OF FUZZY LOGIC)

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Research Methodology. The methodological basis of the study consists of: theoretical motivation of the use of fuzzy logic (linguistic variables, membership functions, logic

output models) for the formation and predictive evaluation of the quality of the implementation of the production technological stages of printed matter.

Results. As a result of the research for the linguistic variables defined, a universal term-set of values and corresponding linguistic terms have been designed. A model of logical output has been developed, on the basis of which an integral index is created that identifies the level of quality of the process of designing book editions.

Novelty. The essence of analytical support in the formation of components of information technology for predictive evaluation and quality assurance of publishing and printing processes has been revealed. A model of logical output has been developed, on the basis of which an integral index of the quality of the design process of book editions has been formed.

Practical Significance. The significance of the functions of the membership of linguistic variables related to the design process of the publication on the example of the factor «thematic planning» has been calculated, which will form the basis for the formation of a fuzzy knowledge base and fuzzy logic equations — the basis for determining the integral indicator of the quality of designing book editions.

UDC 655.3.066.53+681.625.234

AROMA PRINTING AS A MODERN TECHNOLOGY OF PACKAGING DESIGN

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Research Methodology. In order to detect changes, the intensity of the release of smells from printed aroma images under the influence of various external factors, the expert methods of research has been used. The study of the change in the structure of cardboard with printed flavoured varnish images has been carried out using electronic transmission and scanning microscopy.

Results. It has been established that external factors such as cooling, heating and ultraviolet light do not have a significant effect on the change in the saturation of the aroma, since they do not cause significant destruction of the structure of microcapsules with aromatic substances that are part of the UV-lacquer. However, the impact on the intensity of the flavour has a significant impact on the effectiveness of the use of images, the total number of consumers who use this product and its shelf life.

Novelty. New approaches to the theory of explanation of the mechanism for the release of aromas from different environments have been introduced. On the basis of electron microscopy studies, the dependence of the intensity of aroma release on the structure of aromatic capsules, which are included in the composition of the printing aroma, and the frequency of the use of aroma products, has been confirmed.

Practical Significance. Perspectives of the use of aroma printing for elite packaging and popularization of new products with the help of characteristic smells released from printed aroma images during their presentation have been confirmed.

UDC 535.34.2.

METHODS OF CALCULATION OF PHOTOINDUCED OPTICAL ANISOTROPY OF CUBIC CRYSTALS

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Research Methodology. In this work, we have used the method of photoinduced dichroism which is applied when building a dipole model of the colour centre of cubic crystals.

Results. A procedure has been developed for calculating relations between the parameters of the photoinduced anisotropy of cubic crystals in various absorption bands, which belong to the same colour centres.

Novelty. The obtained results are the generalization of the theory of photoinduced dichroism.

Practical Significance. By using the dipole model, the theoretical calculations, provided in this work, allow predicting possible relations between the parameters of the photoinduced anisotropy in different absorption bands of the anisotropic centre. It becomes possible to compare theoretical calculations with the data obtained from the experiment on the chipping of crystals in random crystallographic planes.

UCD 655.5+004.942

MULTIFACTORIAL CHOICE OF ALTERNATIVE OPTIONS OF EDITION DESIGN BASED ON CRITERIA LINEAR COAGULATION

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Research Methodology. Pareto principle has been used to select a set of the studied factors. The matrix of pairwise comparisons of factors of the Pareto set has been constructed using a scale of relative importance of objects in Saati. The optimal alternative of realization of designing of the publication on the basis of the method of linear coagulation of the criteria has been determined.

Results. As a result of the study, an optimal alternative variant of the implementation of the design process has been determined.

Novelty. For the first time alternatives of the design process of the publication have been evaluated based on factors such as thematic and production planning, the kind and type of the publication, the volume of the publication, the format of the publication and the assembly pages; and the optimal alternative variant of the project design process has been determined on the basis of linear coagulation of the criteria.

Practical Significance. The research contributes to making good management decisions regarding the proper implementation of the design process in an uncertain environment.

UDC 539.3

USE OF REFINED MODELS IN CALCULATION PROBLEMS OF SSS PLATES WITH RIGID BASE AND AREAS OF REFINEMENTS

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Research Methodology. For the research of stress-strain state (SSS) of multilayered plates with rigid base, the refined structural-continual models of unflexural symmetrical SSS have been offered. The developed refined continual models take into account the deformations of transverse shear and transverse compression in high iterative approximation. The system of differential equations and system of equations for boundary conditions have been obtained by the variation method of Lagrange. The solution of the system of differential equations has been obtained by the method of Euler using double trigonometric Fourier series.

Results. The borders of application of the refined models depending on the physical mechanical characteristics of the plate have been studied. The calculations confirm the efficiency and accuracy of the proposed method of modeling unflexural SSS, which allows one to obtain the solutions qualitatively and quantitatively close to three-dimensional ones.

Novelty. The design diagram of a transversely loaded plate is formed by supplementing it with a symmetric one about the contact surface of the foundation. The double-thickness plate becomes loaded bilaterally symmetrically about its mid-surface. In such a way, only unflexural deformations can be modelled, which reduces the number of unknowns and the general order of differentiation of the resolving system of equations.

Practical Significance. The suggested method of modelling can be used in solving practical problems of real multilayer design of structural elements, including the calculation of SSS of road clothes of road bridges, overpasses, roads on rocky bases and so on.

