МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ДНІПРОВСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ ІМЕНІ ОЛЕСЯ ГОНЧАРА

Факультет української й іноземної філології та мистецтвознавства
Факультет економіки
Кафедра іноземних мов для соціально-економічних спеціальностей

МАТЕРІАЛИ

III Регіональної студентської науково-практичної конференції

«МОВНА МОДЕЛЬ СУЧАСНОГО ІНФОРМАЦІЙНОГО ПРОСТОРУ»

(іноземними мовами)

Дніпро

25–26 квітня 2019 р.

Дніпро
Видавець Біла К. О.
2019

УДК 336
ББК 65.01
М 74

Затверджено на засіданні вченої ради ФУІФМ (протокол № 8 від 19.03.2019)

Рецензенти:

Пономарьова Л. Ф., доцент, к. ф. н., зав. кафедри іноземних мов для інженерно-технічних та природничих спеціальностей;

Посудієвська О. Р., к. ф. н., доцент кафедри іноземних мов для інженерно-технічних та природничих спеціальностей.

Упорядник:
Коломойченко О. Є., к. ф. н., доцент кафедри іноземних мов для соціально-економічних спеціальностей.

М 74 Мовна модель сучасного інформаційного простору (іноземними мовами) : матеріали Регіон. студ. наук.-практ. конф, 25–26 квіт. 2019 р. – Дніпро : Видавець Біла К. О., 2019. – 112 с.

ISBN 978-617-645-337-6

У збірнику надруковано матеріали Регіональної студентської науково-практичної конференції «Мовна модель сучасного інформаційного простору», яка проводиться іноземними мовами 25–26 квітня 2019 року в Дніпровському національному університеті імені Олеся Гончара.

Для студентів, аспірантів, викладачів ВНЗів та наукових закладів.

УДК 336
ББК 65.01

ISBN 978-617-645-337-6

Bugrim D. S., PhD Vaniarkin V. M.
Université nationale de Dnipro

RECHERCHER UN EMPLOI

Le chômage reste à notre époque l'un des problèmes les plus importants presque dans tous les pays du monde. Il est présent dans les États avec une économie développée mais surtout il touche les pays pauvres ou en voie de développement. Quelles sont les démarches à faire pour trouver un travail, à l'aide de quels moyens peut-on poser sa candidature? Essayons d'analyser les comportements des candidats éventuels.

Tout d'abord, il faut savoir qu'il existe plusieurs méthodes pour contacter l'entreprise et offrir ses services [1]:

- rédiger une lettre en réponse à une petite annonce;
- téléphoner en réponse à une petite annonce;
- publier une petite annonce dans la presse;
- rédiger une lettre de candidature spontanée;
- utiliser ses relations;
- entrer directement en contact avec l'employeur.

A la différence d'un oral examen, qui porte avant tout sur le contrôle de vos connaissances, les entretiens de recrutement, qu'il s'agisse d'entrer dans une école, d'obtenir un stage ou d'être embauché dans une entreprise, portent sur l'ensemble de votre personnalité. La manière dont vous vous présenterez, dont vous vous exprimerez fera la différence entre vous et les autres candidats.

Le demandeur d'emploi doit tenir compte des qualités attendues par les chefs d'entreprises à savoir [2]:

1) Être consciencieux, fiable.
2) Savoir analyser les situations.
3) Savoir travailler en équipe.
4) Savoir s'adapter aux changements.

5) Être dévoué à l'entreprise.
6) Se montrer optimiste.
7) Apporter des idées nouvelles.
8) Résister au stress.
9) Savoir prendre des décisions.
10) Être persévèrent.

Si le candidat a de la chance d'être invité à un entretien, il doit se comporter d'une manière convenable. Il s'agit des recommandations suivantes: s’habiller plutôt de façon classique; être ponctuel, ne pas manifester son impatience; répondre très précisément aux questions qu'on lui pose; ne pas critiquer son ancien employeur; ne pas raconter sa vie; ne parler du salaire qu'à la fin de l'entretien; montrer son intérêt pour le poste en demandant des renseignements; ne pas s'opposer trop énergiquement aux remarques du recruteur; réussir aussi sa sortie; ne pas s'attarder, remercier pour l'attention.

Mais, avant que l'on puisse juger de votre compétence, vos qualités professionnelles, il vous faudra d'abord «décrocher» un rendez-vous. Pour cela, votre argument essentiel est le curriculum vitae que vous aurez envoyé et qui doit être rédigé le plus soigneusement. Complémentaire de celui-ci, la lettre de motivation doit vous permettre d'exposer votre certitude d'être la personne recherchée pour le poste à pourvoir. A la différence du CV(toujours dactylographie) la lettre de motivation doit être manuscrite.

Cela s'explique par le fait qu’en France les services de recrutement et les directions des ressources humaines font appel aux psychologues et graphologues qui à travers l'analyse de votre écriture apprécient vos qualités et vos défauts.

Si vous avez des lettres de recommandation, n'hésitez pas à en joindre à votre dossier, ainsi que les copies de vos diplômes.

En conclusion il est à noter que l'essentiel pour le candidat qui n'a pas encore trouvé un travail est de ne pas se décourager. D'abord, il faut rester optimiste, quoi qu'il arrive. Et puis n'oubliez pas que vous n'êtes pas seul au chômage, surtout les jeunes. À votre âge c'est une situation bien partagée.

Références:

1. J. Girardet, J.- Z. Frérot, Panorama, Clé International, Paris, 2001. – 159 p.
2. M. Danilo, B.Tauzin, Le français de l’entreprise, Clé International, Paris, 1997. – 107 p.

Danilova O., PhD Kolomoichenko O. E.
Oles Honchar Dnipro National University

MEDIATION AS A POWERFUL TOOL OF CONFLICT RESOLUTION

Mediation is a dynamic, structured, interactive process where a neutral third party assists disputing parties in resolving conflict through the use of specialized communication and negotiation techniques. All participants in mediation are encouraged to actively participate in the process.

The mediator uses a wide variety of techniques to guide the process in a constructive direction and to help the parties find their optimal solution. A mediator is facilitative in that she/he manages the interaction between parties and facilitates open communication.

Why is mediation increasingly popular? Because mediation is a particularly sophisticated and satisfying mode of conflict resolution, which today's stakeholders find quite appealing. Its users – lawyers, clients, organizations, companies – now see mediation as a preferred tool whose multidimensional nature not only maximizes the possibilities of conflict resolution, but satisfies their quest for justice.

The success of mediation is rooted in a number of factors. Firstly, the emergence of a generation of better educated and informed individuals who refuse to allow an unyielding authority to make their decisions for them. Secondly, a trend that recognizes the importance of emotions and psychological needs in all human activities and interactions. Thirdly, the evolution of law and the way of conducting trials. These have become long, complex and costly and users of the courts are seeking another way of meeting their need for justice.

Given these social trends, today's individuals are developing their own definition of what is fair in a conflict, and feel a need to settle a case accordingly. Their definition of justice is highly personal and often based on human and emotional considerations, which the rules of law and evidence cannot satisfy.

ADR (Alternative Dispute Resolution) is a voluntary process and one that only works if both parties have faith in the system. To do this, a series of questions were put out for public consultation. The survey was formally launched at the Learning from Complaints' workshop in Manchester on 14 October 2016 and closed on 10 December 2016. The ADR consultation was designed to cover a broad array of topics which members and service users have told are important. This includes (but is not limited to): what sort of tools and types of resolution you would like available;

the confidentiality of mediation sessions; independence and transparency of mediation; cost of mediation; and mediation training. The response to the consultation survey was overwhelming, with a total of 264 responses received. This report details the responses to the survey and outlines the information.

In the first section of the consultation survey, respondents were asked about experiences with formal complaints processes in the healthcare profession. The researchers wanted to know what went well in people's experience, and which aspects of the process could have been improved. When it came to things that could have been improved, there were three key areas that stood out: lengthy and complicated procedures, adversarial processes lacking support, and insufficient communication and lack of boundaries.

In next section, the intention was to understand how important you felt it was to have an avenue for informal resolution of concerns or complaints (by way of mediation or ADR). Although it is something that is becoming more prevalent, mediation and ADR is still relatively new in healthcare and therapy complaints, it was the interest to figure out how likely you would be to use mediation or ADR if it was available to you.

The results showed that whilst there are occasions that require a formal complaints process to be fully addressed and resolved, the majority of situations would have benefitted from a more informal process.

Next, it was a question about confidentiality. One of the biggest factors that prevents people from trusting an informal mediation process is the worry that what they say might be ‘used against them’ at a later date. One of the benefits of confidential discussions is that it allows matters to be explored and discussed in a very open way, without either party worrying about what they are or are not saying. The main rule is ‘what is said in the room stays in the room’.

The final paragraph was dedicated to sorts of things would help everyone feel confident to participate in an ADR process. This was said to be important to have the opportunity to speak openly and be heard, to have confidence in the confidentiality contract and boundary of the process, to know there is a clear structure and an outcome-focused, no-blame culture, and to have confidence in the skill, experience, and objectivity of the mediator.

To sum up, let’s have a look at the differences between alternative dispute resolution and litigation. On the one hand, there is alternative dispute resolution that is any means use to resolve a conflict other than through litigation. Examples include negotiation, facilitated discussion and mediation.

Key features for alternative dispute resolution: it allows for a custom-made win-win outcome on all or part of the issues, focuses on consensus-building, aims to determine both parties' interests, involves the participation of a neutral and impartial alternative dispute resolution practitioner, selected or agreed upon by all parties, to facilitate participants' negotiations and discussions, voluntary participation, usually informal, less structured and flexible, emphasizes mutuality over self-interest and reconciliation over termination. Considerations: parties actively participate in the process, define the issues and retain control of the outcome; they have the final say; discussions, negotiations and documentation are confidential, allows for direct communication between participants in a non-confrontational setting to identify the true issues and cause of the dispute; each party has the opportunity to describe the situation from his or her perspective, needs and interests without the restrictions of the civil rules; requires commitment; outcome also requires good-faith participation by all participants, allows for creative discussion of options and a wider range of possible outcomes, such as better understanding of others' perspective and change in practice or process, allows for the preservation of business relationships, parties reserve the right to litigate, if they are unhappy with the process or do not reach agreement, they can walk away or proceed to litigation. If a mutually acceptable resolution is reached, the agreement can result in a legally binding settlement agreement.

On the other hand, there is litigation what is the act or process of bringing about or contesting a claim (that is, using the traditional court system).

