

Ministry of Education and Science of Ukraine
Sumy State University
Oleg Balatskyi Academic and Research Institute
of Finance, Economics and Management

SOCIO-ECONOMIC CHALLENGES

Proceedings
of the International Scientific and Practical Conference

(Sumy, November 3–4, 2020)



Sumy
Sumy State University
2020

330.3:005(063)

S62

Editor-in-Chief

Prof., Dr. **Vasilyeva Tetyana**, Director of Oleg Balatskyi Academic and Research Institute of Finance, Economics and Management, Sumy State University

Editorial Board:

Prof., Dr. **Dyakonova Iryna**, Sumy State University, Ukraine;

Prof., Dr. **Kuzmenko Olha**, Sumy State University, Ukraine;

As. Prof., Dr. **Lyulyov Oleksiy**, Sumy State University, Ukraine;

As. Prof., Dr. **Shvindina Hanna**, Sumy State University, Ukraine;

As. Prof., Dr. **Shkarupa Olena**, Sumy State University, Ukraine;

As. Prof., PhD. **Bhola Khan**, Yobe State University, Nigeria;

As. Prof., PhD. **Dipra Jha**, School of Hospitality Business Management, Washington State University

*Approved by the Academic Council of Sumy State University
(protocol № 5, 12 November 2020)*

S62 Socio-Economic Challenges : Proceedings of the International Scientific and Practical Conference, Sumy, November 3–4, 2020 / edited by Prof., Dr. Vasilyeva Tetyana. – Sumy : Sumy State University, 2020. – 511 p.

Proceedings of the International Scientific and Practical Conference "Socio-Economic Challenges" are devoted to finding a systemic solution to multidisciplinary problems in the field of modern development, management, administration of various systems, corporate social responsibility, innovation management in various fields of environmental management.

For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

330.3:005(063)

© Sumy State University, 2020

	TABLE OF CONTENTS	P.
<i>Tetiana Vasyliieva, Iryna Didenko, Vladyslav Smiiianov, Soldatenko Darina</i>	INFLUENCING THE FACTORS OF COMMUNITY HEALTH INTO THE DIFFERENTIATION OF REGIONS OF UKRAINE FOR BECOMING ILL ON COVID 19	13
<i>Tetyana Vasilyeva, Serhiy Lieonov, Nataliia Letunovska</i>	THE ECONOMIC IMPACT OF COVID-19: FORECASTING FOR UKRAINIAN REGIONS	18
<i>Yuriy Petrushenko, Natalia Zemliak, Sofia Petrenko</i>	THE IMPACT OF EDUCATION ON MIGRATION	23
<i>Serhiy Lyeonov, Aleksy Kwilinski, Denys Pudryk, Shaforost Yuliya</i>	INTERNATIONAL MIGRATION AND DEMOGRAPHIC CHANGE: BIBLIOMETRIC ANALYZING AMONG RESEARCHERS USING SCOPUS AND GOOGLE SCHOLAR	27
<i>Iryna Dehtyarova, Leonid Melnyk, Oleksandr Kubatko,</i>	SOCIO-ECONOMIC EFFECTS OF DISRUPTIVE TECHNOLOGIES	34
<i>Oleksandr Kubatko, Iryna Sotnyk, Alona Olondar</i>	ESTIMATION OF THE CORONAVIRUS CRISIS IMPACT ON THE ENERGY AND ECONOMIC SECURITY OF THE NATIONAL ECONOMY	42
<i>Oleksandra Karintseva, Oleksii Goncharenko, Mariia Myslovskaya, Oksana Hrinevich</i>	ASSESSMENT OF CONSEQUENCES OF THE VIRTUAL REALITY ECO-TOURS ADVANCING IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT AND THE COVID-19 PANDEMIC	50