UDC 004.92; 535.64

CLASSIFICATION OF FACTORS OF PREPRESS PROCESSES

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Research Methodology. *The factors of prepress processes have been described and analysed according to the results of an expert survey.*

Results. *It has been identified and confirmed that prepress stage of the edition includes three processes: planning; artistic and technical design; preparation and output of pages on physical media. In accordance with the separate processes and procedures, the factors of prepress processes have been formed and a classification model of the prepress preparation of book editions has been developed.*

Novelty. *The obtained model becomes the basis for constructing a semantic network of relationships between factors, the basis for determining the levels and weights of factors for constructing models of priority of their influence on the efficiency of the design process of book editions.*

Practical Significance. *The prepress stage is the basis for creating the quality of the book, and the design of the publication is one of the components of the multi-faceted publishing process and it is an important factor in preparing the publication for publishing, which affects the quality and style of print production. Therefore, it is expedient to direct the efforts to ensure the quality of prepress preparation of book editions in general and its components in particular.*

UDC 655. 027

CONSTRUCTION OF DISCRETE CONVERSION CHARACTERISTICS OF SYNTHESIZED RASTER ELEMENTS OF IRREGULAR STRUCTURE

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Research Methodology. *The simulation has been carried out using MATLAB-Simulink software package. The main purpose of the simulation was to construct a discrete screening for raster elements of irregular structure.*

Results. *The simulation model of discrete screening has been designed. The dependence of the number of levels of bitmap elements area from the cell dimension for the typical values relatively the area has been determined.*

Novelty. *It has been established that for the given, typical values of the relative area of the raster elements, the number of discrete elements linearly depends on the dimension of the raster cell.*

Practical Significance. *The practical value of the obtained results is the possibility of their use in the process of synthesis and reproduction of raster elements of irregular structure.*

UDC 65.012.4

**ENTERPRISE MANAGEMENT: STAGES OF EVOLUTION,
FACTORS AND MODERN APPROACHES TO IMPROVING**

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Research Methodology. *A historical method has been used in determining the stages of evolution of enterprise management; a system-structural method has been used in the study of factors of quality management; the method of analogy has been used in the formation of modern approaches to improving the management.*

Results. *The main stages of the theory of enterprise management have been studied. It has been established that the choice of a management model depends on many factors.*

Novelty. *The criteria for choosing an optimal management model have been determined based on the type and characteristics of the entrepreneurial activity.*

Practical Significance. *The hierarchy of factors of the choice of management model has been determined.*

UDC 316.77:659.443/.446

**FINANCIAL RESOURCES FOR THE TRANSPORT INFRASTRUCTURE
RENEWAL IN UKRAINE**

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Research Methodology. *Transport is one of the leading sectors that form the infrastructure of the country's national economy. The study of the specifics of financial support for the modernization of transport infrastructure in Ukraine is necessary to identify the areas for increasing the efficiency of its use, as well as to achieve the level that can positively influence country's economic development. In the article, the method of system approach has been used when determining the structure of transport system. Statistical method has been used in the analysis of financial resources, and expert evaluation has been applied in determining the indicators that form the investment attractiveness of transport industry.*

Results. *As the result of studying this issue, the substantiation of the essence and role of financial resources in the innovative development of transport infrastructure in Ukraine has been obtained.*

Novelty. *The novelty has been made by a suggested conceptual approach to the role of financial resources in the innovative development of transport industry of the Ukrainian economy.*

Practical Significance. *The conclusions are of practical importance for improving the processes of updating the transport infrastructure of Ukraine and its financial support.*

The results can be used when writing suggestions to the Ministry of Economy, the Ministry of Infrastructure, etc.

UDC 334.722

SOCIAL ENTREPRENEURSHIP: MAIN CHARACTERISTICS AND FEATURES OF DEVELOPMENT

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Research Methodology. *The method of theoretical generalization on the definition of the essence of social entrepreneurship, which is based on mitigating or solving problems of a social nature, has been used. A dialectical approach has been used to the study of the characteristics, criteria and principles of social entrepreneurship; a systematic approach has been used to considering the peculiarities of domestic and foreign experience of functioning of social enterprises.*

Results. *The result of the study is the grounding of the role of social enterprises, which form a favourable environment for improving people's well-being and it is an effective mechanism for solving many social problems.*

Novelty. *The methodological approaches to the effectiveness of the opportunities of social entrepreneurship in the context of its social and commercial returns have been further developed.*

Practical Significance. *The results of the study will stimulate the implementation of projects of social orientation and solving many acute social problems.*

UDC 339.13:007.5

MODERN MEDIA MARKET: CONTENT AND GEOGRAPHICAL ASPECTS

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Research Methodology. *In the course of the research, the methods of induction and deduction have been used to reveal the peculiarities of the formation of the media market; factor analysis has been used to study the impact of changes in the consumer information demands on the content of the media market.*

Results. *The dependence of the formation of content of modern media products on the information requests of consumers, which is also amplified by the phenomenon of convergence has been revealed. It has been determined that the characterized combination of content and geographical profiles of the media is a significant element that should be taken into account when forming a competitive strategy of enterprises.*

Novelty. Changes in the nature of consumption of media production and strengthening of their influence on the formation of the media market content have been revealed.

Practical Significance. The determined content and geographic profiles of modern media products allow to characterize the target segments of the media market quantitatively and qualitatively more accurately, and, taking into account the style of consumption, to adjust the commodity and price policies.

