

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 Olga**, 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)*

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 Viktoriiia 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, Valeriiia 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</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>Oleksii Zakharkin, Volodymyr Novikov, Dmytro Yemelianov</i> | COMPARATIVE ANALYSIS OF THE CONCEPTS OF VALUE ORIENTED ENTERPRISE MANAGEMENT | 506 |

ENVIRONMENTAL ASPECTS OF INTERNATIONAL TRADE RELATIONS

*Inessa Yarova, Ph.D., As. Prof.
Sumy State University, Ukraine*

In today's globalized world trade market in terms of rapidly growing population, increasing disparities in socio-economic development and resource security between rich and poor countries, increasing anthropogenic pressure on the environment that leads to exacerbation of contradictions in the system "man-nature", environmental problems are gradually becoming a source of complication of international trade relations. This is due to a number of factors, including the growth of resource and environmental interdependence of countries, lack of harmonized international environmental criteria and standards, significant differences in approaches to solving existing environmental problems and opportunities for national environmental programs, the tendency for implementation of protectionism methods [1-9]. Developed countries, in particular most EU's member states, on the basis of European Environmental Law, introduce special technical standards and environmental labeling for goods, confirming their environmental friendliness, but for developing countries such non-tariff barriers create a real obstacle to the exports development. Adherence to high standards of production conditions and the need to use ecological raw materials leads to high costs of export products. The European Economic Community, beginning with the adoption of the Declarations on the Environmental Action Program (1972) and the following six action programs (1973-2002), have formulated the basic principles of European policy in the trade and environmental field [10-13]. Emphasizing the importance and need to support the concept of sustainable development, it should be noted that the set of non-tariff barriers at the domestic and international levels has led experts to believe that environmental policy of developed countries, which focuses on environmental standards, Kyoto Protocol, "green" energy, and other, undoubtedly important purposes, creates opportunities for the use of environmental norms and standards for protectionism. Thus, in modern international trade relations, it is necessary to take into account the environmental factor for effective development in the long run. The rational interaction of environmental and trade policy undoubtedly requires active coordination at the macroeconomic level, provided that the relevant provisions of international treaties are taken into account. The ban on environmentally hazardous products only in certain countries (production, sales, consumption and imports) leads to a redistribution of international trade in such products to countries that have not introduced environmental restrictions [14,15].

In particular, the concept of *ecologization of international trade relations*" we mean the process of steady and consistent dissemination of environmental ideas,

approaches and principles to all types and forms of international trade relations to protect the environment and rational natural resources use, guarantee international trade and environmental security and transition to qualitatively new socio-ecological-economic model of the world trade space development. It should be noted that the correctly chosen strategy of greening of world commodity markets should highlight the relationship with general trends, dynamics, specifics of environmental awareness of the implementation of economic decisions in all areas and at all levels of their operation [16]. At the same time, it should be mentioned that the strategy of ecologization of world commodity markets is an important component of the global strategy of greening of the world economy, its derivative and is subject to the same tools of formation, influence, control and regulation. The main directions of implementation of the global strategy of greening of the world trade economy are, first of all, coordination of joint measures to reduce the negative impact on the environment; identification of priority areas for environmental optimization; development of an action plan for the gradual mutual combination of economic and environmental interests of the world [17]. The implementation of the global strategy of greening world trade is associated with certain problematic components of its implementation, the essence of which is, above all, that increased competition can cause environmental dumping. At the same time, there are some difficulties in the implementation of environmentally friendly trade cooperation, which are as follows. First, the leading countries take advantage of environmental requirements to restrict imports to their countries and violate the regime of facilitation of international trade. Second, the formation of the world economic space under the influence of environmental factors is accompanied by the manifestation of external effects of a positive and negative nature in the form of various forms of environmental expansion. These external effects are the result of the interaction of commodity-technological, structural-large-scale, political-institutional, socio-cultural determinants on the environment [18-20].