<i>Viktor Sabadash, Oleksandra Karintseva, Mykola Kharchenko, Viktoria Sabadash</i>	ACCESS AND RESOURCE ALLOCATION IN THE GLOBAL ECONOMY: CHALLENGES OF POST-INDUSTRIAL SOCIETY	61
<i>Shaparenko S.</i>	SOCIO-ECONOMIC PRECONDITIONS FOR THE DEVELOPMENT OF ENERGY NETWORKS	69
<i>Bilan A.</i>	BLOGGER IS A MODERN PROFESSION	77
<i>Ancibor T.</i>	OPENING YOUR OWN HAIRDRESSING SALON AS A BUSINESS	84
<i>Vorobyov I.</i>	OPENING YOUR OWN FARM-STYLE CAFE	92
<i>Bondarenko Alla, Piven V.S.</i>	ADVANTAGES AND DRAWBACKS OF SALES PROMOTION OF GOODS	100
<i>Maksym Kirilenko, MU Jianming</i>	PROBLEMS OF IMPLEMENTATION OF INDUSTRY 4.0 IN UKRAINE	106
<i>Leonid Taraniuk, Hongzhou Qiu, Karina Taraniuk, Serafima Shakhova, Samuel Bot</i>	ANALYSIS ON APPLICATION AND CONTRIBUTION OF INTERNET OF THINGS TO LOGISTICS ENTERPRISES IN THE CONTEXT OF GLOBALIZATION	114
<i>Vitaliia Koibichuk, Serhii Drozd</i>	PREDICTIVE ANALYSIS OF TRENDS IN THE TOURISM INDUSTRY IN TERMS OF EU COUNTRIES	118
<i>Iryna D'yakonova, Leonid Taraniuk, Yuri Petrushenko, Anastasiya Shebeda</i>	FORMAL AND INFORMAL APPROACHES TO RELATIONS CENTRAL BANK OF THE COUNTIES WITH THEIR GOVERNMENT	125

<i>Bhola Khan</i>	THE IMPACT OF THE SECOND NATIONAL FADAMA DEVELOPMENT PROJECT ON POVERTY REDUCTION IN THE GEIDAM LOCAL GOVERNMENT OF YOBE STATE, NIGERIA	129
<i>Olha Kuzmenko, Tatiana Dotsenko</i>	FRONTIER ANALYSIS OF THE BANKS' FINANCIAL MONITORING EFFICIENCY CONCERNING ASSESSING THE RISKS OF MONEY LAUNDERING	134
<i>Ponomarenko Ihor, MU Jianming</i>	FUTURE LOGISTIC'S TECHNOLOGOIES IN CONTEXT OF INDUSTRY 4.0	138
<i>Kateryna Zaiika, Oksana Zamora, Iryna D'yakonova</i>	INTERNATIONAL ECONOMIC TRENDS DURING PANDEMICS: FROM PLAGUE TO CORONAVIRUS	145
<i>Olexii Karpishchenko, Tetiana Illiashenko, Kostiantyn Illiashenko, Olexandr Tovstukha</i>	DIGITIZATION OF THE HOUSING SERVICES AS A TOOL FOR ENSURING SUSTAINABLE DEVELOPMENT OF SETTLEMENTS	150
<i>Tetyana Vasilyeva, Kuzmenko Olha, Kashcha M. Basanets Sofiia</i>	ECONOMIC AND MATHEMATICAL MODELING REASONS FOR DIFFERENTIATED DEVELOPMENT OF PANDEMIC IN UKRAINE	154
<i>Olena Boiko</i>	TAXATION IN LIFE INSURANCE SYSTEM	158
<i>Svitlana Ivanytska, Zatona Kateryna</i>	PECULIARITIES OF THE ORGANIZATION OF PAYMENT AT THE ENTERPRISE	163
<i>Oleksandr Zaitsev</i>	INTERACTION OF FINANCIAL DEVELOPMENT AND REAL ECONOMY	167

<i>Olha Kuzmenko, Tetyana Vasilyeva Yana Harbar, Aleksy Kwilinski Viktoria Radko</i>	OPTIMIZATION OF THE SYSTEM AND MECHANISM OF REGULATION OF FINANCIAL MONITORING OF INSURANCE COMPANIES	172
<i>Serhii Mynenko, Vitaliia Koibichuk</i>	THE BLOCKCHAIN TECHNOLOGIES IN PUBLIC ADMINISTRATION	176
<i>Chortok Yuliia, Nechyporenko Roman, Yaskevich Anastasiya</i>	SMART TRANSPORT AND LOGISTICS ENVIRONMENT	184
<i>Iryna Marekha, Tetiana Makarenko</i>	WORLD MODELS FOR ASSESING THE EFFECTIVENESS OF ENVIRONMENTAL TAXES	189
<i>Serhii Lyeonov, Serhii Mynenko, Olha Kuzmenko, Oleksii Lyulyov, Kateryna Hrek</i>	THE RISK OF MONEY LAUNDERING: OVERVIEW THROUGH THE OPERATIONS OF INSURANCE COMPANIES	193
<i>Olena Bilotserkivska, Viktoria Shcherbachenko</i>	BRAIN DRAIN FROM UKRAINE: HOW TO SLOW DOWN AND BREAK THIS TENDENCY IN THE CONTEXT OF KNOWLEDGE ECONOMY	199
<i>Olena Pavlenko, Ihor Maksymenko, Oleksii Shkulipa</i>	INFLUENCE OF BUSINESS PROCESSES ON REGIONAL INFRASTRUCTURE	204
<i>Olha Kuzmenko, Volodymyr Ovcharenko</i>	METHODS REVIEW FOR ASSESSING THE INVESTMENT ATTRACTIVENESS OF INNOVATIVE BANK TECHNOLOGIES	209