UDC 658:338.24

ANALYSIS OF METHODS OF ENTERPRISES COMPETITIVENESS ASSESSMENT

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Research Methodology. The methodological basis of the research is a set of ways of scientific knowledge, methods, techniques and principles of conducting research. In this paper, we have used the system and structural analysis (determination of the theoretical approaches to the assessment of the competitiveness of the enterprise); abstract-logical approach, the method of generalization and analogies (in determining the methods of assessment of competitiveness, summarizing and forming conclusions).

Results. A comparative analysis of methods of evaluation of the enterprises competitiveness has been presented, their advantages, disadvantages, applicability; methods of diagnosis and evaluation of the enterprise competitiveness have been systematized.

Novelty. The classification of basic theoretical and methodological approaches and methodological support of the enterprises competitiveness has the further development, on the basis of which a multi-faceted approach can be formed, which involves a combination of techniques from different classification groups.

Practical Significance. The results that have practical value are the generalizations of methodological approaches to the assessment of the enterprises competitiveness, which allows choosing the best method or combination based on their advantages and disadvantages. The following information is also used in the educational process when teaching «Economic Analysis of VPO».

UDC 330.111.4

ENTERPRISE RESOURCES AS BASIS OF ITS RESOURCE POTENTIAL FORMATION

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Research Methodology. *The study of enterprise resources has been conducted with the use of methods of analysis, synthesis, systematization, theoretical and analytical comparisons and generalizations.*

Results. *The analysis of scientific publications on resources and resource support of companies has been done. It studies the presentations of the nature of economic resources by different authors. The main approaches to the classification of resources according to different classifications have been considered and summarized. Significant differences in the interpretation of the nature of certain types of enterprise resources have been revealed. The lack of disclosure in scientific publications and the inconsistency in the interpretation of domestic scientists primarily the nature and content of labour and human resources have been noted.*

Novelty. *The necessity of deepening the essential characteristics of research resources, the scientific interpretation of their content features have been proved.*

Practical Significance. *Enhancing of resources research, their characteristics and role as an important factor of production are necessary for the economic practice, they will correctly consider their role and place in the process of social production, especially their reproduction and ensuring their usage efficiency. The clarification of the nature, content and structure of production resources, their role will increase the validity of the resource potential of the company and ensure its effective functioning.*

UDC 331.1+005.3+653

DEVELOPMENT OF ALGORITHM OF PROCESS ORGANIZATION OF EQUIPMENT MODERNIZATION IN ENTERPRISE OPERATIONAL MANAGEMENT SYSTEM

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Research Methodology. *Theoretical and methodological basis of the research was the work of domestic and foreign scholars on operational management and upgrade technology. Methods of analysis and synthesis, generalization, network planning and management have been used to solve the task.*

Scientific novelty of the results. *We have got further development in the context of the modernization of today's transformational changes in the economy and the relevance of its implementation under conditions of significant physical deterioration and obsolescence of equipment. The algorithm organizing the modernization of technology has been developed; its implementation has been shown as an example of offset printing press using the method of network planning and management.*

Practical Significance. *Due to the existing generalization of scientific-methodological and content-based formulation and copyright recommendations to address contemporary issues of modernization of the equipment, an algorithm has been designed that can be taken as a basis for printing and other industries.*

UDC 005.3 (075.8)

FORECASTING AND ANALYSIS OF ECONOMIC DECISIONS

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Research Methodology. *Theoretical and methodological basis of the research is the work of domestic and foreign scientists on the organization of economic decisions, forecasting of technical development. Methods of analysis and synthesis, the method of generalizations have been used to solve the problems.*

Results. *The classification of forecasts, which is used in the prediction of specific objects, has been given. The method of selecting the way of forecasting a particular object has been suggested.*

Novelty. *Specific forecasting methods are recommended for the development of forecasts for the purpose of business decision-making. The method of adaptation of the forecasting method to the object has been suggested.*

Practical Significance. *The obtained results of theoretical research have been used in predicting technical and economic parameters of offset printing presses. They can be used in other situations of organization of economic decisions.*

UDC 330.34

**USING THE METHOD OF SUCCESSIVE CONCESSIONS FOR SOLVING
THE PROBLEM OF INCREASING PROFITABILITY
OF SMALL ENTERPRISES**

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Research Methodology. *In the scientific work for obtaining the main results of the study, the method of successive concessions has been used to solve the problem of enhancing the profitability of a small enterprise.*

Results. *In the article, we present the method of problem solving and a specific example. A simplex method has been used to solve a one-objective problem.*

Novelty. *The problem of enhancing the profitability of the small enterprise production has been first solved by the method of successive concessions.*

Practical Significance. *We have suggested a dual-objective optimization model, which enables us to make a plan for the production of products in order to maximize the use of available resources. At the same time, it ensures the maximum profit and the concurrent output with minimal cost.*

UDC 658:65.012.8

CONCEPTUAL BASES OF FORMATION OF SYSTEM OF ACCOUNTING AND ANALYTICAL SUPPORT FOR MANAGEMENT OF ECONOMIC SECURITY COMPANY

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Research Methodology. *To form the conceptual basis of formation of accounting and analytical support management of economic security company used methods: induction and deduction, comparison and systematization — the study of the essential characteristics of the terms «information», «information support», «Accounting and analytical support», «system of accounting and analytical software»; synthesis and analysis — to form the theoretical positions of accounting and analytical support in making management decisions; morphological analysis — to clarify the content of the target, subjects, objects, functions, principles and mechanism of formation of accounting and analytical support; graphic — for visual presentation of theoretical and methodological material; abstract logical — for theoretical generalizations and conclusions of the study.*

