

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

FACTORS AND INSTRUMENTS OF MANAGING THE EFFICIENCY OF ENTREPRENEURIAL ACTIVITY IN MODERN TRANSFORMING CONDITIONS*

*Ivan Shkarupa, PhD student
Sumy State University, Ukraine*

In modern economic conditions, the most relevant issue is strategic management in entrepreneurship, in particular in matters of value creation and new competitive advantages to identify and implement the needs of the enterprise. The analysis shows that mature companies (such as Zappos) believe that employee satisfaction is at the heart of an effective business management strategy, which is central to a successful business model. Choosing happiness for employee happiness - profit has made this and many other companies extremely successful in developing a strong organizational culture [1]. This approach is consistent with the argument that Gross Domestic Happiness is a better tool for measuring the well-being of a country's population than gross domestic product [2]. The category of "happiness" is such an important value in modern reality, countries such as Bhutan and the United Arab Emirates actively support the idea of measuring socio-economic development using the GDH indicator. So, in the UAE, a separate profile ministry is founded, which deals with these issues [4, 5].

The concept of happiness (including company employees) has been covered for many years by the Scottish philosopher Bentham. He stated that the highest principle of morality is to maximize human happiness. Happiness refers to the degree to which a person evaluates the overall quality of his life favorably. In other words: how well a person loves the life he / she leads" [5]. The governments of many developed countries use research on happiness to form domestic policies in order to improve the general welfare of society [1].

The analysis of the number of studies of employee satisfaction at enterprises and organizations in recent years tends to increase both at the national and international levels. The management of many companies is increasingly realizing the importance of monitoring and enhancing the happiness of their employees. It is becoming generally accepted that managers should regularly pay attention to the factors that influence employee happiness and implement management strategies to improve employee satisfaction. Factors such as workspace, social relations in the team, optimism, job satisfaction and personal significance demonstrate statistical and practical significance when analyzing such a business component as employee happiness. The statistical results of the study indicate that successful modern companies view employee happiness as a core element of their business and drive their development based on a new employee satisfaction management strategy, rather than in a bureaucratic manner. This, in turn, reduces the outflow of specialists

from the company. Analysis of the literature shows that the company's management also needs to pay attention to the attitude of employees towards the company's goals, which is a determining factor and ranges from neutral to positive. In 2020, the common goal will become the main driver of the business, as experts predict. The integrity of the management approach and well-formulated goals significantly affect people's happiness. Thus, in our opinion, the management strategy should be based on the following main components:

- forming in employees a sense of the common goal of enterprise development, and not just mechanical performance of duties;
- formation of a conscious fulfillment of duties, which goes beyond the concept of official salaries;
- developing an understanding that non-monetary aspects of employment in the modern environment are key factors in employee happiness;
- forming a holistic view and attracting the attention of employees to the reasons for the existence of the company and its mission;
- helping to ensure that the personal goals of the employee meet the goals of the company.

These instruments help a company to create a competitive advantage by engaging their employees. The key components of effective employee participation are an appropriate leadership style within the company and effective two-way communication with employees. This creates an open and honest environment where employees feel that their ideas are heard and that they can contribute to decision making. Involved employees are more likely to be proud to work for their organization and therefore believe in and live the organization's values. Thus, employee engagement is the most important aspect for a company. Satisfied employee engagement is a combination of factors related to the company, the relationship with management, and their attitude to work. Supporting growth and attracting talent, as a long-term strategy, can also be achieved by a company through greater commitment to the company's goals from the employees as well as the senior management of the team. The result of employee engagement activities practiced in companies that firmly hold leading positions in their industry is precisely that positive example, since within these companies the level of employee involvement is much higher than the level of involvement in companies that do not pay attention to this component of the modern economic environment. This direction of development of economic relations is very promising, in particular, it deserves further study of the impact of the effectiveness of employees involved in leading companies and companies using traditional methods of human capital management.

**This research was prepared as a part of the Scientific Project «Modelling the Transfer of Eco-Innovations in the Enterprise-Region-State System: Impact on Ukraine's Economic Growth and Security» (No. 0119U100364), that was financed by the state budget of Ukraine.*

