



SUMMARY

Shpak L.

SOCIAL INFRASTRUCTURE AS A COMPONENT OF SOCIAL AND ECONOMIC DEVELOPMENT OF THE REGION

In the article the importance of social infrastructure for regional and national economy has been studied. The main components of social infrastructure are defined.

Yatsenko V.

ESSENCE OF THE CONCEPT AND METHODOLOGICAL APPROACHES TO THE ASSESSMENT OF FINANCIAL STABILITY AND FINANCIAL FIRMNESS OF AGRICULTURAL ENTERPRISES

The essence of the concepts «financial stability», «financial firmness» are studied. Methodical approaches to the assessment of financial stability and financial firmness of agricultural enterprises are proved. It has extended the opportunity for better analysis and forecast of their activities and quantitative measurement of the financial perspectives. It has been proved that financial stability stands for qualitative characteristics of financial opportunities of an enterprise and its provision is among the most important economic issues. Indices are defined and their calculations based on methodological approaches to the assessment of financial stability and financial firmness are done, their analysis is conducted. A set of special techniques that enables to assess the state of financial stability and financial firmness of agricultural enterprises is offered.

Dmytruk B., Svetlova N.

INTERNATIONAL MIGRATION PROCESSES: MOTIVATION, KINDS AND RESULTS FOR THE COUNTRIES OF ORIGIN AND HOST COUNTRIES

In this article the trends of international migration processes, factors of impact on economy of labour power exporting and importing countries are studied. The necessity of taking rapid and effective united efforts of EU countries to stabilize the impact of migrators from the countries of Africa and the Middle East is proved. This situation can cause the exit of some countries from the European Union and threaten the existence of the commonwealth.



Lysenko O.

**PECULIARITIES OF QUALITY MANAGEMENT SYSTEM
IMPLEMENTATION UNDER THE NEW VERSION OF THE
ISO 9001 STANDARD**

The main differences between ISO 9001:2008 and ISO 9001:2015 have been analysed in the article. Quality management system innovations have been studied. The article provides guidelines for updating quality management system of an organisation to fit the new version of the standard.

Gyrnyk L.

**AGRIHOLDINGS ACTIVITY IN UKRAINE AND THEIR
IMPACT ON THE DEVELOPMENT OF AGRICULTURE**

This article provides the analysis of the agro-industrial units in Ukraine; their impact on the country's agriculture is determined. The areas of efficient activities of agricultural holdings in the current economic conditions are offered.

Koval V., Opalenko A., Mankuta Ya.

**MODERN METHODS OF EDUCATIONAL PROCESS
AUTOMATIZATION IN HIGHER EDUCATIONAL
ESTABLISHMENTS**

In this article the peculiarities of cloud technologies usage, three basic types of cloud service provision – IaaS, PaaS and SaaS – Supplements are characterized. The benefits of cloud computing compared to traditional technologies are named. It has been found out that IT infrastructure in Higher Educational Establishments can be formed based on one of three main approaches that is peer to peer network, definite server or powerful datacenters. It was defined some software platforms to support educational process within information and educational environment in a Higher Educational Establishment. They are educational information portal, electronic archive of scientific, learning and teaching aids, wiki portal, video portal. A general model of cloud-oriented environment in which special attention is paid to the formation of educational aims and syllabus is offered.



Kostian N.

OPTIMIZATION OF LOGISTICS DEPARTMENT IN THE FIELD OF TRANSPORT SERVICES

The paper provides a method of optimizing the logistics forwarding services by automating the process of charging for transport services. It is defined additional factors that influence the cost of transport. Data analysis in the providing charging services is made on the basis of decision trees. A functional model of a manager of logistics forwarding organization is built. Designing of databases necessary to preserve the original information is implemented by using of Unified Modeling Language UML 2.0. It is developed the continuity to determine the optimal transportation costs. Software implementation continuity is made using language PHP and JavaScript.

Mostenska T.

HIERARCHY OF SOCIETALLY RESPONSIBLE MARKETING PRINCIPLES

The article describes the basic principles of socially responsible marketing. The correlation between socially responsible marketing and corporate social responsibility has been characterized. The concept of hierarchical construction of social responsibility principles, their characteristics and the ways of their implementation have been described. The directions of socially responsible marketing implementation and their relationship with strategic and tactical objectives of enterprises activity have been characterized.

Usmanova M.