Key features: may result in an "all-or-nothing" decision, focuses on the facts, aims to determine the parties' legal rights, determines winners and losers, usually involves a judge who is appointed by the court to determine the outcome based on the law and legal precedents, mandatory participation once legal action is initiated, formalized and highly structured, costly and long delays. Considerations: communication usually occurs through lawyers, results cannot be predicted; responsibility for decision rests with a court-appointed third party, provides public record of evidence and a decision supported by reasons that may be subject to appeal; usually requires more resources (more costly, more witnesses, experts and preparation time) and a longer wait time for resolution; ensures a decision; even in cases where the dispute involves a non-negotiable issue; ideal for cases that have implications for a wide range of individuals outside of the immediate localized dispute or where parties want to have a third party be responsible for the decision.

So, the main conclusion is that mediation one hundred per cent works. It is an effective means of dispute resolution for any dispute not requiring a judicial or third party determination. It provides an atmosphere in which parties gain understanding, become understood, and work together to explore options for resolution. By resolving disputes in mediation, parties determine for themselves what is important and, ultimately the outcome of the situation.

Gutsalyuk V. S., Bovkunova O. V.
Oles Honchar Dnipro National University

STATE OF THE STOCK MARKET OF UKRAINE: CURRENT PROBLEMS AND WAYS OF THEIR SOLUTION

The stock market in any country is one of the main links of the financial system. It has unlimited possibilities in accumulation and redistribution, and also in ensuring the intensity and speed of the flow of resources. Consideration of the state of the stock market is related to the problems of its development. The relevance of the research topic is justified by the fact that the Ukrainian stock market remains one of the weakest elements of the financial system, which hampers the development of the country's economy as a whole. Problems of the development of stock development were considered by such scientists as R. Coase, D. North [3], V. Korneev [4], and others. The aim of the work is to examine the state of the stock market in Ukraine as an inseparable part of the economy, its current problems and ways to solve them.

The stock market is an indicator of the level of political and economic life of the state. Therefore, the securities market of Ukraine needs to create the necessary conditions for its normal and successful functioning. And the main difficulty in achieving this goal is that the stock market is only at the stage of its development and formation now, and, unfortunately, it encounters a number of obstacles that make its development impossible. According to the newspaper “Financial Times”, in 2016 Ukraine ranked the second according to the level of the failure of the national stock market among the countries that are developing [1].

At the present stage of development of stock trading in Ukraine, there are definite problematic issues, such as:

- insufficient supply of stock market instruments with satisfactory characteristics, and also a lack of investment capital;
- insufficient level of stock market capitalization;
- limited secondary market;

- low level of market transparency;
- imperfect legislative regulation of the market;
- the complexity of organizing and conducting initial public offerings of financial instruments in the Ukrainian stock market;
- lack of the market segment coverege of derivative financial instruments of the currency and commodity markets.

The future development of the stock market in Ukraine requires certain measures of the development of the financial system in the state. The state should take the following measures regarding:

1. Raising capitalization, liquidity and transparency of the stock market, which can be achieved by:
- increase the supply of securities with high investment qualities;
- achieving information transparency of the stock market of Ukraine;
- introduction of new types of stock market instruments;
2. Modernization of the market infrastructure and ensuring its operation through:
- modernization of the depository system;
- combining information and technology exchange systems;
- increasing requirements for market participants;
3. Tax and currency incentives for the stock market:
- Improvements in the currency regulation of securities transactions in Ukraine;
- creating a favorable tax climate for market participants.

The development and establishment of the stock market is an important and necessary task for any state, since its main goal is to attract and direct investments in order to ensure further growth of the economy [2]. The stock market in Ukraine is at the stage of development and is committed to organized stock trading. The study of current problems of the development of the stock market and the proper attention of the state to them will provide an opportunity for the stable functioning of tools for attracting investment in national production, which will help the Ukrainian economy to take its worthy place in the global economy.

References:

1. Information Agency "UNIAN" [Electronic resource]. – Access Mode: http://economics.unian.net
2. Ivanov V. Stock market / V. Ivanov. – 2011. – 280 p.
3. North D. Institutions, ideology and efficiency of economics / D. North // From the plan to the market: Maybutn postkom. rep. / Ed. L.I. Piyasheva, J. A. Dorn. M .: Catallaxy, 1993. – 336 p.
4. Kalina A.V., Kornov V.V., Koshchov A.A. Rynok Tsinny Pepper (theory and practice). – To.: IAPM, 1999. – 256 p.

Hallaiev M., PhD Kolomoichenko O. E.
Oles Hochar Dnipro National University

UNO ROLE IN INTERNATIONAL ECONOMIC RELATIONS

The UN is one of the subjects of international economic relations. The UN is a global international organization, founded on October 24, 1945, at a conference in San Francisco on the basis of the Charter of the United Nations. Founding members include 51 countries including Ukraine. There were 185 members of the UN in 1998. There are 193 member countries in the UN since April 14, 2011. Western Sahara and other smaller countries have not joined due to their non-recognition in the world [4].

The United Nations not only occupies a central place in the system of intergovernmental organizations, but also plays an exceptional role in the current international political development. The United Nations and its organs play an important role in preventing and eliminating international disputes and situations that may lead to international misunderstandings or cause an international dispute and whose continuation may threaten the maintenance of international peace and security [2].

The UN was created to unite all states in order to counter the threats to international peace and stability. The UN, in accordance with its status, has primary responsibility for maintaining international peace and preventing conflicts [1].

For more than half a century, the UN helps international community to solve global economical problems. UN economic activity includes four main directions:

1) solving global economical problems;

2) promotion of economic cooperation between states with different levels of socio-economic development;

3) promotion of economic growth of developing countries;

4) solving regional economic development problems [3].

The main body of the UN, which coordinates all economic, social and cultural activities of this organization, is the Economic and Social Council (ECOSOC). Its competence also includes humanitarian problems. The Council consists of 54 members elected by the UN General Assembly for a three-year term. The Council is held alternately in New York and Geneva [5].

There are three main functions of ECOSOS`s activity:

1) the responsible specialized forum of states within the UN for a qualified discussion of international economic and social problems and the development of a policy line;

2) coordination of all UN activities on economic and social issues, coordination of activities of specialized UN agencies;

3) preparation of skilled research on general and special problems of economic and social development, international cooperation [3].

The activities of the Organization cover a wide range of important issues from sustainable development and the fight against terrorism, the promotion of democracy and the resolution of global health problems; from mine clearance to development of food production. In addition, much more is being done to achieve the goals and coordinate activities in the interests of global security and the fate of future generations [2].

References:

1. Briefly about UN – Access mode: http://www.un.org/ru/sections/about-un/overview/index.html (in Russian)
2. International Economic Organs of the UN System – Access Mode: https: // studme.com.ua/ 132310216937/ekonomika/mezhdunarodnye_ekonomicheskie_organizatsii_sistemy_oon.htm (in Ukrainian)
3. Tatarnikov E.A. Shpargalka po mirovoi ekonomike. – 2011, 87-88 (in Russian)
4. United Nations in international affairs – Access mode: https://ukrbukva.net/page,8,83291-OON-v-sovremennyh-mezhdunarodnyh-otnosheniyah.html (in Ukrainian)
5. The UN – Access mode: https://uk.wikipedia.org/wiki/Organizatsiya_Ob%2727kidnani_Natsiy# Members_v_On – Wikipediya (in Ukrainian)

Ilchenko H. S., PhD in Economics Kucherenko S. K.,

PhD in Philology Aliseienko O. M.

Oles Honchar Dnipro National University

PROBLEMS AND PROSPECTS OF UKRAINIAN LEASING MARKET DEVELOPMENT

In our time, many Ukrainian entrepreneurs are facing the problem of finding and attracting long-term investments to expand production and introduce new technologies. In conditions of insufficient development of the banking system, leasing may become an effective solution.

Leasing is a type of financial transaction in which the property relating to fixed assets (cars, transport, industrial facilities, etc.) is transferred to the lessee for long-term use (from 6 months to several years) on the terms of urgency, payment and turnaround. This is a form of financing and sales promotion, in which the ownership of the property remains with the lessor. Leasing combines the signs of credit and rent, hire and installment so that the manufacturing sector can quickly update and improve the technical base [1].

The most common types of leasing are financial and operational. Having considered such factors as the term, regularity and amount of payments, the purpose of the property use, etc., firms determine the appropriateness of a contract [2].

In Western Europe, leasing operations became popular in the 1880's, and in the US in the 1950's. Then, entrepreneurs began to realize the benefits of leasing over a loan (for example, registration procedure simplification and tax benefits), so by the end of the 1990's leasing companies had already existed in 80 countries.

There is a revival on the modern world leasing market. Experts predict an increase in the number of transactions by 30% by 2021. This situation is due to the markets in Asia, most notably in China. The world leaders in the field of leasing in 2017 were the United States (annual volume of 383.8 billion USD) and China (annual amount of 206.7 billion USD).

Speaking about the European leasing market, it can be stated that it is 32% of global. The leaders in it in 2017 became the United Kingdom (annual volume of 81.7 billion USD) and Germany (annual amount of 64.2 billion USD) [3].

The Ukrainian leasing market was formed approximately in 1994. In the next few years, a number of laws were created. They regulated the relations of participants in the leasing agreement. 2003 and 2006 were the years when the state passed special legal acts on this issue.

During 2014-2017, the Ukrainian leasing market was in crisis. However, due to the study "The Leasing Industry in Ukraine: Trends and Recommendations for Growth", it became known that in the next three-five years, the leasing sector is going to have a rise, and the amount of subsidization of Ukrainian entrepreneurship under leasing agreements can at least increase by half to 2021 [4].

Experts believe that leasing operations can become the tools that will be able to finance the renovation of the outdated technical base of enterprises and the improvement of Ukrainian infrastructure.

In the next five years, the growth of the new business is expected to triple or increase in four times. The reasons for this are, firstly, the savings of the enterprises, and secondly, an increase in the activity of commercial banks in the field of financial leasing.

Although the forecasts are optimistic, the leasing market still has a slow recovery due to the economic instability of the past years. Thus, in January 2018, the number of leasing transactions in Ukraine was only 50% compared to 2013, and the total value of these transactions decreased three times. The same situation also happened with the volume of new business: in 2013 11 thousand contracts were signed amounted 3.9 billion USD compared with 7.7 thousand contracts worth 462 million USD in 2017 [5].

In November 2018, the following companies were the leaders in the volume of the leasing portfolio on the Ukrainian leasing market: OTP-Leasing (6821 million UAH), ULF-Finance (1596 million UAH) and Porsche Leasing (1,376 million UAH) [6].

