

Content

1. Ganna Bedradina METHODS OF DEFINITION OF TOURISM PRODUCT QUALITY	5
2. Marina Bykova THE ROLE OF CLUSTERS IN THE AGRO-INDUSTRY	8
3. Natalia Diukova; Michal Jasienski STRUCTURE AND FUNCTIONS OF INTANGIBLE ASSETS IN THE KNOWLEDGE ECONOMY	12
4. Svetlana Galasyuk THE EUROPEAN REGION IN STRUCTURE OF THE WORLD TOURIST MARKET	18
5. Viktor Gerasymenko QUANTITATIVE ESTIMATION OF BUSINESS ACTIVITY IN THE MARKET OF TOURIST SERVICES	23
6. Tamara M. Kachala REFORMING COMMUNAL SERVICE IN THE REGIONAL DEVELOPMENT CONTEXT	27
7. Nataliia Kussyk NON-GOVERNMENTAL ORGANIZATIONS SEGMENT OF THE CULTURE AND ART SPHERE: SITUATION IN ODESSA REGION	33
8. Natalia Klok THE DETECTION OF MAIN FACTORS THAT INFLUENCE ON THE DEVELOPMENT OF RURAL TOURISM	37
9. Yuriy Kozak; Igor Onofrei THE MODELING OF THE IMPACT OF LOGISTICS ON THE EFFECTIVENESS OF FOREIGN ECONOMIC ACTIVITY OF ODESSA REGION (ON THE BASIS OF THE STATE ENTERPRISE “ODESSA COMMERCIAL SEA PORT”)	41
10. Mariya Levina FEATURES OF MARKETING ACTIVITY IN SUBURBAN FARMS	46
11. Nataliia Medzhybovska HOW DO THE INTERORGANIZATIONAL INFORMATION SYSTEMS MAKE THEIR IMPACT ON THE ENTERPRISE COMPETITIVENESS?	52
12. Olena Machtakova EMPLOYEE EVALUATION AS A COMPONENT OF THE STRATEGIC MANAGEMENT	57
13. Iryna Nasadiuk EUROPEAN UNION AND EXTERNAL TRADE OF CENTRAL AND EASTERN EUROPEAN COUNTRIES	65
14. Iryna Nyenno EVALUATION METHODOLOGY FOR THE INSURER DEVELOPMENT CAPITAL	72

15. Elena Raevneva; Ludmila Grinevich; Sergey Pogasiy; Irina Chankina CONCEPTUAL APPROACH TO THE FORMATION OF THE INTEGRATION SYSTEM "HIGHER SCHOOL – BUSINESS-STRUCTURE"	78
16. Y. M. Safonov INSTITUTIONALISM AND INSTITUTIONS OF MARKET ECONOMY IN THE CONTEXT OF TRANSFORMATION OF AGRO-INDUSTRIAL COMPLEX	84
17. Natalya Sinipolska MODERN TRENDS IN PENSION SYSTEMS DECISION MAKING	90
18. Stepan Y. Vovkanych; Olha M. Kashuba THE ESSENCE OF LIFELONG EDUCATION: THEORETICAL AND APPLIED ASPECT	98
19. Inna Ukhanova; Voronova Elena CREATION SCIENCE AND TECHNOLOGY PARKS AS A COMPONENT OF INNOVATION IN ECONOMIC DEVELOPMENT	107
20. E. S. Yakub; S. P. Manzhula EXTENDED TECHNOLOGICAL MODEL OF AN OPEN ECONOMY	115
21. N. S. Zavizena FORMING AND REALIZATION OF THE INFORMATION POLICY IN THE UKRAINIAN REGIONS	122
22. Volodymyr Zhyvytsya; Oleg Onishchenko; Eldar Vaynfeld; Fedir Dyshlevy SOCIO-ECONOMIC ASPECTS OF ENERGY EFFICIENCY CONTROL SYSTEMS FOR REFRIGERATING INSTALLATION	128
23. Volker Tolkmitt THE INCREASING ROLE OF RATING PROCESSES FOR INTERNAL MANAGEMENT AND INVESTOR RELATIONS OF ENTERPRISES	133
24. Marie Míková FINANCIAL STATEMENTS AS DESCRIPTION OF BUSINESS ACTIVITY	137