<i>Anastasiia Yurchenko, Viktoriia Shcherbachenko</i>	ACTUAL PROBLEMS OF THE ECONOMY AND SOCIETY GREENING	214
<i>Dymchenko Olena, Rudachenko Olha</i>	STATE REGULATION OF SOCIO-ECONOMIC DEVELOPMENT OF REGIONS	219
<i>Bozhenko Victoria, Petrova Ksenia</i>	MODELING THE TRANSMISSION OF SYSTEMIC FINANCIAL RISK TO THE DEVELOPMENT OF THE ECONOMY'S REAL SECTOR	223
<i>Vladyslav Shapoval, Mariia Troian</i>	THE IMPACT OF GLOBALIZATION ON COMMUNICATION	227
<i>Halyna Mishenina, Daria Pavlenko</i>	AGILE METHODOLOGY OF THE PUBLIC ADMINISTRATION SYSTEM IN THE CONTEXT OF DIGITAL TRANSFORMATION OF UKRAINE	232
<i>Ved Prakash</i>	MEASUREMENT OF POVERTY AND SOCIO-ECONOMIC REQUIREMENTS OF BPL IN INDIA	237
<i>Tetiana Kurbatova, Valeriia Vialkova</i>	ANALYSIS OF INTERNATIONAL CONFLICTS: ANALYTICAL ELEMENTS AND TOOLS	243
<i>Ahniia Havrylina</i>	FEATURES OF NON-TRADITIONAL TYPES OF INVESTMENT	246
<i>Pokhylko S., Eremenko A.</i>	USING SOCIAL MEDIA PLATFORMS TO CREATE AND DEVELOP BUSINESS PROJECTS	249
<i>Pavlo Hrytsenko, Yevhen Kovalenko, Vladyslav Popov</i>	INNOVATIVE ACTIVITY AS A BASIS FOR SUSTAINABLE ECONOMIC GROWTH	254

<i>Leonid Melnyk, Olena Matsenko, Vladyslav Piven</i>	SOCIO-ECONOMIC ASPECTS OF GREEN ENERGY DEVELOPMENT: THE EXPERIENCE OF THE EU AND UKRAINE	264
<i>Harchenko D.</i>	ECONOMIC SECURITY AND THE FIGHT AGAINST CORRUPTION	273
<i>Hanna Yarovenko, Olena Kolotilina</i>	DEVELOPMENT OF METHODOLOGY FOR ASSESSING THE RISKS OF SOCIO-ECONOMIC AND POLITICAL GROWTH OF UKRAINE	285
<i>Inessa Yarova</i>	ENVIRONMENTAL ASPECTS OF INTERNATIONAL TRADE RELATIONS	289
<i>Denys Smolennikov, Daria Pavlenko</i>	STAKEHOLDER APPROACH TO PROJECT MANAGEMENT	293
<i>Oleksandr Khadartsev</i>	MODERN ENTREPRENEURSHIP ON THE PROJECT MANAGEMENT PRINCIPLES	297
<i>Hanna Yarovenko, Victoria Kovach</i>	GLOBAL TENDENCIES FOR THE IT USE IN MANAGEMENT INFORMATION SYSTEMS	300
<i>Tatiana Shcherbyna</i>	DIGITAL MARKETING AND INTERNATIONALIZATION OF UKRAINIAN BUSINESSES	304
<i>Viktoriia Kubatko, Diana Bilous</i>	THE FIGHT AGAINST CORRUPTION AS ONE OF THE TOOLS OF THE NATIONAL ECONOMY DE-SHADOWING	308
<i>Nataliia Letunovska</i>	CHALLENGES FOR THE HEALTH COMPONENTS OF A REGION IN THE CONTEXT OF GLOBALIZATION	312
<i>Anna Rosokhata, Anna Chykalova</i>	MARKETING ACTIVITIES FEATURES FOR DIFFERENT CLASSIFICATION TYPES OF BUSINESS STRUCTURES	317
<i>Korobets Olena,</i>	MANAGEMENT OF ENVIRONMENTAL	322