Thus, one of the important issues that need to be addressed immediately in this regard is the implementation of a well-thought-out effective structural policy aimed at environmental restructuring of the world trade economy. We should talk about the redistribution of labor, material, financial resources of the global trade space in favor of high-tech, waste-free, and resource-saving economic and trade activities. The transition of the global trade system to the innovation and technological path of development should take place on the basis of certain priorities in order to form a common innovation system and a holistic structure of scientific and technical complex, able to function in conditions of exacerbation of environmental problems.

References

1. 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>
2. 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.
3. 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>
4. 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>
5. 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>
6. Mujtaba, B. G., Pellet, P. F., Sungkhawan, J. (2019). Understanding the Interconnectedness of International Trade Theories: A Case in Point of Cuba in Transition. *SocioEconomic Challenges*, 3(1), 27-41. [http://doi.org/10.21272/sec.3\(1\).27-41.2019](http://doi.org/10.21272/sec.3(1).27-41.2019).
7. Vargas-Hernández, J. G., Orozco-Quijano, E. P., Virchez, J. (2018). Critical Analysis On Institutional Capital On Trade And Environmentally Sustainable Development Under NAFTA. *SocioEconomic Challenges*, 4(2), 21-31. DOI: [http://doi.org/10.21272/sec.2\(4\).21-31.2018](http://doi.org/10.21272/sec.2(4).21-31.2018)
8. Narayanan, B. G., Kadasala, N. R., Achari, L. V. N., Sahoo, S. (2017). International trade policies and sustainability of nano-textiles. *SocioEconomic Challenges*, 1(2), 27-33. [http://doi.org/10.21272/sec.1\(2\).27-33.2017](http://doi.org/10.21272/sec.1(2).27-33.2017).
9. Smolennikov, D., Kostyuchenko, N. (2017). The role of stakeholders in implementing corporate social and environmental responsibility. *Business Ethics and Leadership*, 1(1), 55-62. Doi: 10.21272/bel.2017.1-07
10. Мішенін Є.В., Коблянська І.І., Устїк Т.В., Ярова І.С. Екологоорієнтоване логістичне управління виробництвом: монографія; за наук. ред. д.е.н., проф. Є. В. Мішеніна. Суми: ТОВ «ТД «Папірус», 2013. 260 с. URL: <https://essuir.sumdu.edu.ua/handle/123456789/50157>
11. Мішенін Є.В., Коблянська І.І. Соціально-економічні аспекти обмеження реалізації права власності на землю сільськогосподарського призначення в Україні. Збалансоване природокористування. 2016. № 1.С.112-120. http://natureus.org.ua/repec/archive/1_2016/22.pdf

12. Мішенін Є.В., Коблянська І.І. Логістичне управління промисловим виробництвом у контексті розвитку «зеленої» економіки в Україні. Економіст. 2012. №1. С. 8 – 12. <http://ua-ekonomist.com/63-logstichne-upravlnnya-promislovim-virobnictvom-u-kontekst-rozvitku-zelenoyi-ekonomki-v-ukrayin.html>

13. Мішенін Є.В., Дутченко О.М., Мішеніна Г.А. Соціально-економічна ефективність розвитку екологічно чистих виробництв в агропромисловій сфері України. Вісник Сумського національного аграрного університету. Серія «Економіка та менеджмент». 2017. № 12 (74) С. 147-151. URL:<https://science.snau.edu.ua/naukovi-zhurnali/ekonomika-i-menedzhment/>

14. Мішеніна Н.В., Дутченко О.М., Мішеніна Г.А. Еколого-економічна оцінка інноваційно-орієнтованого виробництва в системі формування конкурентних переваг підприємств-природокористувачів Збалансоване природокористування. 2015. № 2. С. 40-46. URL:<http://natureus.org.ua/archive.html>

15. Мішенін Є.В., Дутченко О.М., Ярова І.Є. Стале землекористування у контексті забезпечення продовольчої безпеки: національні та глобальні аспекти/ Вісник Сумського національного аграрного університету. Серія «Економіка та менеджмент». 2015. № 4 (63) С. 8-14. URL:<https://science.snau.edu.ua/naukovi-zhurnali/ekonomika-i-menedzhment/>

