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socioeconomic development of regions; social  
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advertising; cooperation of public bodies with NGOs;  
the structure of marketing communications



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intercultural communications; intercultural  
marketing; intercultural managerial competences**



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**Research interests: corporate finance; financial management;  
optimal innovative strategy; econometrics**



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**Research interests: commercial banking;  
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**Research interests:** blue economy; green economy



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**Research interests:** corporate government system  
on the example of light industry enterprises



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activity at the regional level



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**Research interests: mathematical methods in economy;  
housing economy; international finance**



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Research interests: quality management in the food industry



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enterprise reporting



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Research interests: finance



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Research interests: consumer behaviour; social network  
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methods of optimizing energy management;  
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**Research interests: microeconomics; welfare economics**



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**Research interests: corporate social responsibility**



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**Research interests:** commercial banking;  
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 communication policy**



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 urban planning; industrial zones; design of buildings**



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**Research interests: capital formation in Ukrainian agriculture**



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Research interests: innovation systems



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 crediting; monetary regulation; cash money  
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**Research interests:** food quality and food safety;  
implementation of quality and safety management  
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economics of cultural and creative industries; public  
governance of economic activities in creative industries**



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**Research interests: cognitive economics**



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