<i>Yaroslav Reshetnyak, Yura Yula</i>	RISKS AT THE COMPANY: THE MARKETING DETERMINANTS	
<i>Yana Us, Tetyana Pimonenko, Oleksii Lyulyov, Yuriy Bilan, Yulia Shaforost</i>	THE GREEN-FEMININE STEREOTYPES AS A BARRIER ON THE WAY OF GREEN BRAND DEVELOPMENT	327
<i>Maryna Saienko, Tetyana Pimonenko, Oleksii Lyulyov, Yuriy Bilan, Svetlana Kostornova</i>	NEW TRENDS IN MARKETING FOR SMALL AND MEDIUM ENTERPRISES	333
<i>Ziabina Yevheniia, Tetyana Pimonenko, Oleksii Lyulyov</i>	EFFICIENCY OF UKRAINIAN ENERGY POLICY IN THE FRAMEWORK OF CIRCULAR AND CARBON-FREE ECONOMY	337
<i>Yurii Bilan, Yana Us, Volodimir Nesterenko, Huseynadze K.R.</i>	PROSPECTS OF TOURISM DEVELOPMENT	342
<i>Olena Ivakhnenko</i>	EFFICIENT AGRO-LAND USE IN THE CONDITIONS OF GLOBAL CLIMATE CHANGE	348
<i>Artem Artyukhov</i>	QUALITY OF EDUCATION AND SDGS: SOCIO-ECONOMIC ASPECT	351
<i>Nadiia Artyukhova</i>	KNOWLEDGE MARKETING AS A TOOL FOR SOCIO-ECONOMIC GROWTH: THEORETICAL AND APPLIED BASE	355
<i>Khomenko L.M.</i>	SOME ELEMENTS OF MARKETING ACTIVITIES IN BLOOD SERVICE COMPANIES: CONTENT STRATEGY OF THE SITE	360

<i>Shkarupa O.V., Mayboroda T.M., Kalchenko Y.</i>	SCALING ECO-INNOVATIONS BASED ON SOCIO-ECONOMIC EFFECTS IN THE "ENTERPRISE-REGION-STATE" SYSTEM	365
<i>Oleh Dudchenko</i>	SOCIAL AND ECOLOGICAL RESPONSIBILITY AS A SYSTEMIC ELEMENT FOR AGRICULTURAL SUSTAINABILITY	371
<i>Yevhen Mishenin</i>	ORGANIZATIONAL AND ECONOMIC MECHANISMS FOR ENVIRONMENTALLY SAFE AGRICULTURAL LAND USE	380
<i>Yuriy Derev'yanko, Olha Lukash</i>	EVALUATION ON THE BASIS OF MODERN INDICATORS	389
<i>Vita Hordiienko, Tetiana Semenenko, Violeta Tretynyk</i>	INTEREST RATE AND ECONOMIC GROWTH IN UKRAINE	398
<i>Oleksii Zakharkin, Volodymyr Novikov, Dmytro Yemelianov</i>	COMPARATIVE ANALYSIS OF THE CONCEPTS OF VALUE ORIENTED ENTERPRISE MANAGEMENT	402
<i>Liudmyla Zakharkina, Yevhenii Okhrimchuk</i>	INTERNET OF THINKS IN LOGISTICS	407
<i>Oleksii Zakharkin, Liudmyla Zakharkina</i>	THE USE OF INDICATORS OF FINANCIAL CONDITION TO DETERMINE THE ENTERPRISE'S INVESTMENT ATTRACTIVENESS	411
<i>Ivan Shkarupa</i>	FACTORS AND INSTRUMENTS OF MANAGING THE EFFICIENCY OF ENTREPRENEURIAL ACTIVITY IN MODERN TRANSFORMING CONDITIONS	417