THE THEORETICAL BASIS FOR THE FORMATION OF INNOVATION INFRASTRUKTURE IN UKRAIN

In the article the reasons of the necessity of introduction of a national innovation system of Ukraine's economy development and formation of innovative infrastructure as its component are investigated. The main subjects and directions of state support are identified. The main problems of innovation infrastructure functioning and the ways of their solution are outlined.



Yatsenko O.

THE BANK LENDING MECHANISM IN THE SYSTEM OF RAISING FUNDS FOR AGRICULTURE

In the article the state of bank lending in agricultural production is investigated and its deterrents from the standpoint of a lender, a borrower and the state are identified. The objective need in using external financing of agriculture is grounded. It is linked with seasonality of agricultural production, mismatch the terms of costs and earnings from product sales, comparatively long production cycle in certain agricultural sectors. The mechanism of bank lending to agrarian sector business activities and its components are offered. The expediency of creation of a special loan guarantee funds for enterprises of the agricultural sector in Ukraine and a mechanism of mortgage lending is proved.

Economic benefits of leasing which combines elements of lease and loan are grounded. The state of leasing in European countries is represented and the main groups of goods taken on lease basis are shown. It has been emphasized that the second large area for leasing operations in Ukraine is agriculture. The quantitative and cost indicators of financial leasing contracts for several years are studied.

Disadvantages prevailing in public financing of agrarian sector of Ukraine budgets of different levels have been pointed out. The need to ensure the full financing of the 5% budget which is regulated by the law of the state is indicated.

It has been concluded that there is a need to create effective mechanisms of bank and other types of lending to business activities in the agricultural sector that ultimately will lead to GDP growth of agriculture and achievement of its strategic goal of economic development.

Dobryanska N., Shevchenko A., Popovych O.

SUBSTANCE OF THE FINANCIAL SUPPORT MODEL OF DIVERSIFICATION

The article describes the types of diversification, foreign experience of diversification of agricultural enterprises financing. The main problems of agricultural enterprises lending in Ukraine are studied. The main factors that negatively affect the development of diversification of production in agriculture in the region are outlined.



Sukach O., Sarana L.

INSURANCE MARKET IN UKRAINE: MODERN REALITIES AND PROSPECTS

The insurance market is closely linked to the country's economy, and the role of insurance is constantly increasing. In the article the methodological approach to the concept «insurance market» is considered, the structure of the Ukrainian insurance market is presented, the estimation of key parameters of the level of the insurance market development in conditions of modernization of economy is done.

Based upon the analysis of key indexes and tendencies of the Ukrainian insurance market it's defined that currently it is one of the most dynamic segments of local economy, the primary part of its financial and investments mechanism for social problems regulation. The ways for the Ukrainian insurance market further development are offered.

Holubka M.

THE VALUE OF FINANCIAL AND ECONOMIC AS WELL AS COOPERATIVE EDUCATION IN WESTERN UKRAINE (THE SECOND HALF OF THE XIX – THE BEGINNING OF THE XX CENTURIES) AND ITS IMPACT ON THE CONSCIOUSNESS OF A UKRAINIAN

The article is devoted to the impact of financial and economic as well as cooperative education in Western Ukraine (in the second half of the XIX – the beginning of the XX century) on the consciousness of a Ukrainian. It is education that is a great value that contributes to the development of spiritual maturity, high morality in the consciousness of a Ukrainian and promotes the implementation of the moral and ethical values, brings up a so-called Ukrainian personality that is ready to take part in the national life of Ukraine and be responsible for the fate of the people he/she belongs to. It should be emphasized that the financial and economic education would encourage the development of individuals who are willing to change the state, who understand the essence of financial flows and economic phenomena which could raise strong and wise leaders with cooperative education of the higher educational establishments.

Servatynska I.

FORECASTING SCENARIO OF FINANCIAL RESOURCES IN THE PUBLIC SOCIAL INSURANCE FUNDS

In this article the estimate of incomes of the Pension Fund of Ukraine is analyzed. It has been defined that under the growing imbalance in the



budget of the Pension Fund of Ukraine, the current pension system has not met the requirements of the contemporary economy and demographic situation. This paper offers the scenario forecast of the resources required to ensure payments of the unfunded accumulated pension liabilities from the relevant sources of financing within the target and the current models. The balanced budget time horizon for the Pension Fund of Ukraine has been defined.

Bogach D.

CURRENT CONDITION OF UKRAINE'S STOCK MARKET

The main characteristics of the stock market in Ukraine and the problems that arise during further modernization are analyzed. The main ways which should be applied during reform of the stock market are underlined. Indexes that serve as the assessment of the stock market activity in Ukraine are described.