Results. *Considering the difficult conditions of doing business most domestic enterprises proved the priority of forming a system of accounting and analytical support management of economic security company to achieve the required level of safety for efficient operation and sustainable development. Clarified the interpretation of accounting and analytical maintenance of economic security of the enterprise as a system defined purpose and application generated conceptual basis for the formation of information base management decisions subjects of security.*

Novelty. *Formed conceptual principles of forming the system of accounting and analytical support in decision-making in the management of economic security, enabling the subjects of security complete, timely and accurate information about the state and changes of the internal environment for making ongoing, tactical and strategic decisions on the formation of safe conditions of development.*

Practical Significance. *The theoretical conclusions, scientific advice and other results of scientific research are tested in terms of ten industrial enterprises of Ukraine.*

UDC 658.5(346.3)

METHODICAL PRINCIPLES OF IMPROVEMENT OF INFORMATION AND ANALYTICAL SUPPORT IN MANAGING THE SECURITY SYSTEM OF CONTRACTUAL RELATIONS

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Research Methodology. *In order to define a security system of contractual relations and the place of its information and analytical support, following methodological tools and techniques were used: causation and summarization (to study the nature and content of the security of contractual relations and to form tasks of information-analytical support of the security of contractual relations); systematization and generalization (to summarize approaches to define main features of unreliability of counterparties and to highlight major threats to the economic security of the company, which arise during the contracting activity); system approach and structural analysis (to establish the relationships between components of the security system of contractual relations and to form verification methods of the reliability of business partners).*

Results. *In the article the influence of the major threats to economic security of the enterprise, which arise in the process of its contracting activities, has been studied. Also definitions of the security of contractual relations and the security system of contractual relations have been proposed. The article highlights main tasks of information-analytical support of the security of contractual relations. The basic features of unreliability of counterparties have been determined and verification methods of business partners have been suggested in order to reduce the risks of threats to economic security of the enterprise. Besides, the article substantiates the expediency of engineering and implementation of automated support systems of functioning security system of contractual relations that can integrate with a system of information and analytical support and establishes its main task. Also the basic preparation steps for its successful implementation have been outlined. In addition, the expediency of creating a two-level system of verification of foreign partners in Ukraine has been substantiated.*

Novelty. *To ensure economic safety at the moment of entering into agreements, an implementation of automated support systems of functioning security system of contractual relations has been proposed, which, in contrast to existing approaches of verification of business partners, involves the formation of information and analytical support using Business Intelligence tools and OLAP-technology.*

Practical Significance. *The implementation of the proposed system of contractual relations will allow timely prevent possible negative consequences at the moment of making contract, adjust its conditions, accept the precautionary or compensatory measures for possible losses, abandon terms of the contract or radically change the counterparty.*

UDC 657.1:658.1

FINANCIAL STATEMENTS IN ACCOUNTING AND ANALYTICAL SUPPORT SYSTEM OF ENTERPRISE FINANCIAL SECURITY

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Research Methodology. *Theoretical and methodological basis of the research have been formed upon the achievements of national and foreign scientists, managers, financial*

security managers working with economic entities, as well as upon the legislative and statutory Acts of Ukraine concerning the issue of the company financial statements generation and the assessment of their financial condition. The solution of predefined objectives has been found by using general scientific methods of abstraction, analysis, and synthesis.

Results. The economic meaning of notions «the financial security of the enterprise» and «the system of the accounting and analytical support» have been refined. It has defined the place of financial statements in the system of accounting and analytical support ensuring the financial security of the entity. Methodological approaches have been studied in order to evaluate the financial security of the enterprise on the basis of financial condition indicators, according to the financial statements.

Novelty. It has been proved that the entities should use a complete, unbiased and accurate financial statement when applying a variety of methodological approaches for the evaluation of financial security in the national and international practice.

Practical Significance. Conclusions regarding the role and place of financial statements in the accounting and analytical support of financial security allow us to shape the strategy and tactics of the enterprises development on the basis of indicators of these statements, and make effective management decisions in the field of financial security of the entity.

UDC 658:65.012.8

DEBT MANAGEMENT AS A FACTOR OF ECONOMIC SECURITY OF THE COMPANY

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Research Methodology. The scientific research has been carried out with the use of scientific methods of the studied object and specific methods of economic research, including methods of analysis and synthesis — to study the essence of debt management of the company, the logical comparison method — to study the impact of debt on economic security of the company, summarizing method — for determining the basic tasks and steps of debt management.

Results. The study allowed to form the definition of «debt management of the company» in the context of economic security. The effect of debt on the financial results, business activities and the level of economic security has been studied. The main problems with debt management of companies have been defined and the solutions have been suggested. The author has highlighted objects, subjects and the main tasks of debt management in the system of economic security of the company. The main stages of debt management have been formed in order to improve the financial condition and level of economic security.

Novelty. The definition of debt management has been suggested that reflects its relationship with the level of economic security of the company.