<i>Inna Tiutiunyk, Andrii Zolkover, Sergij Lyeonov, Aleksy Kwilinski, Alina Vysochyna, Kostronova Svetlana</i>	THE INNOVATIVE FINANCIAL TECHNOLOGIES AND ITS IMPACT ON SHADOW TRANSACTIONS	422
<i>Larysa Hrytsenko, Oleksandra Tverezovska</i>	EVALUATION OF PUBLIC-PRIVATE PARTNERSHIP PROJECTS' RISKS	426
<i>Hanna Shvindina</i>	COOPETITION MODEL OF INTERACTIONS FOR INSTITUTIONS IN A SPHERE OF EDUCATION	430
<i>Yuliia Humenna, Semen Tymoshenko</i>	MERITS AND CHALLENGES OF DIGITAL ECONOMY IN DEVELOPING COUNTRIES	436
<i>Yuliia Shkodkina, Yuliia Humenna, Oleksandra Tverezovska</i>	OBSTACLES TO START-UP IMPLEMENTATION IN THE MODERN CONDITIONS OF ECONOMIC DEVELOPMENT	440
<i>Ihor Kobushko Iana Kobushko</i>	CREATING MOTIVATION FOR EMPLOYEES THROUGH KPIS SYSTEM	445
<i>Nataliia Kotenko</i>	THE IMPACT OF INTERGOVERNMENTAL FISCAL POLICY ON LOCAL SUSTAINABLE DEVELOPMENT	451
<i>Nataliia Antoniuk, Iryna Plikus, Alona Myronova</i>	INDICATORS OF FINANCIAL SYSTEM SECURITY	456
<i>Iryna Plikus, Nataliia Antoniuk</i>	THE INFLUENCE OF DIGITALIZATION ON TRANSFORMATION PROCESSES ON THE LABOR MARKET	460

<i>Oleksandr Zaitsev, Dmitro Nikitin</i>	THE MECHANISM OF FINANCIAL RECOVERY OF THE ENTERPRISE SHOULD INCLUDE THE CASH AMOUNT OF THE LOAN AS PRODUCTION COSTS	466
<i>Svitlana Kolosok, Iuliia Myroshnychenko, Yuliia Matvieieva, Denis Hryhorenko</i>	INVESTMENT MANAGEMENT FOR SMART GRID PROJECTS: A CROSS-COUNTRY ASSESSMENT	470
<i>Opanasiuk Yuliia, Taraniuk Karina, Maryn Matvii Viktoria Shkola</i>	TRANSITION TO GREEN ECONOMY: BASIC PRINCIPLES AND PROBLEMS	475
	ADVANCED DEVELOPMENT AND INTELLECTUAL CAPITAL: AN INFLUENTIAL ASSESSMENT	482
<i>Semenog A. Mykhalova A.</i>	THEORETICAL ESSENCE OF TRUST IN FINANCIAL SERVICES	488
<i>Veronika Barvinok, Anna Vorontsova, Julia Sergienko</i>	INTERNATIONAL MIGRATION AND THE COVID-19 PANDEMIC: LITERATURE REVIEW	494
<i>Kateryna Hrek, Iryna Didenko</i>	STUDY OF POSSIBILITIES OF THE BPW PACKAGE. DIFFERENCE ON CREATION OF DFD DIAGRAMS AND IDF0 DIAGRAMS: DESCRIBE THE PROCESS OF LOGISTICS AT THE ENTERPRISE	497
<i>Burnakova Valeriia</i>	SUSTAINABLE DEVELOPMENT STRATEGY FOR TOBACCO INDUSTRY	502
<i>Olena Shkarupa, Anastasija Turchyn, Kateryna Vlasenko</i>	FORMATION OF A POSITIVE IMAGE OF WOMEN LEADERS IN PUBLIC ADMINISTRATION	506

EFFICIENCY OF UKRAINIAN ENERGY POLICY IN THE FRAMEWORK OF CIRCULAR AND CARBON-FREE ECONOMY

Ziabina Yevheniia,

Sumy State University, Ukraine

Tetyana Pimonenko, Dr. Sc.,

Sumy State University, Ukraine

Oleksii Lyulyov, Dr. Sc.,

Sumy State University, Ukraine

The new global world changes on the modernization of energy policy and provokes the transformation of Ukrainian economy into a carbon-free economy. Accordingly, it puts the country to economic, environmental, social, technical and technological challenges in all spheres.