The structure of the Ukrainian leasing market is very similar to the structures of the markets in other European countries: the transport and agricultural sectors are in greatest demand, but the difference is that in Ukraine cars are leased and in Europe trucks are leased. In addition, there is a great prospect for the development in this market in such new segments of the economy as IT, waste utilization, alternative and renewable energy, medical equipment, etc.

At this time, the leasing market in Ukraine is at the level of the 1990s, and there are a number of problems which it has to face:

1. The lack of domestic and foreign investment;
2. The limited state funding;
3. The lack of special stimulating state programs for small and medium enterprises;
4. A large number of leasing companies that do not carry out such operations (16 leasing companies accounted 70% of the market, although about 500 are licensed for such activities);
5. The lack of awareness of entrepreneurs about leasing functions and benefits;
6. Existing leasing companies have weak public relations;
7. Legislative base is outdated.

Experts consider the latter problem to be the most serious, since most of the factors that impede the industry arise precisely because of it. Now entrepreneurs hope to approve the new bill "On Financial Leasing" (No. 6,395), which will significantly revitalize the market and will have a serious effect on the entire Ukrainian economy, especially for small and medium businesses.

To sum up, the Ukrainian leasing market has significant prospects, provided that more entrepreneurs learn about the benefits of leasing over the loan, and the state will pay due attention to this sector of the economy.

References:

1. Лізинг [Електронний ресурс]. – Режим доступу : http://ukr.vipreshebnik.ru/entsiklopediya/57-l/4281-lizing.html
2. Оперативний та фінансовий лізинг: відмінності [Електронний ресурс]. – 7 жовтня 2014. – Режим доступу : http://kremen.today/2014/10/07/operatyvnyi-ta-finansovyi-lizyng-vidminnosti
3. Світле майбутнє фінансового лізингу в Україні [Електронний ресурс]. – 28 вересня 2018. – Режим доступу : https://minfin.com.ua/ua/2018/09/28/35068426/
4. Фінансовий лізинг в Україні: поточний стан та перспективи розвитку [Електронний ресурс]. – 27 вересня 2018. – Режим доступу : https://www.ukrinform.ua/rubric-presshall/2541156-finansovij-lizing-v-ukraini-potocnij-stan-ta-perspektivi-rozvitku.html
5. Ринок лізингу нарощує оберти [Електронний ресурс]. – 18 грудня 2018. – Режим доступу : https://business.ua/finansy/item/4423-rynok-lizynhu-naroshchuie-oberty
6. Підсумки III кварталу компаній-учасників Асоціації [Електронний ресурс]. – 15 листопада 2018. – Режим доступу : http://uul.com.ua/2018/pidsumky-iii-kvartalu-kompanij-uchasnykiv-asotsiatsiyi/

Komissarova Yu. A., PhD in Economics Sheneva V. B.,
PhD in Philology Aliseienko O. M.
Oles Honchar Dnipro National University

THE PROBLEM OF TAX IVASIONS IN UKRAINE

The tax system is an important factor affecting the development of the Ukrainian economy. Today tax evasion, unfortunately, is a very common situation. According to the official data of the Ministry of Economic Development and Trade of Ukraine, the shadow economy's level in the first half of 2018 amounted to 32% of official GDP, at the same time this indicator in the countries of Europe is 5–10%. This fact impairs the living conditions of society (property inequality increase, crime rate rise, losses of the country's position on the international level and corruption boom). Therefore, the problem of tax evasion in Ukraine needs an immediate solution.

The main reasons for this problem are:

• low level of knowledge about tax matters among the population;
• decline of the socio-economic situation of society;
• high rates and excessive taxes;
• high level of corruption in the government;
• imperfection of the legislative framework;
• impunity;
• inefficiency of public administration;
• irrational tax structure.

The most extensive tax evasion scheme is the use of offshore. According to the report of the international organization Global Financial Integrity during 2004-2016 about 116 billion dollars were withdrawn from Ukraine, which is about 9,4% of GDP each year. Also there is a widespread tax evasion scheme, especially due to the creation of a fictitious tax credit. Despite the fact that this situation has received considerable attention from the controlling authorities, fraudsters find it possible not to pay taxes using "twists": resale of import VAT paid at the customs. These offences take from the budget about 10–12 billion UAH a year.

There is significant fraud on the customs. Thus, due to smuggling and under-estimating the value of goods the budget loses 25–70 billion UAH each year. In general, according to the assessment of researchers, the state budget loses 100–160 billion UAH every year. Unfortunately, offshore, fraud with VAT tax credit, "twists" or understatement of profits are schemes that have already been consolidated in the minds of the population and seem no longer surprising.

Consequently, the problem of tax evasion requires the following measures to address:

1. Tax legislation improvement. It needs to be made accessible and understandable to everyone.

2. Tax rates reduction with the expansion of the tax base.

3. Tax administration procedure simplification. The abolishment of fiscal payments will allow to reduce the tax burden on business entities gradually and to improve the conditions for the development of their activities.

4. The increase of the level of tax culture and tax discipline by intensifying the fight against the corruption, by improving democratic institutions and efficient use of tax revenues.

5. Penalty rate increase of for the violation of the tax legislation.

6. Tax service effectiveness improvement to identify tax evasion and to create conditions under which it is impossible to evade tax payments.

7. To ensure the inevitability of punishment in case of the detection of such facts.

8. The formation of national tax consciousness by carrying out informational and educational work, which will increase voluntary payment of taxes.

Having solved the problems in the field of taxation, Ukraine will create favorable conditions for the budget loss reduction.

Komykh K., PhD Kolomoichenko O. E.

Oles Honchar Dnipro National University

SELFIE ADDICTION AS A SIGN OF A PERSON'S MENTAL DISODER

In the modern information society, the possibilities of socialization of a person are greatly expanded due to the development of the Internet. There are new communication opportunities, and the flow of information on the Internet changes every second. Social networks become meaningful to an individual, various Internet opportunities allow us to expand the space of communication, see the world, find and open something new, create conditions for self-education and learning, but to some extent influence the development of addiction and enthralment of people.

Today it has become commonplace to see people taking selfies. With the help of a selfie, a person receives feedback from the society about their own behavior. The number of negative or positive reactions to a certain extent determines and maintains self-esteem, due to which the formation and adjustment of their own "self" image takes place.

The main aspect associated with the "selfie" phenomenon is the presentation of yourself to the others; it's a reflected nonverbal image associated with telling others (friends, acquaintances, unknown people) about your personality and about the events in the life.

American Psychiatric Association labeled selfie addiction, followed by posting pictures on the Internet, as a mental disorder. Nowadays selfie fans can be considered not quite mentally healthy people in the United States. American Psychiatric Association specialists named selfie addiction with their own term – "selfitis" [1].

Selfie addiction is formed in 3 stages:

1. Initial stage: a person often takes photos, losing a sense of time and receiving emotional satisfaction from selfies.

2. Formed addiction: there are obsessive thoughts about selfies, an obvious disregard of diet, sleep, violations of social contacts.

3. Acute stage of selfie addiction: attempts to control taking selfies are unsuccessful, which leads to aggressiveness, agitation, difficulty concentrating. There is strongly pronounced social inadaptation. Demonstratively blackmailing behavior is possible in response to the attempts by others to interfere with taking selfies.

According to the specialists, a mental disorder is a significant disorder of a person's thinking, their ability to control their emotions and behavior. This condition also affects the ability of a person to maintain relationships with others and cope with life difficulties. Mental disorder symptoms that are noticed by patients or their relatives are the followings: – physical (pain and sleep disorder); – emotional (feelings of sadness, fear or anxiety); – cognitive (difficulty of clear thinking, pathological beliefs, memory impairment); – behavioral (aggressive behavior, inability to perform routine functions, abuse of psychoactive substances); – perceptual (it seems to a person that he (she) sees or hears what the others do not see and hear). [2] There is a strongly pronounced social inadaptation. Demonstratively blackmailing behavior is possible in response to the attempts by others to interfere with taking selfies.

The psychologist and author of the book about narcissism, Sandy Hotchkiss says that constant posting of selfies is a sign of self-admiration and popularity mania. And this can lead to addiction. People, who are overly fond of selfies, most likely, from the early years have learned to appreciate themselves only for the appearance and opinion of those who know them.

So, taking selfies is a fashionable feature of the modern society, especially among young people, which provides an opportunity to present themselves to the world, to receive positive responses on their own "self" image, thereby improving their emotional state. But the abuse of selfies can lead to serious mental problems.

References:

1. Psikhologi SShA priznali oderzhimost «selfi» psikhicheskim rasstroystvom [US psychologists have recognized selfie obsession to be a mental disorder] (Electronic resource) Available at: https://www.imena.ua/blog/official-selfiee-a-mental-disorder/
2. Ranni symptomy psykhichnogho rozladu [Early symptoms of a mental disorder] (Electronic resource) Available at: https://www.unian.ua/health/worldnews/463805-ranni-simptomi-psihichnogo-rozladu.html

Kovalchuk V., PhD Kolomoichenko O. E.

Oles Honchar Dnipro National University

PLACEBO EFFECT

Nowadays, even when drugs are impeccably studied, scientists are trying to trigger a placebo effect. Bright and large pills act better than vague and small ones, and preparations ("bioequivalents") of well-known companies produce a greater effect than drugs of modest manufacturers with the same composition. The basis of the placebo effect is the suggestion that the drug has a certain effect, and the expected effect appears because the brain begins to stimulate the production of endorphins, which partially replace the effect of the drug, and the “mobilization effect” works – it enhance immunity, namely, mobilizing the body’s defenses. The manifestation of the placebo effect depends on the level of self-hypnosis and the physiological possibilities of the necessary chemicals formation. If patients expect the drug to help improve their condition, then they really have a change for the better.

In medicine, placebo means a drug that does not have medicinal properties. The term “placebo effect” was introduced into scientific use by the American physician Henry Beecher in 1955, who found out that about a third of patients are recovering from dummy pills that do not contain active substances. A serious study of the placebo effect unfolded during World War II. When there were not enough painkillers in the front-line hospital, anesthesiologist Henry Beecher was convinced that in some cases, the injection of saline has almost the same effect as the real medicine. After returning from the war, a doctor with a group of colleagues from Harvard University began to study this phenomenon. The results of his research, he summarized in 1955 in the article "Potent Placebo."

