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## SUMMARY

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*Myronova L.*

### **RATING ESTIMATION MODEL OF SECURITIES BASED ON PFTS ACTIVITY**

In this article the application of rating estimation in security market activity is grounded. A structure model for an integrated index of security attraction based on which the rating estimation is being made is given. The model was tried and tested on the base of PFTS securities. The received rating has been analyzed using different individual indexes converting to integral ones.

*Us G.*

### **CONCEPTUAL FRAMEWORK OF ADAPTIVE KNOWLEDGE CONTROL SYSTEMS FORMATION AT UNIVERSITIES**

The article describes the conceptual framework of adaptive knowledge control systems formation of higher education. The models and methods that are used in the formation of adaptive knowledge control systems of universities are given.

*Dmytruk B.*

### **GLOBALIZATION IS THE OBJECTIVE AND UNCONTESTED PROCESS OF CIVILIZATION DEVELOPMENT AND THE BASIC PREMISE IN SOLVING WORLD COMMUNITY PROBLEMS**

The article deals with the theoretical and methodological foundations of globalization as a basic precondition for solving the major problems of the planet. The features and trends of the world economy globalization and the reasons for the transition to a new era, the era of globalization are analyzed. Conditions of globalization as an objective and uncontested process of the global community are grounded.

*Kashuba Ya.*

### **SCIENTIFIC BACKGROUND OF ENTREPRENEURSHIP STRATEGY FORMATION AT THE DOMESTIC LEVEL**

The author presents an outline of theoretical studies on national entrepreneurship strategy formation, defines current research trends. The author offers to create a monitoring system with assigned executives responsible for strategy implementation that will focus on global trends.



*Kuzminov Ye.*

**EFFICIENCY ESTIMATING METHOD MODELLING  
OF A COMPANY SITE**

The author offers to use complex approach with web analytics service Google Analytics application and modern instrument panel design KPI-Klipfolio application to create an interactive system for company efficiency estimation in real-time mode.

*Gridneva D.*

**RENEWABLE PROCESSES FEATURES OF  
AGRICULTURAL SECTOR OF UKRAINE**

The features of renewable processes in agricultural sector of Ukraine are defined. The dynamics of agricultural production profitability in Ukraine is analyzed. Scientifically based and actual consumption of basic products per capita in Ukraine and abroad is investigated.

*Barantseva S.*

**METHODICAL APPROACH TO BUSINESS PERFORMANCE  
EVALUATION BY TAKING INTO ACCOUNT SOCIAL  
RESPONSIBILITY**

The article analyzes the theoretical approaches to evaluation of the effectiveness of a company. The scheme of enterprise efficiency is analyzed by taking into account social responsibility. This scheme was tried and tested on the base of commercial enterprises.

*Bakurova A.*

**STATISTICAL ANALYSIS OF MOTOR FREIGHT  
TRANSPORTATIONS WITH THE USE OF COGNITIVE  
MODELLING METHOD**

In the article complex combination of statistical analysis methods and cognitive modelling is offered for the organization of motor transport freight transportations monitoring. This approach allows to take into account the particular branch features of statistical information and reach leading decisions on motor transport freight transportations development.

*Knyshenko T.*

**THE MODELLING OF THE RESOURCES DISTRIBUTION  
WAYS IN THE ECOLOGICAL SOCIO-ECONOMIC SYSTEM  
BASED ON THE GOLDEN PROPORTION**

In the article the principles of the resources distribution ways in ecological socio-economic system based on the gold proportion are shown. The analysis gave the possibility to estimate the accordance of the final use categories of gross domestic product by functional classification to different ways.



*Demydov O.*

**FEATURES OF THE MANAGEMENT ACCOUNTING  
TOOLS APPLICATION TO THE INDUSTRIAL  
ENTERPRISES PRICING POLICY**

The paper proposes and substantiates trends of efficiency improvement and the impact of management accounting tools on enterprise pricing policy. The ways of selection of output cost determination system, the ways of determination of requirements to the keyword parameters of each product efficiency output are investigated. The decision-making behaviour towards manufacturing enterprise product pricing is offered.