According to experts, the most promising vector in improving the Ukrainian energy sector is the concept of energy efficiency, energy-saving and sustainable development. In recent years, the number of scientific publications in the studied field by overseas and domestic scholars has been increasing from year to year.

In the papers [15; 18; 19; 22] the authors propose to consider a comprehensive multi-model dual-energy efficiency in the field (the field of industrial and household) given the behavioural characteristics of consumers (about efficiency, loyalty, income, etc.) and the strategy of sustainable development.

It is crucial to consider situational factors and their impact on the model of energy consumption by households as a tool for developing the sustainability of energy consumption, increasing energy efficiency and energy conservation [5; 8; 10; 23].

Prospects for the introduction of renewable energy and the search for alternative fuels in the process of restructuring the energy sector to reduce greenhouse gas emissions, as the implementation of effective energy policy were studied in the papers [1; 3; 20; 21; 24; 27] by the national scientists.

One of the main areas of research [2; 4; 6; 7; 12; 14] is an assessment of investment attractiveness in the field of green economy and energy, the search for innovative financial mechanisms in the process of introducing renewable energy sources in industry and households.

Scientific researches [11; 16; 17; 26] highlighted the necessity of developing the new marketing tools to attract investment and promote environmental awareness and thinking in society.

The results of the analysis confirm that no universal plan for the implementation of an effective energy policy in Ukraine has been adopted so far. It is expedient to consider some strategic development plans, such as Energy Strategy of Ukraine until 2035 «Security, Energy Efficiency, Competitiveness» [9]; Sustainable Development Strategy of Ukraine till 2030 (Project 2017) [13]; State Targeted Economic

Program for Energy Efficiency and Development of Energy Production from Renewable Energy Sources and Alternative Fuels for 2010-2021 [25].

One of the areas of development of the strategies mentioned above and programs is the task of establishing a carbon-free economy in Ukraine in the concept of improving energy efficiency and achieving sustainable development goals. The key indicator of the level of effectual energy policy is the energy intensity indicators, which are shown in Fig. 1.

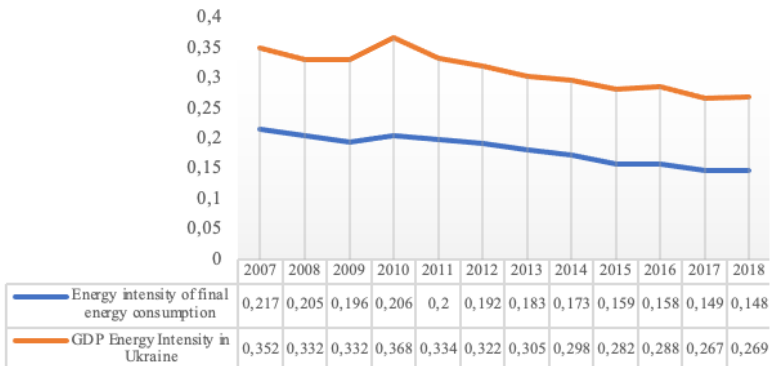


Figure 1 - Indicators of energy intensity in Ukraine, tons of oil equivalent./thousand dollars USA, 2007 – 2018

Starting from 2011 (Fig. 1), the energy intensity of GDP and final energy consumption in Ukraine decreased by 2.9% and 9.2%, respectively, compared to the previous year. In 2014 the country ranked 8th compared to other countries in terms of energy intensity of GDP. In general, there is a positive trend towards a decline in energy intensity of GDP, in 2018 it decreased by 23.58% compared to 2007 and final energy consumption, which is 31.8% less than in 2007. Although the indicators tend to fall every year, in comparison with the EU countries, the values of these indicators are high and do not meet European standards.

The turning point in the presented trend is the identified and adopted development strategies and programs focused on EU standards and requirements. But it is not only the reason for the decline, but it is also necessary to note changes in the demographic situation and methodology for calculating GDP. To consolidate the success and development of Ukraine's energy policy, taking into account the powerful natural potential, it is necessary to:

- disseminate energy-saving power-efficient technologies in the industrial sector;
- upgrade energy infrastructure in the country according to the standards of the

European Union;

- introduce the best world practices on restoration and preservation of the natural environment taking into account domestic conditions of functioning of the national economy;
- formate a favourable investment climate to attract green financial resources in innovative energy-efficient projects;
- minimize the amount of energy import through the introduction of renewable energy sources in the industry and among households;
- improve and implement the motivational mechanism for the implementation of alternative energy (green tariff, green auction, et c.).