References

1. Sgroi, D., Hills, T. T., O'Donnell, G., Oswald, A. J., & Proto, E. (2017). Understanding happiness: A cage policy report. Centre for Competitive Advantage in the Global Economy.
2. Vardanyan N. (2017). Education Quality Assessment from the Perspective of Stakeholders on the Example of Armenian Higher Education Institutions. *Business Ethics and Leadership*, 1(3), 93-97. DOI: 10.21272/bel.1(3).93-97.2017.
3. Popoola, M. A., Brimah, A. N., Gbadeyan, R. A. (2018). Entrepreneurship Practice: As a Means of Poverty Reduction in Southwestern Nigeria. *Business Ethics and Leadership*, 2(4), 83-88. [http://doi.org/10.21272/bel.2\(4\).83-88.2018](http://doi.org/10.21272/bel.2(4).83-88.2018)
4. Zainea, N. L., Toma, S.G., Grădinaru, C., Catană, S. (2020). Social Entrepreneurship, a Key Driver to Improve the Quality of Life: The Case of TOMS Company. *Business Ethics and Leadership*, 4(3), 65-72. [https://doi.org/10.21272/bel.4\(3\).65-72.2020](https://doi.org/10.21272/bel.4(3).65-72.2020)
5. Barber III, D., Batchelor, J. H., Hatten, T., Gibson, S. G., Rolínek, L. (2020). Czech Students' Perceptions of Ethical Behavior in Business and Entrepreneurship. *Business Ethics and Leadership*, 4(1), 80-91. [http://doi.org/10.21272/bel.4\(1\).80-91.2020](http://doi.org/10.21272/bel.4(1).80-91.2020)
6. Cathleen, J., Lusch, R., Schmitz, D. (2020). Entrepreneurship and Creative Destruction. *Business Ethics and Leadership*, 4(2), 102-108. [https://doi.org/10.21272/bel.4\(2\).102-108.2020](https://doi.org/10.21272/bel.4(2).102-108.2020)
7. Khan, Md Yusuf Hossein (2018). The Effectiveness of Entrepreneurial Activities for Economic Development: A Route to Innovation and Job Generation. *SocioEconomic Challenges*, 2(2), 32-40. DOI: 10.21272/sec.2(2).32-40.2018
8. Urbánné Treutz Ágnes (2020). Transformation of Z-Generation in the context of globalization and place marketing: the case of Hungarian students. *SocioEconomic Challenges*, 4(1), 28-35. [http://doi.org/10.21272/sec.4\(1\).28-35.2020](http://doi.org/10.21272/sec.4(1).28-35.2020).
9. Zainea, N. L., Toma, S.G., Grădinaru, C., Catană, S. (2020). Social Entrepreneurship, a Key Driver to Improve the Quality of Life: The Case of TOMS Company. *Business Ethics and Leadership*, 4(3), 65-72. [https://doi.org/10.21272/bel.4\(3\).65-72.2020](https://doi.org/10.21272/bel.4(3).65-72.2020)
10. Voronkova O., Hordei O., Barusman A.R.P., Ghani E.K. (2019). Social Integration As A Direction For Humanization Of Economic Relations And Improvement Of Social Welfare. *SocioEconomic Challenges*, 3(4), 52-62. [http://doi.org/10.21272/sec.3\(4\).52-62.2019](http://doi.org/10.21272/sec.3(4).52-62.2019).
11. Yarovenko H., Kuzmenko O., Stumpo M. (2020). DEA-Analysis Of The Effectiveness Of The Country's Information Security System. *SocioEconomic Challenges*, 4(3), 142-153. [https://doi.org/10.21272/sec.4\(3\).142-153.2020](https://doi.org/10.21272/sec.4(3).142-153.2020).

12. P. M. Akanmu, J. OI. Clement, M. Samaila. (2018). Impact of Cooperative Microfinance on the Performance of Women Entrepreneurship in Kwara State Nigeria. *Financial Markets, Institutions and Risks*, 2(4), 20-28. DOI: [http://doi.org/10.21272/fmir.2\(4\).20-28.2018](http://doi.org/10.21272/fmir.2(4).20-28.2018)
13. Tommaso, F. D., Gulinelli, A. (2019). Corporate Governance and Economic Performance: The Limit of Short Termism. *Financial Markets, Institutions and Risks*, 3(4), 49-61. [http://doi.org/10.21272/fmir.3\(4\).49-61.2019](http://doi.org/10.21272/fmir.3(4).49-61.2019).
14. Карінцева О.І. Структура національної економіки в контексті концепції сталого розвитку [Електронний ресурс] // Економіка: реалії часу. 2018. № 1 (35). С. 71-78. URL: <https://economics.opu.ua/files/archive/2018/No1/71.pdf>
15. Карінцева О.І. Оптимальна структура національної економіки, як запорука стійкого розвитку держави // Проблеми економіки. 2018. № 1 (35). С. 62-68. https://www.problecon.com/export_pdf/problems-of-economy-2018-1_0-pages-62_68.pdf
16. Мельник Л.Г. “Зелена” енергетика як провідна ланка “зеленої” економіки: досвід Європейського Союзу / Л.Г. Мельник, О.І. Карінцева, І.Б. Дегтярьова // Енергоефективність та енергозбереження: економічний, техніко-технологічний та екологічний аспекти: колективна монографія / за заг. ред. П.М. Макаренка, О.В. Калініченка, В.І. Аранчій. - Полтава: ПП "Астрія", 2019. - С. 85-91. <http://essuir.sumdu.edu.ua/handle/123456789/74057>
17. Мельник, Л.Г. Соціально-економічний потенціал устойчивого розвитку [Текст] : учебник / Под ред. проф. Л.Г. Мельника (Україна), проф. Л. Хенс (Бельгія). - 2-е изд., стер. - Суми : Университетская книга, 2008. - 1120 с. https://essuir.sumdu.edu.ua/bitstream-download/123456789/44621/1/Melnyk_SEP_UR.pdf
18. Мотиваційні механізми дематеріалізаційних та енергоефективних змін національної економіки: монографія / за заг. ред. доктора екон. наук, проф. І. М. Сотник. - Суми : Університетська книга, 2016. - 368 <https://essuir.sumdu.edu.ua/handle/123456789/80197>
19. Основи стійкого розвитку [Текст] : навч. посіб. / За ред. Л.Г. Мельника. - Суми : Університетська книга, 2005. - 654 с. <https://essuir.sumdu.edu.ua/bitstream>
20. Підприємництво, торгівля та біржова діяльність : підручник / за заг. ред. д.е.н., проф. І. М. Сотник, д.е.н., проф. Л. М. Таранюка. - Суми : ВТД «Університетська книга», 2018. - 572 с. <https://essuir.sumdu.edu.ua/handle/123456789/80114>
21. Проривні технології в економіці і бізнесі (досвід ЄС та практика України у світлі III, IV і V промислових революцій) [Електронний ресурс] : навч. посіб. / Л. Г. Мельник, Б. Л. Ковальов, Ю. М. Завдов'єва та ін.; за ред. Л. Г. Мельника та Б. Л. Ковальова. - Суми : СумДУ, 2020. - 180с. <https://essuir.sumdu.edu.ua/handle/123456789/79621>
22. Устойчивое развитие: теория, методология, практика [Текст] : учебник / Под ред. Л.Г. Мельника. - Суми : Университетская книга, 2009. - 1230 с. https://essuir.sumdu.edu.ua/bitstream-download/123456789/44445/1/Melnyk_sustainable_development.pdf
23. N. S. M. Ahmad, Mr. R. Ah. A. Atniesha. (2018). The Pecking Order Theory and Start-up Financing of Small and Medium Enterprises: Insight into