A significant number of double-blind experiments were carried out in which the placebo effect was demonstrated. One of them is a textbook case to study the effectiveness of reserpine. In 1953, the psychiatrist E. Mendel worked at the psychiatric hospital of St. Elizabeth in the ward, where the majority of patients were hospitalized due to attacks of hostile and aggressive behavior. At that time, the new tranquilizer reserpine was popular, because it gave good results for such patients. Hospital managers decided to try these drugs and use a special double-blind method. Patients were not informed that some were given real medicines, while others were given a “dummy”. The doctors did not know which of the patients receive the real drug, and who only thought that he received it. The experiment had been lasting for several months. However, very soon Mendel came to the conclusion that the drug had a very positive effect on the patients. The patients became calmer, communicated with the doctor more cordially, and soon he allowed to abandon the straitjackets. Mendel believed that reserpine would revolutionize psychiatry, especially with regard to aggressive patients. However, he was shocked when he learned that his patients received exactly the “dummy”.

After analyzing all the events, Mendel realized that the positive changes occurred precisely because of his behavior and good attitude towards the sick. He saw signs of improvement in the mental state of patients. In fact, the patients simply began to respond cordially to his calm attitude, which was the result of the doctor's confidence that reserpine was working.

The placebo effect works not only in the experiment, but also in imitation of a certain medical procedure, under the influence of a conversation, when the psychological reserves of a person are mobilized. For example, in the XIX century M.Mudrov treated patients with special powders with the names "gold", "silver", "simple". This name corresponded to the color of the paper in which the medicine was wrapped. His powders had a real miraculous effect. After the death of the doctor, it turned out that it was just ground chalk. Therefore, it is clear that psychological perception, emotions, confidence in the doctor had a healing effect. The effect of the placebo effect enhances the authority of the doctor, so any medications from the hands of a famous star affect patients much more effectively than those prescribed by a local doctor.

According to the research, placebo affects all people, but most of all – on extroverts, and introverts are placebo-unresponsive persons. More exposed to the placebo effect are neurotic people with low self-esteem, self-doubt who tend to believe in miracles. In medical practice, it is confirmed that a placebo is better for people with mild psychosomatic disorders, for example, slight insomnia or shallow depression.

Hence, nowadays the placebo effect is important, since 1970 the placebo and the double-blind method are mandatory for evaluating the effectiveness of new drugs and comparing with similar ones. Therefore, the interest of both psychologists and doctors to placebo is significantly high and its study is continuing.

References:

1. Копець Л. В. Класичні експерименти в психології. – К., 2010.

Krainiak K., Hocharova Yu. S.

Oles Honchar Dnipro National University

ERASMUS+ YOUTH EXCHANGES AS A UNIQUE FORM OF EDUCATIONAL TOURISM

Nowadays youth tourism tends to have a bigger share of the market than a couple of decades ago. Young people (aged 18–30) accept modest facilities; however, they focus on travelling with a purpose. It can be learning a new language, getting to know a different culture, volunteering. Actually, the word «voluntourism» has even appeared in Cambridge Dictionary with a definition of «a type of holiday in which you work as a volunteer (without being paid) to help people in the places you visit».

There are a lot of programmes and initiatives available for Ukrainian youth. The brightest examples of them can be: Work and Travel, Au Pair, Study Tours To Poland, European Solidarity Corps (former European Voluntary Service) and, of course, Erasmus+ Youth Exchanges.

Erasmus+ Youth Exchanges is a non-profit programme of the European Union. Its slogan is «Enriching lives, opening minds». Youth Exchanges allow groups of young people from different countries to meet, live together and work on shared projects for short periods (5–21 days). Erasmus+ focuses on non-formal education, which includes such elements as organized trainings, workshops, exercises, debates, role-plays, outdoor activities; learning by doing, teamworking and so on. It is conducted outside the classroom and allows participants to develop their soft skills and language proficiency. Non-formal education is often considered a second-best option to formal education, it can even provide higher-quality education than that available in formal institutions. Participants' learning experiences are recognised through a Youthpass – a specific tool to document and recognise learning outcomes.

Eligible participants should be citizens or residents of Programme Countries (Member States of the European Union) or Partner Countries (Western Balkans, Eastern Partnership Countries, South-Mediterranean Countries); aged from 18 to 30; be able to communicate in English; interested in the topic of the Youth Exchange; meet visa or border crossing requirements (for example, hold a biometric passport).

Topics of the Erasmus+ Youth Exchanges can be completely different and vary from dance, music and theater to ecology, tolerance and gender equality. Besides, every project is aimed at promoting European values such as respect for human dignity and human rights, freedom, democracy, equality and the rule of law. Regardless of the topic, during every Youth Exchange the Intercultural Night is held. Participants get to represent their country's culture: treat others with some national dishes, teach some basics of the language, show national costumes, dance, sing.

All of the projects are funded by the European Commission. Expenses as accommodation, food, activity-related materials are fully covered. Travel expenses are reimbursed during or after the project, considering the fact that there is a limit for every particular trip depending on the distance, country, and infrastructure. This condition allows young people with financial obstacles to take part in Erasmus+ Youth Exchanges.

To sum up, Erasmus+ Youth Exchanges is a unique opportunity for Ukrainian students and graduates to travel with a purpose, develop soft skills, get international acquaintances with the same interests, practice English and all of it is free of charge.

References:

1. Youth Tourism [Electronic resource]. – Access mode: https://youthtourism.wordpress.com/ 2012/04/01/youthtourism/
2. Youth Exchanges [Electronic resource]. – Access mode: https://ec.europa.eu/programmes/erasmus-plus/ opportunities/individuals/young-people/youth-exchanges_en
3. Take part in a youth exchange [Electronic resource]. – Access mode: https://www.erasmusplus.org.uk/take-part-in-a-youth-exchange

Lesnykov O. O., Prof., Doctor of Economic Sciences Khaminich S.Yu., PhD in Philology Aliseienko O. M.

Oles Honchar Dnipro National University

OVERTON WINDOW IN MODERN ECONOMY

Our modern life, changed radically, but almost nobody noticed it. If we touch upon global marketing and current methods of dealing with customers, the ways of communication and compare it with the same results in 80's or 90's all of us will be extremely surprised. Especially with the average results of successful promo campaigns which reached unprecedented heights. How did it happen? Do customers become less aware in everything, despite the fact that every single idea can be easily checked on the Internet, or maybe companies became so authoritative that nobody doubts it them?

This method is widely used by the international companies and focuses on the process of replacing traditional meanings of life with new, as if imperceptibly implanted, surrogate, virtual, artificially created meanings, the technology of introducing them into our everyday life was formulated by one American named Joseph P. Overton. His technology was widely adopted firstly in the West and later all over the world as a model for changing the presentation of a problem in public opinion, posthumously called the "Overton Window". It is symbolic that both the model and the surname of Overton coincide in meaning – overtone (as subtext, hint, note), and the model itself presents a change in our perception of traditional values – as a kind of overtone – an observer that gives a certain special sound to the famous us notes – the traditional ideas of good and evil.

Among the main tools of purposeful change of our ideas, the main role is played by the principles of tolerance and euphemism, which are gradually introduced into our awareness of being. Tolerance as an opportunity to introduce any, even the most disgusting opinions into everyday life. Conversely, Euphemism – is an indirect, relaxed expression instead of harsh or degrading. From the last examples: the name of "deception" and "lies" – a kind of light, obscure word "fake" and the name of Americans "torture" in Guantanamo prison – "enhanced interrogation technique"!

The same is being introduced in the economic sphere. Traditional concepts of industrial competition, which is the basis of a market economy, are being transferred from the production sector to the virtually financial one. A replacement has occurred: the production of goods and services is no longer the determining factor in the market. The basis of the modern market economy is the virtual–financial sector, where the share of actually produced goods is only 10% of the turnover of commodity exchanges, and the bulk of sales is speculation – the resale of so–called. "Futures" – a virtual commodity that exists only on paper. And this happens not only in the sphere of production, but also in the sphere of banking activity: banks lend to the sphere of production already “having won back” their profits on financial “derivatives”. Analyzing the “Great Collapse” of 1929 in America, the famous American economist J. Kenneth Galbraith wrote that “at some point in the stock market rush, property issues lose all meaning and only the task of rapid growth in market value comes to the fore (land plots in Florida). There was an unprecedented growth in transactions with shares for borrowed funds”. That is, it was not the land as such that was sold, but only the right to purchase it at the exchange price. Credits issued for speculation of exchange–traded assets are still considered by banks to be one of the most reliable investments. Many companies around the world refuse to produce or expand it in favor of financial speculation.

Western economists, explaining the difference between a player and an investor, argue that a player can win only if someone else loses, and when it comes to investment, everyone wins. Thus, there is a substitution of the dangerous word “player” for the attractive word “investor”, as if forgetting, at the same time, that the final result of the “winnings” will be paid by someone “extreme” – a loser, or just the rest of the people. This already happened in America in 2008, in which the rest of the world also took part.

This is happening now in Ukraine, where the UAH exchange rate was falling due to a sharp upsurge in the shadow market for OTC banking derivatives, i.e. surrogates for bank assets. Banks and large corporations of Ukraine "invest" in currency derivatives, where "everyone wins" without thinking that the UAH exchange rate they cause is paid by the Ukrainian people living in conditions of rising prices and lower living standards. And the unjustified increase in domestic gasoline retail prices instead of defining "collusion" is explained as "uncompetitive actions by market participants." Thus, the process of the liberals explaining the events occurring in the economy with "convenient" concepts continues.

The Overton Window, replacing the established meanings with a new interpretation adapted to the actions of world elites to conquer the political, military and economic space in the modern world, closes the window of traditional values, which are the essence of the real existence of humanity.

Leus M., PhD Kolomoichenko O. E.

Oles Honchar Dnipro National University

CURRENT TRENDS IN THE GLOBAL SECURITIES MARKET

We live in time of challenges and opportunities, in time of fast development and rapid changes. The most dynamic market is the securities market which plays a central role in the existence of the world economy and also financially affects the well-being of every person.

The global securities market has been constantly evolving over the years to better serve the needs of both traders and investors. Traders require liquid markets with minimal transaction and delay costs in addition to transparency and assured completion of the transaction. Based on these core requirements, a handful of securities market structures have become the dominant trade execution structures in the world [1].

Securities can be categorized into three types: equity securities, debt securities and derivative securities. Equity securities are shares of a corporation. We can buy stocks of a company through a broker. A company issues equity securities as a means to raise capital in the financial markets for a major event, such as an expansion or merger or for product development [2].

The majority of debt securities are loans, called bonds, made to a company or a country. Rating companies evaluate how likely it is the bond will be repaid. These firms include Standard & Poor's, Moody's, and Fitch's. To ensure a successful bond sale, borrowers must pay higher interest rates if their rating is below AAA. If the scores are very low, they are known as junk bonds. Despite their risk, investors buy junk bonds because they offer the highest interest rates.[2].