Practical Significance. *Theoretical and practical results of the study can be used in the process of organization of accounting, financial management of industrial companies and the educational process.*

UDC 330.4:658.8:339.137.2

AN ANALYST ON FINANCIAL AND ECONOMIC SECURITY OF THE ENTERPRISE

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Research Methodology. *When studying the evolution of basic concepts of such categories as «financial and economic security» and «an analyst on the financial and economic security» we have used such methods as induction and deduction, comparison and systematization; systems analysis — to study the key tasks and responsibilities of an analyst on financial and economic security; graphics — for a visual representation of theoretical and methodological material, abstract and logical — for theoretical generalizations and conclusions of the study.*

Results. *The work generalizes and summarizes the theoretical background in finance and economic security area. The existing points of view regarding the interpretation of what constitutes «financial and economic security» have been analysed. The author's definition of «an analyst on the financial and economic security» has been suggested and his professional and personal qualities have been outlined. The main objectives, responsibilities and duties of the analyst on the financial-economic security of the enterprise have been defined.*

Novelty. *The author's definition of «an analyst on the financial and economic security» has been suggested and his professional and personal qualities have been outlined.*

Practical Significance. *It lies in the justification of recommendations for the development and analytical support of financial and economic security.*

UDC 658:65.012.8

FORMATION OF INFORMATION BASIS TO GUARANTEE THE ECONOMIC SECURITY OF INDUSTRIAL ENTERPRISES

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Research Methodology. *For the information basis formation of guaranteeing the economic security of industrial enterprises, we have used: induction and deduction,*

comparison and systematization — in determining the aggregate key internal threats to economic security industry; synthesis and analysis — to form the theoretical positions of accounting and analytical support in making management decisions; paired comparisons — for the model of priority construction of the key internal threats to economic security industry; graphics — for a visual representation of theoretical and methodological material; abstract logical — for theoretical generalizations and conclusions of study.

Results. *The complexity required to ensure the existence and effective functioning and sustainability of the economic security of industrial enterprises has proved the importance of the formation of accounting subsystem and analytical support as part of an integrated system of economic security. The subsystem of accounting and analytical support in the management of economic security has been characterized. The role of information support in decision-making by the security subjects has been shown.*

Novelty. *The results of the analytical study, which involved summarizing points of view of employees and an analytical unit, formed a list of key internal threats to economic security of the industry. The model of the priority of the key internal threats to the economic security of industrial enterprises can be used as the basis of information in the development and implementation of operational, tactical and strategic decisions by the security subjects.*

Practical Significance. *The theoretical conclusions, scientific recommendations and other research results are tested in terms of ten industrial enterprises of Ukraine.*

UDC 346.5:351.862.6(045)

SOME FEATURES IN SEARCH OF CANDIDATES IN PLANNING STAFF IN CONTEXT OF THE ENTERPRISE PERSONNEL SECURITY

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Research Methodology. *The research is based on a systematic approach to the study of specific economic events. In the process of research we have used a set of general and specific scientific methods of knowledge, logical synthesis, analysis and comparison.*

Results. *The procedure for finding candidates to fill a particular vacancy in terms of enterprise security is preparatory in nature, to minimize further costs, time and money to select candidates.*

Novelty. *The study shows that there is no single best method to find the person for certain jobs because human resources department and security service personnel must possess a variety of methods for attracting candidates and use them depending on the specific purpose.*

Practical Significance. *Suggestions and recommendations proposed in the study suggest that the need to find appropriate staff is closely related to personnel security and, consequently preserving trade secrets of the company, because the staff is one of the major media. The results of the study can be implemented in the educational process of Ukrainian Academy of Printing as a higher educational institution.*

UDC 658:65.012.8

THE ESSENCE OF THREAT AS PART OF THE PROCESS OF ENSURING ECONOMIC SECURITY

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Research Methodology. To determine the nature of the threat in the management of economic security, we have applied such methods: induction and deduction, comparison and systematization — to study the terms «security» and «threat»; analysis and synthesis — for the sense of internal and external threats to the economic security of domestic enterprises; morphological analysis — to refine the conceptual and categorical apparatus of economic security; graphic — for visual presentation of theoretical and methodological material; abstract logical — for theoretical generalizations and conclusions of the study.

Results. The systematic in nature and unpredictable variability of operating conditions actualizes the implementation of scientific research in the area of economic security of domestic enterprises. It has been proved that the process needed to ensure the existence and the effective functioning of sustainable development in safety is directly linked to the ability to recognize and counteract certain phenomena, processes and events in the environment of operation, assuming signs of danger. The threats affect the security that has formed methodological principles aimed at improving the process of guaranteeing economic security entities.

Novelty. Based on the fact that the domestic and foreign scientific literature does not have an agreed interpretation of the term “threat”, the conducted synthesis and coordination have allowed to offer our own approach to determine the nature of the threat as a part of the process of ensuring economic security as the basis for the formation of methodical bases of protective measures subjects of security.

Practical Significance. The theoretical conclusions, scientific advice and other results of scientific research are tested in terms of ten machine-building enterprises of Ukraine.

UDC 658:65.012.8

THE IMPLANTATION APPROACH TO CONTROLLING SYSTEM DESIGN AT THE ENTERPRISE

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Research Methodology. To substantiate the essence of the controlling system and organizing its functioning, such methods have been applied: induction and deduction;

comparison and classification — in the study of the essence of the term «controlling system»; system analysis — for the study of the structural aspect of the controlling system; model theory — for the optimization of the structure of the controlling service; graphic — for a visual representation of theoretical and methodological material; abstract and logical — for theoretical generalizations and conclusions of the study.

