

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ**



**СОЦІАЛЬНО-ГУМАНІТАРНІ
АСПЕКТИ РОЗВИТКУ СУЧАСНОГО
СУСПІЛЬСТВА**

**МАТЕРІАЛИ V ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ СТУДЕНТІВ,
АСПРАНТІВ, ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

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to study philosophical literature and conduct experiments aimed at solving profound philosophical questions.

Literature

1. Barry Loewer. *Mental Causation* // *Routledge Encyclopedia of Philosophy* (Volume 6) / General editor: Edward Craig. — London: Routledge, 1998. — P. 307-311. — 894 p.
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FORMATION OF SERVICE SPHERE COMMUNICATION POLICY

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The considerable growth rates of service sphere and competition at the market predetermine the necessity of development and introduction of effective communication policy.

Basic directions of activity, which help to realize communication policy in the working process of any management subject, are marketing (in its various variants), stimulating measures and personal (private) communications.

The base of service sphere communication policy is the formation of public opinion, determining main direction in public relations (PR).

The formation of public opinion is an important factor in the process of actions coordination within the limits of communication policy.

Marketing policy in the field of communications reckons for the creation of certain communication model.

The communication model in the field of services is characterized by 3 levels:

- 1st level: external communications;
- 2nd level: internal communications;
- 3d level: interactive communications.

External communications create a favorable informative environment for management subject, send informative streams to the

addressees, provide development of measures on advancement of services in different segments.

Internal communications, as a part of service process in the sphere of high-quality service implementation, aim at quality control of personnel's work, their effective studies and motivation, and also satisfaction of consumers' needs.

Interactive communications (communications of co-operation) create the possibilities of service buyer maintenance by the individual order, provide an orientation on the personal requirements and necessities of a client (a service buyer).

FOREIGN DIRECT INVESTMENTS AS A FACTOR OF SOCIAL AND ECONOMIC DEVELOPMENT OF SUMY REGION

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Foreign direct investments (FDI) as a form of international capital transfer are the most popular and important. The main advantage of direct investments is the possibility to control the investee and, therefore, certain guarantees that funds will be invested in the necessary direction. The economic impacts of direct investments have an affect not only upon the activities of the investment process subjects, but also upon the global economy as a whole.

According to the statistic data, the general trend of FDI tends to increase in Sumy region. It shows both the interest of investors in the region and the availability of potential for investment.

The bulk of FDI is concentrated in the areas with the largest industrial enterprises in the region - Sumy, Trostyanets, Gluhiv, Shostka, Krolevets. However, the overwhelming majority of regions involves fairly small amount of foreign investment. This situation is due to the low interest of foreign investors in the projects proposed by the regions and complex geopolitical conditions in Ukraine. To solve this issue it's important to overestimate the projects offered for investment - to make them more attractive, mostly adapted to investor requirements, creating conditions close to the international requirements.

Summarizing, we can say that investments are directed mainly in areas that historically have significant potential in Sumy region -