Debt securities are often interesting because they are one of the major factors of indicating the economy status. If interest rates are high it seems to be an economy with some sustainability problems, for instance external currency rate pressure.

Derivatives can be used for a number of purposes, including insuring against price movements (hedging), increasing exposure to price movements for speculation or getting access to otherwise hard-to-trade assets or markets [2].

The third type of securities in some cases unstable in aspect of "fixed price" as this type, also classified by investors as buying a pig in a poke. You never know how it will be changing during the next trading month.

Securities make it easier for those with money to find those who need investment capital. That makes trading easy and available to many investors. Securities make markets more efficient. For example, the stock market makes it easy for investors to see which companies are doing well and which ones are not [2].

In 2019 there are several trends to keep an eye on. Even though bond yields have risen at least in the U.S. in recent years, it remains true that yields on government debt are low by historical standards. The yield on 10-year Swiss government debt is negative, and many European countries have very low yields. The U.S. yield curve is flat compared to history. This implies the bond market sees the Fed as close to the end of its tightening cycle [3].

The world economy is emerging from recession and the "era of cheap money" ends, that is, there will be an increase in interest rates, which in turn will affect the growth in loans and decrease number of manufactured goods.

In conclusion, we need to point that all key factors highlighted higher will cause a deflation process that already began in some developed countries and should predetermine the security market vector of upside.

References:

1. An Introduction To Securities Market Structures by Joseph Nguyen.-Access mode: https://www.investopedia.com/articles/stocks/11/securities-market-introduction.asp. – Title from screen
2. Securities and Their Effect on the U.S. Economy by Kimberly Amadeo. – Access mode: https://www.thebalance.com/securities-definition-and-effect-on-the-u-s-economy-3305961. – Title from screen
3. Market Trends To Watch In 2019.-Access mode: https://www.forbes.com/sites/simonmoore/2018/12/26/4-market-trends-to-watch-in-2019/#212c5d0c688a. – Title from screen

Movchan A. O., asst. Pivovarova O. B., PhD in Philology Aliseienko O. M.
Oles Honchar Dnipro National University

SOCIAL MEDIA MARKETING

Today, when social networks are firmly established in our lives and have become not just a platform for communicating with friends, but also a new source of information, it is worth paying special attention to SMM-brand promotion. SMM is social media marketing. Almost all areas and aspects of the PR campaign can be implemented through social networks: it is a content strategy that will inform the audience about your product, communication with consumers, advertising campaigns, promotions, contests. SMM promotion is considered one of the promising methods of promotion. To confirm this thesis, we can cite the following statistics: about 8 hours a week is given to social networks by the average Internet user; 20% of Internet users consider social networks as a source of information; the number of Ukrainian users on Facebook is more than 8 million; more than 70% of users of social networks interact with the brand through discussions, surveys, competitions.

It is necessary to start working with social networks by defining the target audience. Each SMM Agency begins work with a questionnaire, with the help of which the customer describes his ideal client: approximate age, work, interests, status, place of residence, etc. This information will help not only to attract target customers, but also in the future to properly target advertising, develop a content plan, attract visitors to active interaction. An important task of SMM in social networks is the formation of brand awareness. It is necessary to pay attention to the branding of their pages, communities. Create the visual elements of the brand, use it on a Facebook, profile in Instagram.

How to build communication with your consumer? SMM marketer will offer you an optimal strategy based on the characteristics of the social network and your target audience. So, SMM in Facebook provides posts with text and picture, sometimes – with video or audio. You can conduct surveys on this resource: for SMM in Instagram and Pinterest the characteristic location of the photo with descriptions and tags. Twitter content should be placed in a short text, not more than 140 characters [1].

There are General guidelines for creating effective content on social platforms:

- create headlines that "cling". The headline should draw attention to itself, make the user read your post in the feed with hundreds of news;

- make the text readable, easy to read. Add humour if it's appropriate;

- use calls to action: invitation for discussion, expression of opinion, assessment. Stimulate subscribers to comments, likes, reposts;

- take care of visual appeal. Images for posts can be issued in the corporate style of the company. Use the ability to attach audio, video, presentation where necessary;

- don't forget about tags that will attract target visitors to your post.

A social network is not only a place to place your content, but also an opportunity for your subscribers to create content on their own. For example, the Lay's company offered its audience on the pages in social networks to talk about what taste of crisps they would like to try. The company used the proposed ideas in the production of a new product. So, there was a popular Lay's potato crisps with the taste of fiery wasabi.

SMM specialist can offer other, not less effective ways to attract an audience to social media platforms: competitions and promotions with prizes. For these events there are a few simple rules: the organization does not deviate from the subject of business, give their products and discounts on their own products, encourage likes and reposts of advertising posts; make sure that the conditions were simple and clear to everyone; be prepared for the fact that among the attracted by the shares of subscribers may be a lot of disinterested in your products fans receive prizes [2].

Promotion on the basis of social networks has a number of advantages:

1. Low price SMM promotion (you can start with minimal investment).
2. First you work to create an image, then your image works for you.
3. Wide coverage of the audience and the possibility of careful selection of target users.

SMM on Facebook uses opportunities of targeted advertising: display of advertisements to the target audience selected by criteria (gender, interests, place of residence, education, etc.). Each group of users, United by a common criterion, you can display a separate advertisement. With targeting, you can advertise services or products without a website, bringing visitors to a community or store based on a social platform. To SMM in Instagrami and other social networks that you use, recouped costs and bring positive results for the business, it is necessary to develop a content marketing plan. Lot of agencies in the promotion of SMM in Kyiv rely in developing the plan, a profile of the targeted customer. This allows the SMM Manager to create an optimal strategy, which includes: types of content (plan of entertainment, educational, commercial content, formats: video, photo, audio, graphics, etc.); frequency and time of publications (taking into account the characteristics of the behavior of target audience); the purpose of the placement (purchase, go to the site, participate in the promotion, etc.) [3].

The use of various tools for promotion on the Internet not only allows you to effectively establish communication with potential and real consumers of goods and services, but also solves a number of other equally important tasks: promotes the brand, forms the loyalty of the target audience, increases sales, etc. At the same time, the SMM technique is more effective tool than traditional advertising. After all, information in social networks is distributed at an incredible speed, and there is no more effective advertising than the recommendations of friends, acquaintances or recognized experts in a particular field.

References:

1. Hallow D. Social media marketing. – Moscow: Mann, Ivanov I Ferber, 2013. – 240 p.
2. Maksymiuk K. New Internet for business. – Moscow: Eksmo, 2011. – 224p.
3. Shih K. Facebook era. – Moscow: Mann, Ivanov I Ferber, 2011. – 312 p.

PhD in Psychology, professor Nosenko E. L.,

PhD in Philology Aliseienko O. M., Kozenko G. O.

Oles. Honchar National University

PERSONALITY FACTORS OF THE STUDENTS' QUALITY OF LIFE

The issues of the diagnostics of the quality of life and the identification of its personality factors are studied by experts in various scientific fields. In medicine, special attention is paid to the physical indicators of health, especially how physical state can affect the quality of life of personality. In the economy, the levels of well-being and wealth are on focus of the researchers. In ecology, the state of the environment and its impact on human health is also related to the quality of life. Psychology examines the quality of life in terms of happiness, operationalized by Aristotle as the individual's state, characterized by three basic components: individual's perception of his life as meaningful, engaged and pleasant (Nosenko et al.,2017:14).

It should be noted that at the moment most of the reasearchers, who are interested in the phenomenon of «quality of life», represent the medical sphere. Their investigations are aimed at studying how physical defects, diseases, mental disorders affect the individual's perception of his quality of life.

In foreign psychology, there is a longer tradition of studying the problems of quality of life than in Ukrainian one. But the approach of the Ukrainian researchers to the investigation of this phenomenon can be characterized as multidisciplinary and comprehensive, despite the fact that until today, there is no unambiguous definition of the content of this concept. The choice of the student youth as the object of investigation in this study imposes the obligations on the authors to avoid the so called «state of the health» orientation of the search the main target of which is to investigate the quality of life.

One of the oldest interpretations of the concept of the «quality of life» belongs, as it has been mentioned above, to the ancient philosopher Aristotle, who defined its meaning in terms of «happiness, experienced by the individual when the soul is satisfied and everything works well" (Strnadova et al., 2016:106). Although, the concept of «happiness» is not a scientific psychological term, modern researchers continue using the word «happiness» as a scientific concept, including three basic shades of meaning of life: active engagement, which brings satisfaction and meaningful life of the individual.

Studies of the problems of quality of life in its socio-psychological aspect began in the mid-60's, when the highly developed countries began their transformation to the post-industrial stage of development, which predetermined the interest in the humanitarian content of the economic progress (Tishchenko, 2010).

Later, there were other definitions of the quality of life, as a pscychological term which was extended by M. Seligman, D. Damasio, K. Land, A. Michalos by the definition in which more attention was focused on the personality traits of the individual, his emotions, inner states in determining the quality of life (Seligman, 2005; Damasio, 2013; Land&Michalos, 2012).

The scientific interest to the quality of life has also increased rapidly in the post-Soviet countries. In Ukraine, works have also been published in which the theoretical and methodological substantiation and definition of the quality of life of certain groups of population have been presented.

The quality of human life is interpreted by contemporary researchers as an integral characteristic of the individual's state, involving the physical, psychological, economical, ecological and social components. Only viewed through various articles, so to speak, the human life can be comprehensively described as meriting the meaning of the term «quality of life» (Subetto, 2011).

Some contemporary researchers, particularly A. Aleksinska, emphasized the difference between the concepts of the «quality of life» and «a sense of the quality of life». According to the researcher, personality considers inadmissible substitution and parallel use of those terms and, relates «quality of life» to an objective measurement, and a «sense of quality of life» to its subjective reflection in human consciousness.

The author studies the point that the «quality of life» is determined by external conditions, while the «sense of quality of life» reflects the subjective attitude of the individual to the surrounding reality conveyed through emotions and feelings.

The urgency of assessing the quality of life of student youth is determined by the fact that students have always been one of the most active stratum of young people, who are sensitive to their own life positions in their lives and represent, in a sense, an intellectual potential of the nation. Therefore, it appears significant to identify the possible personality factors that can affect the quality of life of this category of youth.