Results. *Methodical approach to the management of the controlling system of the enterprise through the optimization of the structure of the controlling service with the purpose of increase of efficiency of its functioning has been done.*

Novelty. *The implantation approach to the optimization of the structure of the controlling service has been suggested, which provides the economic effect in the formation of this structural unit.*

Practical Significance. *Theoretical ideas, scientific and practical recommendations and other results of scientific research are being tested on the basis of LLC «Lviv Express».*

UDC 007: 304: 655

SUBJECTS OF PUBLISHING PROMOTION: THE ROLE OF THE AUTHOR, EDITOR, PUBLISHER AS THE MAIN PROCESSOR

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Research Methodology. *To study this topic, the following general scientific methods have been used: content analysis, semiotic analysis, hermeneutical analysis. Also, theoretical methods of synthesis, induction, deduction, analogy and comparison have been used, which allowed to study the subject as well as analyze the role and peculiarities of cooperation between the author, the editor and the publisher in the context of their promotional activity.*

Results. *The importance of applying professional approaches to popularizing and promoting publishing products in the context of involving the main participants in the interaction between «author - editor / publisher» has been pointed out. The changes that have taken place in the system of media communications during the years of the country's independence have been taken into account. After all, they give modern publishers and booksellers a much wider arsenal of communication resources to provide the effective promotion. Positive examples of attracting publishers to self-promotion, which are successfully taken up by modern progressive publishers and their authors, are illustrated within their own practice, and as a result, they receive a positive promotional result and a percentage of sales.*

Novelty. *The modern approaches and practices in the realms of the Ukrainian publishing business of the time have been analyzed.*

Practical Significance *The results of the study are of practical value and can be used in the development of promotional activities (campaigns in general), dedicated to popularizing the book, author, publisher.*

UDC 655.4/.5+004.738.5

REALIZATION OF AN AUTHOR IN THE NETWORK: MODERN INNOVATION POSSIBILITIES

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Research Methodology. *The principles of analysis, synthesis, content analysis, system method, functional method and method of comparison have been the methodological basis of the study. The method of content analysis is in processing of different theoretical sources and websites (self-publishing platforms, blogs, social networks, personal websites of writers). A functional method is the illustration of functional features for the authors in the network. A system method is the systematization of them.*

Results. *The reasons, why the authors do not use the services of the classic publisher, have been identified. The methods of the author realization in the network have been grouped into two categories: direct publishing of works (in order to review and/or to sell) and communication with readers. Special attention was paid to the self-publishing platforms as modern and most common way to sell the works in Internet without involving of classical publisher, although it is less possible to make lots of money. The most popular self-publishing platforms (including in Ukraine) and social networks have been briefly described. Social networks are more flexible and efficient to the promotion of content, than blogs and personal websites. A personal website of an author is more a status symbol. Network activity should contribute to researches of a consumer demand and public opinion, but not interfere to create new works.*

Novelty. *The scientific novelty of the results lies in the fact that for the first time the concept of the network author has been introduced and described. The methods of the author realization in the network have been discussed and classified.*

Practical Significance. *The following study has an outstanding practical significance for modern authors, who want to promote their works in the Internet as well as publishers, who can use the self-publishing platforms, blogs, social networks, personal websites of writers etc. for searching new authors.*

UDC 649.441+ 316.77

PUBLISHING BRAND AS A COMMUNICATION PRODUCT

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Research Methodology. *To achieve the goal we use such general scientific methods as analysis and synthesis, which allowed to disassociate the understanding*

of branding as a communication strategy of the publishing house for the creation and promotion of the brand into its components and combine the parts selected for analysis into a single system; the method of generalization — as the establishment of common properties and signs of the publisher's brand. A hypothetical-deductive method has been used to search for the causes and effects between phenomena and their results (hypothesis about the decisive role of communication in creation and promotion of the brand of the publishing house and the proof of the correctness of this theory due to deduction). Also, methods of empirical research: observation (poll of public opinion) and a description (fixing of the results of observation), which helped to find out readers' awareness of publishing brands, have been involved.

Results. *The article states that among the main barriers to reading is the awareness and confidence of publishers on the part of readers-buyers. The level of readers' awareness about Ukrainian publishing brands has been analyzed, the readers' recognition of publishers has been analyzed. According to the results of the research conducted at the largest book fairs of the country — the Book Arsenal and the Forum of Publishers, the most famous among Ukrainian readers of Ukrainian publishing brands have been found out — the leaders of the Ukrainian book market, Kyiv publishing house «A-BA-BA-GA-LA-MA-GA» and Lviv «The Old Lion Publishing House». Visitors of the largest book activities of the country know publishers who are informally open and actively communicating in the media space. Publishers, market leaders, working in new market conditions, are focused on creating their own unique book brand and increasing its value. Awareness of the activity of publishing houses encourages consumers to make choices in favor of the products of those publishing houses known to them. The brand affects the choice of the consumer, and in a modern world with a wealth and variety of choices, this influence is crucial for commercial success. We believe that the strength of the brand in modern realities depends on the effectiveness of PR-communications.*

Novelty. *On the basis of the analysis of publications on the topic of research, the experience of branding of publishing market leaders, own research of the survey of readers, the necessity of PR-communication of the publishing house in the creation of a publishing brand has been clarified.*