Available Literature in the Libyan Context. *Financial Markets, Institutions and Risks*, 2(4), 5-12. DOI: [http://doi.org/10.21272/fmir.2\(4\).5-12.2018](http://doi.org/10.21272/fmir.2(4).5-12.2018)

24. Musa H., Musova Z., Sliacky P. (2017). Financial Support to Small and Medium-Sized Enterprises in Slovakia. *Financial Markets, Institutions and Risks*, 1(4), 47-52. DOI: [https://doi.org/10.21272/fmir.1\(4\).47-52.2017](https://doi.org/10.21272/fmir.1(4).47-52.2017)

25. Singh, S.N. (2019). Impact of Value Added Tax on Business Enterprises: A Case of Mettu Town. *Financial Markets, Institutions and Risks*, 3(4), 62-73. DOI: [http://doi.org/10.21272/fmir.3\(4\).62-73.2019](http://doi.org/10.21272/fmir.3(4).62-73.2019).

26. Yudina, N. V. (2017). Methods of the startup-project developing based on 'the four-dimensional thinking in information society. *Marketing and Management of Innovations*, (3), 245-256. DOI: <http://doi.org/10.21272/mmi.2017.3-23>

27. Cosmulese, C.G., Grosu, V, Hlaciuc, E., Zhavoronok, A. (2019). The Influences of the Digital Revolution on the Educational System of the EU Countries. *Marketing and Management of Innovations*, 3, 242-254. DOI: <http://doi.org/10.21272/mmi.2019.3-18>

28. Semenova, K. D., & Tarasova, K. I. (2017). Establishment of the new digital world and issues of cyber-risks management. *Marketing and Management of Innovations*, 3, 236-244. DOI: <http://doi.org/10.21272/mmi.2017.3-22>

29. Karintseva O., Hens, L., Shkarupa O., Kharchenko M. Integral assessment of national economy sustainable development // International Journal of Environmental Technology and Management, 2018 Vol.21No.5/6, pp.306 – 318. (SCOPUS) <https://dx.doi.org/10.1504/IJETM.2018.100588>

30. Shkarupa O., Karintseva A., Kharchenko M. Economic Restructuring of Ukraine National Economy on the Base of EU Experience // Reducing Inequalities Towards Sustainable Development Goals: Multilevel Approach / Edited by Medani P. Bhandari and Shvindina Hanna. River Publishers, 2019. 298 p. P. 161-184. <https://essuir.sumdu.edu.ua/handle/123456789/78918>

31. Usheva, M. N. (2011). Talent Management in Modern Human Resources Management. *Marketing and Management of Innovations*, 3(2), 173-179.

32. Reshetnikova, I. L. (2015). The internal marketing in enterprise marketing system. *Marketing and Management of Innovations*, 1, 45-55.

33. Vidic, F. (2018). Entrepreneurial Orientation and Knowledge Creation and Their Impact on Company Performance. *SocioEconomic Challenges*, 3(2), 37-48. DOI: 10.21272/sec.3(2).37-48.2018

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.