Dispositional traits are important for ensuring quality of life: openness to experience, emotional stability, conscientiousness, can affect the quality of life of student youth (Chapman, 2013). Due to the openness of experience, the student turns out to be able to master new knowledge. Open experienced students have wider interests, advanced fantasy, flexible mind, originality and aesthetic sensitivity. They are attracted by everything new and unusual. Advanced students have high level of self-control, organization, discipline, responsibility, accuracy in work. All these traits help to focus the individual on personal and professional goals. Emotionally stable students treat their lives more rationally and calmly, which positively reflects on their intellectual and academic achievements.

Consequently, there are reasons to expect that the quality of life of student youth may increase, not only in the presence of a high level of knowledge, but also due to the immanence factor of the motive for higher education and the meaningful understanding of the future profession.

References:

1. Chapman B. Personality Traits, Education, and Health-Related Quality of Life Among Older Adult Primary Care Patients // The Journals of Gerontology: Series B, Volume 62, Issue 6, 1 November 2013, P. 343–352.
2. Nosenko E.. Routes to happiness as the personality resources of the quality of life / E. Nosenko, D. Nosenko // The journal of Dnipro University. Series "Psychology". – W .23, 2017. – p. 11–18.
3. Seligman, M. E. P., Steen, T. A., Park, N. & Peterson, C. (2005), “Positive psychology progress: Empirical validation of interventions”, American Psychologist, Vol. 60, p. 410–421.
4. Strnadova, V., Vobornik, P. & Provaznikova, K. (2016), “Research of quality of life of informatics students though innovative application”. WSEAS Transactions on Information Science and Applications, Vol. 13, p. 105–117.
5. Subetto A.I. Quality management and human survival / / Standards and quality.[Upravlenie kachestvom i vizhivaemost’ cheloveka] – 2011. – № 1,2,3. – P. 39–48.
6. Tishchenko, P.D. Genomics, health and biotechnological anthropogenesis / / The world of psychogy [Genomika, zdorovje i biotechnologichezkij antropogenez]. – 2010. – No. 1 (21), Moscow-Voronezh, p. 31–54.

Oleksiienko Vlada, Aliseienko O. M., Kucherenko S. K.
Oles Honchar Dnipro National University

TAX SYSTEM IN UKRAINE AND ITS IMPACT ON AN ENTERPRISE ECONOMIC SECURITY

"Modern enterprises are forced to operate in conditions of instability, globalization and changing environment." Adapting to these conditions requires companies to formulate certain potential of resources to ensure their development. During the crisis, the greatest danger to the enterprise is the destruction of its potential, i.e. the reduction of enterprises' ability to reproduce (due to the fact that resources for the development are practically absent). Therefore, the issue of economic security of the company is always relevant, as proved by the attention of scientists to this topic.

Bennikov M. understands the economic security of an enterprise, as the protection of its scientific, technological, production and personnel potential from direct or indirect threats [5]. Grunin O. A. defines the economic security of the enterprise as the state of the economic entity, which, under the most efficient use of corporate resources, reduces, prevents or protects against existing threats or unforeseen circumstances and basically ensures the achievement of business objectives in a competitive environment and under economic risk [6]. I believe that economic security is a system that guarantees the protection of all resources of an enterprise under any threat.

"Effective activity of industrial enterprises depends on many factors: financial, informative, ecological losses, activity of the taxation system, increase of labor productivity, competitiveness, reduction of risks connected with investment and production activity. These are factors that influence the economic security of the enterprise, which can ensure the stable functioning and development of the business entity" [4].

In my opinion, the taxation system is one of the means of direct economic impact both on business security and on its development. It is history that shows the irreplaceability of taxes. Historically, it is precisely thanks to taxes that effective regulation of economic processes take place. In addition, in today's conditions, the role of taxes is particularly important because they are the only instrument by which the state:

• forms centralized funds of financial resources that are necessary to ensure the financial and economic security of entrepreneurship;

• regulates the scope of social guarantees;

• acts on public production, namely on its dynamics and structure;

• affects the development of technology and science.

In spite of the above-mentioned, the tax system of Ukraine has certain disadvantages.

Firstly, due to the numerous changes in the existing laws, there is an instability of the tax system.

Secondly, the tax system of Ukraine has double taxation;

Thirdly, a large number of ineffective taxes that require significant administrative costs excess the budget revenues [1].

Summarizing the above-said, it becomes clear that the current tax system is ineffective and it directly affects the economic security of entrepreneurship. Therefore, I believe that only based on the real situation in the economy and adjusting the economic situation to the current situation can ensure the effectiveness of the tax policy of the state regarding the economic security of entrepreneurship.

The following factors contribute to the development of modern tax policy: quantitative assessment of threats and the construction of priority national economic interests in the field of entrepreneurship.

The main threats to the economic security of entrepreneurship include:

Firstly, the ineffectiveness of state tax regulation.

Secondly, the ineffectiveness of the fiscal tax function.

Thirdly, the massive tax evasion, which causes an increase in the influence of the shadow economy sector.

Fourthly, the low level of tax discipline, which leads to the lack of transparency and contradictory rules of tax legislation.

An important aspect of the tax system impact on the economic security of entrepreneurship is the financial component of the tax system. This is due to the fact that using tax regulation creates the basis for entrepreneurship development, namely the state budget. Unfortunately, in Ukraine the state budget is unbalanced, it causes a crisis of non-payments, budget debts, limited credit resources, etc. All these factors reduce the level of economic security of entrepreneurship and increase the social tension in society.

So, summarizing all the material written above, one can draw the following conclusions: for the purpose of providing profit, maintaining the liquidity of an enterprise, it is necessary to use all resources effectively, in order to realize this it is necessary to reform the tax system of Ukraine. Moreover, using previous experience and experience of modern developed countries, it is necessary to improve the structure of economic security of enterprises, to develop approaches to the optimal structure of economic security of the enterprise. But, this is possible only with the improvement of the tax system (optimizing tax payments, gradually lowering the current tax rates, developing clear rules for tax exemptions, which will create new jobs and stimulate investment, starting to use zero tax rates for business entities that carry out activities in scientific, cultural spheres, etc.).

References:

1. Майстренко О. Реформування податкової системи України як спосіб вирішення податкових колізій / О. Майстренко // Право України – 2006. – №2. – С. 15–19.
2. Режим доступу : https://studfiles.net/preview/3009710/page:4/
3. Економічна безпека підприємства: фактори впливу та шляхи забезпечення Барташевська Ю.М.
4. Смоквіна Г. А. Сучасні підходи до оцінки економічної безпеки промислового підприємства: теоретичний досвід і практичне використання / Г. А. Смоквіна // Бізнес-Інформ. – 2015. – № 11. – С. 231–239.
5. Бендиков М. Экономическая безопасность промышленного предприятия (организационно-методический аспект) // Консультант директора. – 2000. – №2.
6. Грунин О. А., Грунин С. О. Экономическая безопасность организации. – СПб.: Питер, 2002. – 160 с.

Prikhodko A. I., Alieva N. G.

Zaporyzhzhya National University

EPITHETS IN PORTRAIT OF DORIAN GRAY BY OSCAR WILDE

The epithet is the so-called definition of an object or phenomenon, as well as a person, which reflects certain, their particular features. Epithets are designed to make speech colorful, lively, rich; they express the attitude of the author to this or that event. Therefore, the study of epithets is a prerequisite for a complete analysis of the work. They allow us to determine the author's style, his attitude to his characters and events.

According to I. R. Halperin, imagery is created by the interaction of the subject-logical meaning of a word with its contextual meaning, "and the basis of imagery is always the subject-logical meaning". The author defines the epithet as a stylistic device, which is based on the interaction of the subject-logical and contextual values in the definition, this definition, in turn, can be expressed by a word, phrase or even a sentence. It reveals the individual emotionally-colored attitude of the author to the subject or phenomenon. In contrast to the logical definition, which is only objective and does not contain an assessment, it is necessary to distinguish between the epithet and the logical definition. The epithet is always subjective and evaluative.

For example, the adjectives in these phrases white snow, blue skies, round table are logical definitions. They point to the qualities of objects that are considered generally accepted facts. The adjectives in the wild wind phrases are "violent / gale wind", destructive charms – "disastrous charms", radiant maiden – "radiant / radiant maiden" indicate a certain quality of the object, which is unique only to him. They are subjective and evaluative in nature. They are epithets.

The object of the study is Portrait of Dorian Gray by Oscar Wilde. Portrait of Dorian Gray had written in aesthetic style. Details are distinguished by sophistication and mannered grace. The novel begins with the words: "The studio was filled with the rich dour of roses, and when the light summer wind stirred amidst the trees of the garden the recame through the open door the heavy scent of the lilac, or more delicate perfume of the pink-flowering thorn". Three types of flowers: roses, lilac and wild rose (pink-flouring thorn); and three synonyms of the word "smell", "aroma": "odor", "scent", "perfume" – from the very first lines give an idea of the grace of the author's syllable and its burden to all the subtle and beautiful.

Dorian Gray's passion for gems is depicted as follows: "He loved the red gold of the sunstone, and the moon stone spearly whiteness, and the broken rainbow of the milky opal." The author uses colorful epithets, expressed by the metaphor of "pearly whiteness", "broken rainbow", "milky opal".

The epithet "exquisite" is found dozens of times in the novel and is one of the most frequent. For example, the word "beauty" (beauty) and its derivative "beautiful" (beautiful) are found in the text 98 times, the synonyms of the "delightful", "marvelous", "fascinating", "wonderful", "charming", "subtle", "refined", "picturesque" – a total of 258 times; in the book we find 39 names of precious stones, 23 names of musical instruments, including very rare ones.

The author carefully depicts the images of flowers, bees, birds – moving against the still.

"The wind shook some of the blossoms from the trees, the wind lilac-blooms," – the author metaphorically calls the lilac flowers as stars.

The description of Lord Henry's library includes "a luxurious armchair", "a charming room", "paneled wainscoting of olive-stained oak", "cream-colored frieze", "silk long-fringed Person rugs", "a statuette by Clodion", "A copy of Les

Cent Nouvelles", "bound for Margaret of Valois by Clovis Eve", "large blue china jars" are attributes of luxury and grace.

Wilde skillfully uses various stylistic techniques that give his style grace and narrative imagery and metaphor.

So, our study showed that Oscar Wilde resorted to use a large number of epithets to achieve a variety of stylistic techniques: comparisons, metaphors, etc. The epithets used in the work made it more believable, lively, bright, gave a greater figurativeness.

Repina S. O., Honcharova Y. S.
Oles Honchar Dnipro National University

HISTORICAL ASPECTS OF LEXICAL BORROWING IN ECONOMIC DISCOURSE

The paper focuses on the analysis of some historical aspects of such a phenomenon as lexical borrowing. Scientists define borrowing as "the process of importing linguistic items from one linguistic system into another" [1]. In the focus of our attention is a historical background, explaining the need to loan some economic terms from one language into another in general, and from English into Ukrainian, in particular.