Funding: The research was funded by the grant from the National Research Foundation of Ukraine «Stochastic modelling of road map for harmonizing national and European standards for energy market regulation in the transition to a circular and carbon-free economy» ID 2020.02/0231); grants from the Ministry of Education and Science of Ukraine (No 0120U102002).

Reference

1. Bilan Y., Streimikiene D., Vasylieva T., Lyulyov O., Pimonenko T., Pavlyk A. (2019) Linking between Renewable Energy, CO₂ Emissions, and Economic Growth: Challenges for Candidates and Potential Candidates for the EU Membership. *Sustainability*, 11, 1528.; <https://doi.org/10.3390/su11061528>
2. Boutti R., Amri Ad. El., Rodhain F. (2019). Multivariate Analysis of a Time Series EU ETS: Methods and Applications in Carbon Finance. *Financial Markets, Institutions and Risks*, 3(1), 18-29. [http://doi.org/10.21272/fmir.3\(1\).18-29.2019](http://doi.org/10.21272/fmir.3(1).18-29.2019)
3. Cebula J., Chygryn O., Chayen S. V., Pimonenko T. (2018). Biogas as an alternative energy source in Ukraine and Israel: Current issues and benefits. *International Journal of Environmental Technology and Management*, 21(5-6), 421-438.
4. Cebula J., Pimonenko T. (2015). Comparison financing conditions of the development biogas sector in Poland and Ukraine. *International Journal of Ecology and Development*, 30(2), 20-30.
5. Chakrawal AL. K., Goyal P. (2018). Performance Measurement and Management in Public Enterprises in India: A Case Study of NTPC. *Financial Markets, Institutions and Risks*, 2(3), 28-37. DOI: 10.21272/fmir.2(3).28-37.2018.
6. Chigrin O., Pimonenko T. (2014). The ways of corporate sector firms financing for sustainability of performance. *International Journal of Ecology and Development*, 29(3), 1-13.
7. Chygryn O. Y., Krasniak V. S. (2015). Theoretical and applied aspects

of the development of environmental investment in Ukraine. Marketing and management of innovations, (3), 226-234.

8. Dkhili H. (2018). Environmental performance and institutions quality: evidence from developed and developing countries. Marketing and Management of Innovations, (3), 333-344. <http://doi.org/10.21272/mmi.2018.3-30>

9. Energy Strategy of Ukraine until 2035 "Security, Energy Efficiency, Competitiveness": Order of the Cabinet of Ministers of Ukraine of August 18, 2017 № 605-p URL: <https://zakon.rada.gov.ua/laws/show/605-2017-%D1%80#Text>

10. Kuhe A., Bisu D.Y. (2019) Influence of situational factors on household's energy consumption behaviour: Towards an effective energy policy International Journal of Energy Sector Management Volume 14, Issue 2, 18 September 2019, Pages 389-407 doi: 10.1108/IJESM-03-2019-0017

11. Mačaitytė I., Virbašiūtė G. (2018). Volkswagen Emission Scandal and Corporate Social Responsibility – A Case Study. Business Ethics and Leadership, 2(1), 6-13. Doi: 10.21272/bel.2(1).6-13.2018

12. Masharsky A., Azarenkova G., Oryekhova K., Yavorsky S. (2018). Anti-crisis financial management on energy enterprises as a precondition of innovative conversion of the energy industry: case of Ukraine. Marketing and Management of Innovations, (3), 345-354. <http://doi.org/10.21272/mmi.2018.3-31>

13. On the Goals of Sustainable Development of Ukraine for the period up to 2030: Decree of the President of Ukraine of September 30, 2019 №722/2019 URL: <https://www.president.gov.ua/documents/7222019-29825>

14. Pavlyk V. (2020). Assessment of green investment impact on the energy efficiency gap of the national economy. Financial Markets, Institutions and Risks, 4(1), 117-123. [http://doi.org/10.21272/fmir.4\(1\).117-123.2020](http://doi.org/10.21272/fmir.4(1).117-123.2020)

15. Pavlyk V. (2020). Institutional Determinants Of Assessing Energy Efficiency Gaps In The National Economy. SocioEconomic Challenges, 4(1), 122-128. [http://doi.org/10.21272/sec.4\(1\).122-128.2020](http://doi.org/10.21272/sec.4(1).122-128.2020).