Practical Significance *of the results is the in-depth study of the role of PR in creating the brand of the publishing house. The recognition of the publishing brand promotes the establishment of a positive image of the publishing house, strengthening its reputation in the market, and increasing sales. The use of PR communications in the activities of publishers is a powerful tool that manages brand reputation and public opinion, which promotes the brand's promotion and strengthens its position on the market. The theoretical foundations of the research can be used by PR-specialists to design and promote the brand of the publishing house.*

UDC 316.77 : 070 : 654.195 : 314.743

MEDIAPROGRAMS OF MIGRANT INTEGRATION: DIMENSION OF HISTORY OF UKRAINIAN RADIO BROADCASTING IN POLAND

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***Research methodology** of the study was the historiographical method, the method of studying scientific literature and the analysis of electronic sources in order to identify and systematize migration programs for the integration of migrants.*

***Results.** The chronological sequence outlines the main stages in the development of the history of Ukrainian broadcasting in Poland, it has been established that the first Ukrainian-language radio projects in the air of Polish radio stations appeared in the middle of the twentieth century, and the revival of the presence of the Ukrainian diaspora in the airspace of Poland took place after the emergence of the Ukrainian socio-cultural association in 1956. It has been established that Ukrainian broadcasting in Poland is more developed than Polish one in Ukraine.*

***Novelty** of the study is to consider the historical retrospective of the Polish experience of creating Ukrainian nationally directed radio broadcasting, which is the center of electronic communication, informing and exchanging the thoughts of migrants from our country.*

***Practical Significance** of the research is in understanding the Ukrainian-language broadcasting of countries with powerful societies of Ukrainians as an integral part of continental broadcasting. In addition, it has been established that the lack of information exchange generates stereotypes that negatively affect the interaction between the two states.*

UDC 007 : 304 : 070

THEATRICAL AMATEUR ACTIVITY AS AN OBJECT OF DESCRIBING IN THE APPENDEK OF THE NEWSPAPER (ON THE EXAMPLE OF THE APPENDEK «MASSIVE THEATRE» (1930–1932) OF THE NEWSPAPER «THE POWER»)

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The role of the amateur theatrical activity in Galicia during the interwar period is remarkable due to the historical reasons and the role of the theatre in the cultural development itself. That is why the fact that the majority of the authors of the magazines and the articles of that time commonly applied to this subject does not cause the astonishment. Either the authors of the specialized (devoted to the theatrical subjects) or the

authors of the common editions — each of them paid a lot of attention to this matter. The question of the peculiarities of the theatrical subject on the pages of the appendix still is not studied. For our research, we have chosen the appendix «The Mass Theatre», which was published on the pages of the newspaper «The Power».

During the study of its content, we have marked the attention of the authors to the following subjects: the staging of the plays, made by the amateurs, and its advantages and disadvantages, the peculiarities of the theatrical subjects, such as gestures, the facial expressions, the different drama genres etc. In addition, the role of the theatre for the cultural development of the country is constantly admitted. The authors also paid a lot of attention to the teaching amateurs of the theatrical journalism. For example, such publications contained the recommendations for the style of writing, for the subjects worth writing and for the behaviour of the theatrical journalist. The authors also taught the correspondents all the peculiarities of the writing correspondence, for example the balance between the organization and the play itself. The big impact of the ideology (in this case a communist one) is also noticed. The brightest example can be found between the publications devoted to the questions of the repertoire. For the summary, we can say that this appendix described the theatrical subject in a very detailed way and it was a great help for the amateurs of that time.

UDC 316.6: 659.9]: 004.7 (043.3)

INTERNET TECHNOLOGY AND ONLINE SOCIAL NETWORKS IN MODERN HYBRID WAR

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Research Methodology. *The research presented in the article has been carried out using such general scientific methods as: analysis, generalization, modelling, forecasting, comparison. Also, in the process of work, we have used practical tools, in particular, the following methods: analytical-typological method; comparative method; structural and problem-thematic; theoretical method.*

Specifically, for analysing the processes of managing Internet technologies in modern hybrid wars, the methods of analysis, generalization and comparison, as well as the basic method of historiographical analysis have been used. Analysing the state of modern technology management information processes in modern information and hybrid wars such general scientific methods have been applied, such as analysis, generalization, comparison. In the applied aspect, methods of analytical-typological, comparative, structural and problem-thematic, as well as theoretical, have been used. In order to determine the possibilities and prospects of using information management tools in modern hybrid wars, general-scientific methods of analysis, modelling, forecasting have been used, and structural and problem-thematic ones have been used at the applied level.

Results. *The research presented in the article revealed the content and essence of modern hybrid wars and the importance of these processes in social online networks. In the format of the presented problems, online tools and practical examples of their application in hybrid wars have been presented, in particular in the Russian-Ukrainian information confrontation.*

Novelty. *Analysing the current situation and the general course of events within the Russian-Ukrainian hybrid conflict, innovative approaches have been proposed based on the principles of standardizing information processes in social online networks. In particular, it is necessary to combine offline and online tools and web 3.0 web technologies logically.*

Practical Significance. *The results of the research and the general recommendations given in the article are important for further improvement of the tools of planning and implementation of information processes in the framework of information and psychological conflicts in the online network environment. In particular, innovative approaches and the improvement of information and communication process management methods will become an important part of Ukraine's information security system in the context of protection against foreign influences.*

UDC 007 : 304 : 655

UKRAINIAN-POLISH DIALOGUE. EFFECT OF POLISH ALMANACS ON FORMATION OF UKRAINIAN ALMANAC LITERATUR

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Research Methodology. *The purpose and objectives of the article, as well as the specifics of the subject and object of the study have led to the use of system of methods and special research approaches. The methodological basis of the research has been determined by a system of principles (scientific objectivity, historicism, completeness and reliability) and methods. To review the literary almanacs of Ukraine and Poland, general scientific methods — structural-system, comparative-analytical, concrete-typological and philological-bibliographic, descriptive, problem-thematic, genre-stylistic methods have been used.*

To substantiate the feasibility of issuing an almanac, they examined the situation on the book market of Ukraine and Poland, namely, the segment that is associated with artistic editions.