People face a variety of economic processes every day − it is a part of our daily life. Such activities as manufacturing, buying, selling and distributing goods and services, especially in a global dimension, stimulate the process of lexical borrowing of economic terms. Since the economy became the unifying basis for international cooperation, the necessity to use economic vocabulary correctly has become a social norm. For example, even the word "economy" has a Greek origin, not to mention successfully implemented essential economic laws in VIII-VI centuries BC. It is noteworthy that English, before it became the language of international business, had been under the Scandinavian influence and later under the impact of Latin and French. However, during the first industrial revolution (the transition from manufacturing to machine production) this language became the cradle for new economic terms. For instance, the term "performance" borrowed from English in the second half of the XIX century, today is associated with well-known English economic definition of productivity, efficiency, achievements in economy and finance, although, initially it was loaned from French. Nowadays this term is widely used in economic, political and financial spheres.

The numerous scientific research show that the birth of a prominent economic idea generates the emergence of neologisms and their subsequent use in the scientific discourse and sometimes in everyday not only the English language.

Nevertheless, not only the world economic community uses the generally accepted terminology but also ordinary citizens are not averse to insert several foreign words into the conversation. Loanwords from the economic sphere, such as banking, meeting, marketing, are in everyday usage now. Also the word «outsider» that means a bad specialist, an exchange speculator-layman [2] firmly entered into Ukrainian. At the household level, such this word defines a person who came last at some competition. Alternatively, the next example is the word «discount» which means the purchase of bills or bonds at a price below nominal [1]. In everyday life, this word is used to describe the cumulative discount on goods in a particular network of stores.

It seems the fashion to use English terminology has not passed, and most likely will not pass. The new research in history of language underline that “vocabulary and phonology are borrowed more readily than morphology, syntax and stylistic features” [1]. The reasons are obvious: brevity, accuracy of definition, compactness, prestige and easiness of pronunciation. For example, in the Ukrainian terminology, there is the word «торгова марка», and in the English "brand", it is obvious that the word "brand" in the above parameters exceeds the phrase "trademark", so this word is used in our speech much more often.

The advanced world economy is concentrated in countries where English is the language of communication. Therefore, it is logical to assume that the flux of new economic English terms will not lessen. Some researchers see here the threat for the Ukrainian language, while others consider it as a positive trend. Humanity is moving slowly but surely along the path of so-called unification of languages. This question concerns not only the economy, but also other areas of human activity: art, politics, law and science. Thus, the study of such an important phenomenon as borrowing has a scientific perspective.

References:

1. Hoffer Bates L. Language Borrowing and Language Diffusion: an Overview Intercultural Communication Studies [Electronic resource] – 2002, № 4. – P. 43 – Mode of access: https://englex.ru/english-borrowings
2. Dictionary of Economics. English lane. New economic school. [Electronic resource]/ P. A. his Jacket. – 2017 – P. 322. – Mode of access: https://englex.ru/english-borrowings
3. Economic terms [Electronic resource] – 2016. – P. 44 – Mode of access: https://englex.ru/english-borrowings

Rokhlina M.S., PhD in Economics Mohylova A. Y.,
PhD in Philology Aliseienko O. M.
Oles Honchar Dnipro National University (Ukraine)

COMMUNICATION STRATEGIES IN MARKETING

Communication is the art of meaningful information transfer between individuals through a variety of forms of communication, which is closely linked with leadership, corporate culture and motivation aimed at achieving the goals of the enterprise. Proceeding from the definition of the essence of communication and its role, we can conclude that the management of the enterprise operates a system of communications, i.e. a set of elements, which is directly related to the goals, functions and organizational structure of the enterprise, the directions of information flows, the technology of their transmission, the development of communication strategies in management.

Despite the urgency of the problems associated with scientific understanding of the phenomenon of marketing communication strategies among scientists, there is still no single approach to the understanding of the term "marketing communication strategy", as well as its goals and process of formation.

Thus, the national scientist T. O. Primak gives the following definition of marketing communication strategy: "Marketing communication strategy is the direction of action of the enterprise to ensure its informational presence in the market and the formation of long-term partnership with other market subjects in the process of creating and distributing certain values" [3].

Accepting the definition proposed by T. O. Primak, taking into account the analysis of scientific literature on this issue and the influence of globalization processes of the modern information society on entrepreneurial activity, one can interpret the marketing communication strategy as a strategic marketing reference point for the implementation of information and communication influence on the existing and potential target audience in conditions of increasing the awareness and demanding of the latter, using integrated communication tools to achieve corporate-wide, strategic business and marketing goals of the company and to evaluate its effectiveness and adjustments.

The outline of the main goals is an important prerequisite for the formation of an effective marketing communications strategy.

Thus, well-known foreign scientists J. Burnet and S. Morirty emphasize that the main goal of the marketing communication strategy is the following: "It will serve both the overall goal of the enterprise and the objectives of its marketing plan" [1], in other words, promote the implementation of the marketing plan of the enterprise.

And domestic scientist E. V. Romat emphasizes the non-economic goals of the marketing communication strategy and notes: "The setting of communication goals lies in the field of consumer psychology" [4].

In our opinion, the goals of the marketing communication strategy are derived from the corporate strategic goals of the enterprise and the marketing strategic objectives of its business units. Therefore, one should take into account the position of the leading scientist N. V. Kudenko concerning the fact that the marketing communication strategy (strategy of promotion) is a functional strategy and must be integrated into the marketing activity of the enterprise with its other functional strategies [2].

The main objectives of the marketing communications strategy are the following: reporting relevant information about the company, its products or services to the target audience; formation, confirmation and increase of the positive image of the enterprise; communication impact on consumer behavior, which induces the latter to purchase products or conduct testing; attraction of new consumers and the transition of potential consumers to existing ones. An outline list of the main goals of marketing communication strategies undoubtedly has an impact on the expansion of the market share of the company, the strengthening of its competitive positions, increased sales and profits.

The main goal of the marketing communication strategy is to inform the target audience about the mission of the enterprise, marketing strategic decisions to meet the needs of existing and potential consumers, to identify the specific objectives of the marketing communication strategy clearly, to develop and implement effective integrated communication tools, through which it will be possible to achieve results as communication actions, as well as marketing activities of the enterprise as a whole. Therefore, a marketing communication strategy should be understood as a system consisting of tactical and strategic decisions about the communication impact on the target audience, which has a clear sequence of stages of formation and implementation.

The following types of marketing communication strategies are commonly known and mostly used: push strategy, engagement strategy (implementation), combination strategy, personal communication strategy, non-personal communication strategy, individualized strategy, standardized strategy.

Domestic scientist T. O. Primak notes that in the economic literature there is no single classification of marketing communication strategies [3]. At the same time, there is a classification of advertising strategies, direct marketing strategies, and public relations strategies, but they do not define the complex approach to the classifications of marketing communication strategies and do not give an idea how these strategies can be applied depending on the market positions of a particular company and certain type of market.

Therefore, it should be noted that strategies can be used by enterprises in a mixed way and subject to greater detail, i.e. they are developed and implemented as sub-strategies. In the information society, the development of Internet marketing and digital marketing has led to the emergence and implementation of new types of marketing communications strategies.

In the course of the research carried out, the goals, objectives of the marketing communications strategy of the enterprise were determined.

Formation and successful implementation of marketing communication strategy affects the effectiveness of marketing activities of the enterprise, strengthens its competitive position on the basis of integration interaction with other marketing functional strategies. Being one of the functional strategies, the marketing communication strategy, based on the general corporate strategy, transfers into practical implementation of the general corporate goals of forming a positive attitude towards the company and its products in the target audience and strengthening the information and communication impact on existing and potential consumers.

In today's globalized world, where the information society is intensively developing, there is a transformation of marketing communication strategies that requires further research.

References:

1. Bernet J. Marketing Communications: Integrated Campaign / J. Burnett, S. Moriarty; per. from english ed. S.G. Bozhuk. – SPb .: Peter, 2001. – 864 p.
2. Kudenko N. V. Strategic Marketing: Textbook / N. V. Kudenko. – K.: KNEU, 2012. 523 p.
3. Primak T. O. Marketing Communication Strategies: An Integrated Approach to Their Classification / T. O. Primak // Formation of a Market Economy: Coll. sciences works – Special vip Marketing: Theory and Practice. – K .: KNEU. 2009 – 653 p.
4. Romat E.V. Advertising in the marketing system / E.V. Romat. – St. Petersburg: Peter, 2008. – 608 p.

Shcherban V. Y., Prof. Duchynska N. I., ass. prof. Aliseienko O. M.
Oles Honchar Dnipro National University (Ukraine)

THE ROLE OF ON-LINE MARKETING IN THE TOURISM SERVICES MARKET

Nowadays, the Ukrainian economy is in a difficult phase of overcoming the effects of the global financial crisis and economic difficulties. A large number of Ukrainian enterprises, in particular, tourists are faced the problems predominant to this period. For the effective operation of tourism enterprises under such difficult conditions, new approaches, methods and solutions should be used in their activities, among which, the on-line marketing.

The world experience of business development shows a steady character of strengthening marketing ways and requirements of the Internet technologies more effective use in management of marketing activity.

Many scholars like: Kotler F., Krajnik O. P., Kricavsky E. V., Pavlenko A. ., Porter M., Prahalad K., Malskaya M. P., Hamele G., Humil F. I. devoted their scientific interests to the question of marketing activities of the tourist enterprise.

The tourism industry in its main characteristics generally does not differ from other types of economic activity. That is why the key principles of marketing can quite successfully be used in tourism.

Marketing in tourism is a system of continuous harmonization of the offered services, which are in demand on the market and which the travel company can offer with profit for itself and more efficiently than its competitors [1]

The use of Internet marketing methods allows you to expand the range of travel companies activities significantly and bring this business out from a local market to an international one. These tools are less expensive than promoting a company through the use of traditional marketing tools.

The Internet allows you to makes the process of interaction with potential customers without having to spend extra on providing them with the desired service 24 hours a day, 7 days a week and 365 days a year. The Internet not only gives the company the ability to effectively organize feedback with a potential client and quickly investigate current demand, but also effectively change their marketing plans and promotions according to the ever-changing economic situation. The Internet is an indispensable tool of marketing information research, which surpasses other traditional marketing methods such as the press, television or radio and is the most favorable tool for finding potential clients or investors, in particular abroad, for the sake of cutting off the expanses on international business trips and negotiations. The use of the Internet greatly reduces the losses on promoting travel services, while maintaining the necessary efficiency, and also allows you to plummet the investment risks by making it controlled. It is only necessary to know how to apply all the above-mentioned perspectives in the activity of the travel company and to obtain from them maximum profit.