*Smyrnov Ye.*

**COMPETITIVE RISK IN ENTERPRISE  
COMPETITIVENESS MANAGEMENT**

In the article the scientific rationale for competitive risks properties that define its essence and specific management principles is presented. It is proved that the competitive risks form a separate class of enterprise risks and require special methods of relieving that differ from modern risk-management theory.

*Kavtaradze V.*

**THE INTEREST AGREEMENT MODELLING UPON  
THE GOALS DETERMINATION OF PHARMACEUTICAL  
BRANCH DEVELOPMENT**

The main subjects whose interests influence the pharmaceutical branch development are emphasized. The groups of conflict and common interests are analyzed. The applicability of cognitive and reflexive modelling for searching a balance concerning conflict interests was substantiated to define the main goals of pharmaceutical branch development.

*Bogach K.*

**APPROACHES TO COAL MINES WASTES HANDLING  
ACCORDING TO THE PRINCIPLES OF ENVIRONMENTAL  
AND ECONOMIC POLICY**

Approaches to coal mines wastes handling according to the principles of environmental and economic policy are determined. Theoretical studies were brought to the level of specific proposals to improve the management of recycled materials usage that can be included in the environmental and economic development strategies of coal enterprises.



*Kondratyuk O.*

**THE FEATURES OF THE ECOLOGICAL AND ECONOMIC  
EFFICIENCY OF NATURAL RESOURCES USE IN  
RECREATION AND TOURISM DETERMINATION**

In the article the features of the research of the ecological and economic efficiency of natural resources use in recreation and tourism are defined.

*Ivanylova O.*

**STRUCTURED APPROACH TO THE ANALYSIS OF THE  
CONCEPT «FINANCIAL ENGINEERING»**

The definition "financial engineering" is analyzed with the use of a structural approach. This research shows that there is no complete definition of this concept in modern scientific literature. The aim and methodology of economic activity in the financial system are insufficiently explored.

*Kucherova A.*

**DEVELOPMENT TRENDS OF PUBLIC FINANCIAL CULTURE**

The main points and the importance of financial education, awareness and competence are investigated. The results of the analysis of financial awareness level are summarized. The development trends of public financial culture are represented.

*Kovtun O.*

**TYPICAL ISSUES OF SOCIAL AND ECONOMIC ESSENCE  
OF HOUSEHOLD FINANCIAL ACTIVITY**

In the article the application of the conceptual framework on household finances according to the levels of the economy is grounded. The definitions of such notions as "household financial management", "household financial planning" and "household financial activity" are given. The structure of household financial activity and personal finance management system is offered.

*Manzhos S.*

**ASPECTS OF BANKS CRISES TYPOLOGY STUDY**

The article deals with the aspects of banks crises typology. The systematic classification of banking institutions crises according to different criteria is conducted. This classification can be used to estimate the bank crisis and the risk of bankruptcy.



*Shulga V.*

**INVESTMENT AND PAYMENT FLOW MANAGEMENT  
IN THE PROCESS OF INVESTING IN FINANCIAL  
INSTRUMENTS WITH FIXED INCOME**

In the article fundamental characteristics of financial tools with the fixed income have been analyzed. The role of investment processes and the investment environment in modern economic conditions is defined. It is offered to improve methodological approaches to investments as information category which involves sources, kinds of the property and the form of supplying information.

*Vysochan O.*

**OFF-BALANCE ACCOUNTING IN TOURIST ENTERPRISES**

In the article the possibilities of off-balance sheet information on accounting for assets and liabilities are analyzed. Peculiarities of documenting transactions with off-balance sheet accounting of the leased property and assets under custody are researched. Some aspects of off-balance sheet accounting contractual obligations and forms of strict accounting of tourist enterprises are improved. Promising directions of further scientific research in order to improve the off-balance sheet accounting for tourist enterprises are singled out.

*Pavliv V.*

**NON-STATE PENSION FUNDS RISK**

In the article the risks in the system of non-state pension provision and their influence on the funds activity are analyzed. Besides, the importance of other financial and non-financial risks for non-state pension funds activity is investigated.

The subject of this article is insufficiently explored although its practical value is particularly important because of Ukrainian financial integration into global economy.