

Contents

SCIENTIFIC ARTICLES¹

Economic Theory and History

1. **Chebatarov V., Chebatarov Ye.** Polish economic miracle as a factor of the socialist system of economy collapse 5
2. **Lantukh I.** The role of the foreign assets in the economy of Ukraine at the turn of the XXth century 10
3. **Minochkina O.** Formation of social capital of the nation 15
4. **Rozmainy I.** The basic elements of the post keynesian analysis of the post-soviet model of Russian capitalism 21

International and Regional Economics

5. **Shabalina L., Kapko A.** Analysis of Russian market of foodstuffs and agricultural raw materials in modern conditions of managing 28
6. **Francisco F. R. Ramos, Kovalenko O., Kovalenko S.** Cultural diversity and growth of international firms 35
7. **Ivanov S., Perebyynis V., Oleksenko L., Svitlychna A.** Organizational development of agro-industrial complex on basis of cooperation and integration 41
8. **Pajak K., Kvilinskyi O., Fasiiecka O.** Regional energy security (based on Polish experience) 47
9. **Lis P.** The Conditions of the water sector in Poland 56
10. **Glinkowska B.** Analysis of the state of internationalisation of small and medium-sized enterprises in Poland 62
11. **Papizh Yu.** Features of effective clustering in mining regions of Ukraine 67

Finance

12. **Simeonova R.** Standard Costing System – a management tool by deviations 70
13. **Mykhaylychenko N., Tokareva A.** Problems and prospects of implementation controlling as a modern enterprise management tool 75
14. **Kamenska O., Vesela N.** Estimation of human capital in the strategic budgeting system 79
15. **Ostrovetsky V.** Some aspects of the Ukrainian fiscal policy in the context of decentralization: the revenue of local budgets 85

Marketing

16. **Zaloznova Y., Trushkina N.** Organization of marketing activity of coal mining enterprises in an irregular demand environment: theoretic and practical aspects 91
17. **Lisyuk V., Serov A.** The market approach to local markets of housing and communal services of Ukraine 96
18. **Shlafman N., Hudkov V.** Bank marketing at the present Ukrainian banking services market 99
19. **Gonchar V.** Forecasting as a method of metals marketing research 104
20. **Litovchenko I., Shkurupskaya I.** Industry 4.0 as a major Factor in the formation of IMC (Integrated Marketing Communications) 109
21. **Korytko T., Kruk E.** Theoretical aspects definition of the potential competitiveness of enterprises 115
22. **Nechvoloda L., Ivchenkova E., Pylypenko K.** Increase in competitive capacity of industrial enterprise through creation of automation system of the process of work distribution among employees 120
23. **Shevchenko N., Gudkova E.** The use of mathematical methods for decision making in optimal pricing strategy for enterprises 124
24. **Kitrish E.** The role of supply chain sustainability in strengthening the business competitiveness 128

Management

25. **Khadzhyanova O.** Coordinated planning of the production program of enterprises business network 137
26. **Chernata T.** Statistical analysis of the relationship of the enterprise indicators of capital use efficiency and the profitability 145
27. **Latysheva Ye.** The ecological component of potential of sustainable development of machine-building enterprises as a management instrument by a competitiveness 150
28. **Shevchenko A.** Identification of the economic security technological component of Ukraine in the field of railway transport 154

Management of Innovations

29. **Vetsepura N., Prokofieva S.** The problems of innovative activity activation 161
30. **Tashkova M.** Big data – the new challenge facing business 164
31. **Mazurkiewicz J.** The effectiveness of green certificates – evidence from Poland 168

Management of Labour and Safety

32. **Gancheva Z.** Opportunities for improving the process of training of customs officers 175
33. **Nikolov E.** Global Reporting Initiative and its implementation in Bulgarian and Ukrainian enterprises 182
34. **Vishnevsky O.** The role of social resources in formation of wealth in the decentralization and industry 4.0 processes 188
35. **Boichenko M.** Social and economic aspect of occupational risks management at mining enterprises 193
36. **Dobykina Y.** Perfection of mechanism of estimation and management labour potential in the conditions of adaptation to requirements of international integration 196
37. **Lyakh O.** Social cooperatives: whether the European experience takes root in Ukraine? 202

¹ All articles are published in the author's wording.