16. Pimonenko T., Bilan Y., Horák J., Starchenko L., Gajda W. (2020). Green Brand of Companies and Greenwashing under Sustainable Development Goals. Sustainability, 12(4), 1679.

17. Pimonenko T., Lyulyov O., Chygryn O. (2018). Marketing of green investment: collaboration between main stakeholders. Reporter of the Priazovskiy State Technical University. Section: Economic sciences, 1(36), 214-220.

18. Pimonenko T., Lyulyov O., Chygryn O., Palienko M. (2018). Environmental Performance Index: relation between social and economic welfare of the countries. Environmental Economics, 9(3), 7-16.

19. Pimonenko T., Us J., Leus D., Fedyna S. (2017). The modern ecological and economic instruments for sustainable development. Bulletin of Sumy State University. Economy Ser, 2, 57-67.

20. Potapenko V. G., Kornatovskyy R. B., Shylkina A. L. (2017). «Green»

economy modernization of Ukraine. *Marketing and Management of Innovations*, (2), 344-358. <http://doi.org/10.21272/mmi.2017.2-32>

21. Prokopenko O., Chayen S., Cebula J., Pimonenko T. (2017). Wind energy in Israel, Poland and Ukraine: Features and opportunities. *International Journal of Ecology and Development*, 32(1), 98-107.

22. Safarzadeh S., Rasti-Barzoki M. (2020). A duopolistic game for designing a comprehensive energy-efficiency scheme regarding consumer features: Which energy policy is the best? *Journal of Cleaner Production*, 120195. doi:10.1016/j.jclepro.2020.120195

23. Sineviciene L., Shkarupa O., Sysoyeva L. (2018). Socio-economic and Political Channels for Promoting Innovation as a Basis for Increasing the Economic Security of the State: Comparison of Ukraine and the Countries of the European Union. *SocioEconomic Challenges*, 2(2), 81-93. DOI: 10.21272/sec.2(2).81-93.2018

24. Sotnyk I., Shvets I., Momotiuk L., Chortok Y. (2018). Management of Renewable Energy Innovative Development in Ukrainian Households: Problems of Financial Support. *Marketing and Management of Innovations*, 4, 150-160. <http://doi.org/10.21272/mmi.2018.4-14>

25. State Targeted Economic Program for Energy Efficiency and Development of Energy Production from Renewable Energy Sources and Alternative Fuels for 2010-2021: Resolution of the Cabinet of Ministers of Ukraine of September 30, 2020 № 896 URL: <https://zakon.rada.gov.ua/laws/show/243-2010-%D0%BF#Text>

26. Yelnikova J., Kwilinski A. (2020). Impact-Investing in The Healthcare in Terms of the New Socially Responsible State Investment Policy. *Business Ethics and Leadership*, 4(3), 57-64. [https://doi.org/10.21272/bel.4\(3\).57-64.2020](https://doi.org/10.21272/bel.4(3).57-64.2020)

Ziabina Y. A., Lyulyov O. V., Pimonenko T. V. (2019). Development of green energy as a way to energy independence of the national economy: experience of EU countries. *Scientific Bulletin of Polissia*. 19(3), 39-48. DOI: 10.25140/2410-9576-2019-3(19)-39-4

Наукове видання

СОЦІАЛЬНО-ЕКОНОМІЧНІ ВИКЛИКИ

Матеріали Міжнародної науково-практичної конференції

(Суми, 3–4 листопада 2020 року)

Стиль та орфографія авторів збережені.

Організаційний комітет і редакційна колегія можуть не поділяти точки зору авторів.

Автори відповідають за точність, достовірність і зміст матеріалів.

Посилання на матеріали конференції обов'язкові.

Відповідальний за випуск Т. А. Васильєва

Комп'ютерне верстання С. В. Миненко

Формат 60×84/16. Ум. друк. арк. 29,86. Обл.-вид. арк. 38,58.

Видавець і виготовлювач

Сумський державний університет,

вул. Римського-Корсакова, 2, м. Суми, 40007

Свідчення суб'єкта видавничої справи ДК № 3062 від 17.12.2007.