16. Мишенин Е.В., Коблянская И.И. Организационно-экономические основы реализации системы экологически ориентированного логистического управления. Механізм регулювання економіки. 2009. №1. С. 83 – 91. URL: <https://essuir.sumdu.edu.ua/bitstream-download/123456789/3243/1/630C2BA7d01.pdf>

17. Глобальне середовище та фінансово-економічна нестабільність [Текст]: монографія / Р. П. Косодій, Є. В. Мішенін, А. О. Бондаренко. - Суми : МакДен, 2010. 252 с. URL: https://lib.snau.edu.ua/cgi-bin/irbis64r_13/cgiirbis_64.exe?LNG

18. Мишенин Е.В. Концептуальные основы формирования экологически ориентированного механизма управления природохозяйствованием. Економіст. №3. 2012.С.59-64. URL: http://www.irbis-nbuv.gov.ua/cgi-bin/irbis_nbuv/cgiirbis_64.exe?C21COM=2&I21DBN=UJRN&P21DBN=UJRN&IMAGE_FILE_DOWNLOAD=1&Image_file_name=PDF/econ_2012_3_14.pdf

19. Ярова І.Є., Мішеніна Н.В., Дутченко О.М., Мішеніна Г.А. Інституціональні та еколого-економічні засади розвитку природогосподарського підприємництва. Збалансоване природокористування. 2016. №1. 21-29. URL: http://nbuv.gov.ua/UJRN/Zp_2016_1_6

20. Mishenin Ye., Yarova, I., Koblianska I. (2020) Ecologically Harmonized Agricultural Management for Global Food Security. In Jhariya, M. K., Meena, R. S., Banerjee, A. (Eds.) 2021. Ecological Intensification of Natural Resources for Sustainable Agriculture. Springer Nature Singapore Pte Ltd. ISBN 978-981-334-202-6. DOI: 10.1007/978-981-33-4203-3

STAKEHOLDER APPROACH TO PROJECT MANAGEMENT

*Denys Smolennikov, PhD, Associate Professor
Sумы State University, Ukraine*

*Daria Pavlenko, student
Sумы State University, Ukraine*

Project management is a key point for aligning projects with strategic goals of organizations. Strategically, the concept of stakeholder management encourages firms to consider the impact on stakeholders through their actions and influence on decision-making.

Such researches as Aarseth, Rolstadas and Andersen [1]; de Bakker, Boonstra and Wortmann [8]; McLeod, Doolin and MacDonel [16]; Morris and Hough [18]; Sallinen, Ahola and Ruuska [20]; Turner and Zollin [24]; Vrhovec, Hovelja, Vavpotič and Krisper [26] stated that project stakeholders are to be identified and taken into account in project management so that the project would be successful as stakeholders will be affected by the project (in a positive or negative way), they may bring necessary financial and non-financial resources to the project, they can establish criteria for assessing project success, and stakeholders' resistance may cause reputational risks to the project. Therefore, taking project stakeholders into consideration can help project representatives understand the interests and concerns of the project stakeholders, and benefit out of that [10].

Different aspects of project management as well as stakeholder analysis are outlined in such scientific papers as [2-7, 9, 11-15, 17, 19, 21-23, 25, 27-28].

The authors of the research [24] indicate investors, customers and suppliers, users and neighbors, authorities and media as typical project stakeholders.

To group potential project stakeholders several approaches can be used.

1. Stakeholders' role and importance for organization. Stakeholders can be divided into primary and secondary. Primary stakeholders are vital for existence of the organization. If they decide to stop cooperation with the organization, business can stop.

2. Stakeholders' position towards organization. Stakeholders can be classified as internal and external. Shareholders, owners, employees, top managers are internal parties as they are mostly interested in financial aspects of business (they are influenced by company profits and efficiency).

External stakeholders are mostly interested in quality of products and services, in satisfactory long-term relationships, ethical actions of the organization. These are such stakeholders as customers and suppliers, business partners, competitors, government, special interest groups, retailers, trade associations etc.

3. Regulatory vs functional stakeholders. Regulatory stakeholders trade

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