Results. *Literary almanacs not only of Ukraine but also of Poland have been systematically highlighted and analysed, the close connection of Ukrainian almanacs with almanacs of other countries has been substantiated, which is an integral part of the intercultural dialogue. The influence of literary almanacs of Ukraine on the socio-political life of Poland has been revealed.*

Novelty. *The scientific novelty of the results has been determined by the set of tasks and consists in a comprehensive comparative-historical analysis of the development of*

literary almanacs of Ukraine and Poland, the study and systematization of theoretical and practical problems of the formation of almanacs in Ukraine.

Practical Significance. *The factual material presented in the research, the main theoretical positions and conclusions can be used in the preparation of systematic indexes of the content of literary almanacs and in the organization of the bibliography of Ukrainian literary editions, in the writing of textbooks and manuals on the history of literary almanacs.*

The results of the study are already used in lecture courses and practical lessons on History of Ukrainian Journalism, Literature, Literary Criticism.

UDC 070 : 82-92 : 316.776.4 + 659.3

EFFICIENCY OF COMMUNICATIVE AND FIGURATIVE MODEL OF «PUN» CONCEPT IN THE PHENOMENON OF INFOTAINING INFLUENCENESS

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Research Methodology. *The use of author's method of metastylistic combinatorics, aimed at identifying the efficiency of imaginative potential of modern media text has assisted the identification and systemic characterization of imaginative means of media text. Methodological procedures of metastylistic combinatorics were the formal-structural classification of tropes, figures and phenomena, and their semantic and pragmatic interpretation. In addition, the logic and structural method, contextual analysis, elements of component analysis, methods of intertextual comparison and conceptual analysis, linguistic modeling have been applied.*

Results. *As means of expressing the sophistication and wit of thought with the effect of surprise and accuracy of the style, «pun» in media texts is used to achieve three main goals that can interact: to draw attention to the meaning through the form; to increase the perception of the semantic features of the used linguistic units; to form an estimating relation to the depicted fact.*

Novelty. *The consideration of the phenomenon of «lingual game» as means of effective influence on the recipient in metalinguistics and communication theory is the most urgent and not well-studied one. New organization of linguistic elements, non-traditional metalogic methods of categorization, is related to the search for a semantic depth of presentation and to overcoming automatism in the process of perceiving the facts of speech. Reliance on metalogic components supports the interest to the text and organizes a special process of its perception.*

Practical Significance. *The results of the scientific research will be relevant for the practical work of journalists, specialists of press services, experts in advertising and public relations, since the efficiency of the use of imaginative language means and language figures helps to avoid communicative failures that arise in cases of creating ineffective texts.*

UDC 004.91 (03)

ADVANTAGES AND DISADVANTAGES OF THE USE OF ELECTRONIC EDUCATIONAL EDITIONS

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The article refers to the efficiency of e-learning in education publications, analyses the advantages and disadvantages of such publications as compared to printed ones, highlights the distinctive features of electronic educational books, reveals the concept of “electronic textbook” for different approaches.

The aim of our research is to ascertain the specific e-learning books, the systematization of the gained experience and identifying strengths and weaknesses of e-learning books.

Research Methodology. *Among the methods used for the study, we can cite the following: descriptive — it is used to analyse and describe the issues of electronic academic discourse; analysis and synthesis (analysis — it allows you to share research objects into its component parts, synthesis — on the contrary, it involves the connection of individual parts or features of the subject in a single unit — it was used to highlight the advantages and disadvantages of EB, the characteristics of electronic educational editions wording on this basis requirements to them; typology — it allowed to select the types of electronic educational publications, identify their characteristics.*

Results. *Summarizing all previous theoretical works and their own empirical research, we can identify such important advantages of e-books: a small weight and a small size and volume; mobility in terms of updating content; the translation of books in different languages; possibility of quick and simple changes of headsets, size, font size; the ability to read books at low light levels, low cost of distribution; it has a mechanism to search for text on the transition hyperlinks. Multimedia allow enriching the learning process with clear high quality illustrative material, video, sound that will boost imaginative and emotional memory. However, these new opportunities appear mostly as single implementation, rather than as an integral feature of the newly created electronic educational publications.*

However, electronic publication will never replace the feeling of admiration, shaking from old books and exquisite gift editions. It is already an undeniable fact that the e-book has radically changed our understanding of the book and publishing market as a whole.

Scientific innovation *is that for the first time:*

- *the author has suggested his own definition of the electronic textbook;*
- *advantages and disadvantages of electronic publications have been systematised.*

Practical Significance. *Research results and suggested recommendations can be used for understanding of electronic publishing, the improvement of existing e-learning and new media, and for designing training courses for editors and journalists.*