The complicated current conditions in which enterprises are in (including tourism), make them more vigorously apply marketing technologies, the characteristics of which are shown in Table 1.

Table 1

Basic Marketing Technologies and Their Characteristics [3, p.45]

Marketing technology	**Characteristics**
Marketing Internet Technology	A number of social and managerial processes aimed at optimal satisfaction of the requests of potential clients on the Internet when developing proposals and systems for the exchange of services with help of the information communication technologies
Viral Marketing	The development and modification of media viruses – interesting and vivid outlines that are similar to viruses. Visual marketing involves the formation of the interest of target audience representatives in the transfer of marketing information
Customer Relationship Management	CRM-technologies optimize the marketing planning algorithm, reducing its complexity. These technologies determine the possibilities of the gathering, processing and optimal use of information, first of all, about potential customers
IMC (Integrated Marketing Communications)	Collaboration of all the methods of a communications complex, in which each method should be integrated with other marketing tools and supported by them to achieve the most economic feasibility. As the IMC's marketing technology allows you to get in touch with the desired market segments, using a variety of different ways: organizational, technical, economic, informational for achieving the purposes that were assigned to the company
Branding and Rebranding	Branding – is a work on the formation and development of a particular brand. This technology aims to apply knowledge about the methods and ways of managing the developing processes and flourish the brand. Rebranding – research of a new position for the brand and modification of the brand's identity. This technology aims to use restyling – the visual change of brand's components and repositioning of the brand, in other words, changing position on the market, replacing the name, logo and visual perception
Cross-marketing	Collective promotion of services by two or more companies that do not compete with each other in the tourism market, which complement each other's services. This technology provides cross-promotion of the company (services) by two or more organizations, using common marketing strategies aimed at promoting sales
Others	Call center marketing technologies, mobile marketing technologies, direct marketing technologies, etc.

The main components of developing a marketing strategy for a travel company should be the following:

– the formation of short-, medium- and long-term goals;

– the development of a marketing plan for the promotion of services on the Internet;

– estimation of possible implication of money and material resources in the Internet marketing;

– effective investment of available resources for optimal work with regular and potential clients

– an analysis of the set goals and efficiency of the planned activities;

– effectiveness evaluation of the implemented strategic and tactical plans, adjustments and formation of the new ones [2, p.143].

Therefore, the on-line marketing of travel services is an integral part of these services properties, specifically: contact with the author, immateriality, instability and impossibility of storage and accumulation. The on-line marketing of a travel company includes the entire complex of travel agency marketing on the Internet, the purpose of which is to meet the needs of consumers and increase the corresponding profit. Context and banner advertising, SEO optimization, SMM promotion, virus and partisan marketing, Internet branding plays a valuable role among the most used tools in the on-line marketing of travel services.

References:

1. Malskaya M. P. Fundamentals of Marketing in Tourism – Textbook. / Malskaya M. P., Mandyuk N. L. – K .: Center for Educational Literature, 2016. – 336 p.
2. Ravikovich I. E. Developing an Internet Marketing Strategy for a Machine-Building Enterprise / Ravikovich I. E. / Young Scientist. – 2015. – No. 12 (2). – P. 141–145.
3. Svyatnenko V. Marketing technologies as a means of effective development of domestic enterprises / Svyatnenko V. // Bulletin of Taras Shevchenko National University of Economy. – 2014. – Vip. 8. – P. 44–49.

Shebanov O. B., Doc. Kasyan S. Ya., ass.prof., PhD Aliseienko O. M.
Oles Honchar Dnipro National University (Ukraine)

PROBLEMS IN RELATIONSHIP BETWEEN A SELLER AND A BUYER

Nowadays, the tendencies of the development of trade show the growing importance of the relationship between sellers and buyers. Relations between people are different. They depend on many factors: the means of communication, the status of interlocutors, the level of education, etc. However, in the process of communication, it is possible to highlight some common points that are associated with social functions or roles performed by people.

People have certain expectations regarding how it is necessary to behave in contemporary life. "Seller" and "Buyer" are social roles that greatly facilitate the contacts of strangers in the process of buying and selling. The communication of buyers and sellers is of a short-term and often occasional character, so the formal relations prevail over the personal ones.

Being in a business relationship people are often in similar situations. Relations between the seller and the buyer should not end when the product is sold or the service is provided. Long-term trade relationships are becoming increasingly relevant. Buyers know in advance what kind of outlet they should return to make a second purchase and whom it is better to apply there.

Customer loyalty is the priority for a trading firm. Custoner shopping satisfaction is the basis for creating the relationship of this kind. The buyer will be satisfied if the seller is focused on it, and not totally on sales. Such vendors do not just enter into deals, they seek to meet the needs of their customers. The sale process begins when the seller approaches the buyer, but accepting the buyer's decision does not mean it is completed. The seller must offer and help the buyer to purchase unscheduled goods. Such additional agreements make a significant contribution to improving the profitability of the store and, in addition, increase the level of consumer satisfaction. The sale process is completed only when the seller is sure that his buyer is fully satisfied and intends to visit the store again in the near future. A trade agreement is just one of the stages in the formation of a circle of loyal customers to the store, i.e. a goal that must be born in mind of every salesperson who serves the customer.

An important component of communication in trade is the level of significance of communication between the seller and the consumer, the need for the process of the relationship itself. Episodicity and impersonality of communication determine the peculiarities of the behavior of people in the store: they often do not care about producing the impression, or, conversely, trying to make a winning impression in order to achieve a specific one-time result.

All of these concern both the seller and the buyer. This feature causes negative moments in communication: inattentiveness, intransigence, distraction, rudeness, etc. The appearance of the seller while communicating with the customer plays an important role. To sell all the goods is the task for the seller, and to buy the goods is the task for the buyer. Unfortunately, such a situation makes both sides to be in doubt regarding the trust to each other. A negative consequence of it is mutual distrust. It can be expressed in various ways, depending on the nature of the person, and often leads to irreversible conflicts.

The seller is the only representative of the whole system that has direct contact with the buyer. Therefore, all personal reactions and complains of the consumer are directed to him. Being knowledgeable in this field allows the sellers to increase their own self-esteem and the importance of their place in customer service, as well as feel responsible not only for the results of their own work, but also for the activity of the whole store.

Therefore, the seller is obliged to speak to the buyer on behalf of the whole trade and to justify any expectations of the buyers. Among other features of communication in trade you can mark the unequal position of sellers and buyers in the process of servicing. Consumer decides what shop to choose for the purchase; the choice of goods is twisted only from the consumer; the consumer has the right to decide himself whom he will turn to for help; personnel in its turn should serve all clients, regardless the personal factors.

The specificity of communication in trade also manifests itself in the fact that all the above-mentioned features of the interaction between the seller and the buyer can have both negative and positive results and consequences. It is determined by certain conditions of interaction, education, culture and professional training of the personnel of the trading company as well as the cultural level of the buyers themselves.

Taking into consideration all mentioned above, it can be said that regardless of how highly expressed the particular features of communication in the trade are, whether they are understood by the participants of communication, these features objectively exist and have serious consequences. They are able to shade the contacts of sellers and buyers to cause mutual hostility, to form subjective psychological problems.

References:

1. Kotler, F. Fundamentals of Marketing. 5th Publishing House / F. Kotler, A. Garou. – M .: Williams, 2016. – 752 p.
2. Kuznetsova, L.V. Fundamentals of Marketing: Textbook / L. V. Kuznetsova, Yu.Yu. Cherkasova – M .: the textbook Vnz, Infra-m, 2013. – 139 p.
3. Kasyan S. Ya. External electronic logic and marketing processes in the sphere of production and marketing technologies and economic development / S. Ya. Kasyan // Bulletin of the National University "Lvivskaya polyntetika", Serie: Logistics: Collection of scientific works. Head of the Editorial and Publishing Council Doctor of Economics, prof. N. I. Chukhra. – Lviv: Publishing-Lviv Polytechnic. – 2017 – No. 863. – P. 68–76.

Shtaher V. O., PhD Kolomoichenko O. E.

Oles Honchar Dnipro National University

PROBLEMS OF INCLUSIVE EDUCATION SPREADING IN UKRAINE

The modern innovations and changes designed to improve the living and educational conditions of people with special educational needs and provide them equal access to education are analyzed in the article. The reform of school education is considered in accordance with the concept of a "new Ukrainian school".

This topic is relevant because in recent years, we can see an increase in the number of people with special educational needs. So, one of the reasons for this is that the percentage of their birth has increased, but the other is that they stop being hidden people, start to talk about it, the methods of working with them have been updated, there was branching in diagnoses, which makes it possible to describe the characteristics of a particular child more accurately. There is an increase in the number of special educators, computers that know how to teach and educate such children. A person with special educational needs is a person who needs additional permanent or temporary support in the educational process in order to ensure her to education.

Following A. A. Kolupayev's hypothesis, we treat inclusive education as a united educational system for providing proper education to all students; the full engagement of children with excellent abilities in various aspects of school education that are accessible to other children [1, p. 306].

Changes in the Law "On Education" of 05.09.2017 gave impetus to the development of inclusive education, from the organization of educational space to the educational process. We want to give some passages of the law, confirming these words.

– in Article 3, paragraph five was supplemented with follows: "the creation of appropriate conditions for education of people with special needs talking into account their needs in terms of inclusive education";

– paragraph two of Article 6 was supplemented with the words "including accessibility to people with special educational needs of educational services, in particular inclusive education, at the place of their residence" [2, art. 3, 6].

The changes made to the law on education brought a large number of changes to all educational institutions, first of all it concerns the trend of a "new Ukrainian school". In order to facilitate the lives of families with children with special educational needs, inclusive classes are formed at the place of child residence this, at any school, if the family demands it. The organization of the educational process is changing, giving new opportunities, shows that all people are really equal in their law, regardless of the diagnosis, status, and so on.

In addition, the educational program me being developed on the basis of state standards by the Director of educational institution, teachers, psychologist, and parents. The first goal is to adapt the child to the new environment, gain knowledge and develop the ability to apply it in practice. Often, such students fall behind in the study, but it is necessary to create a situation for success to them, and a new educational space helps in it. Since it is divided into many zones, you can create situations of success, for example, during a game. We believe that in the first place, inclusion is a chance for a child with mild mental disorder, because, having adapted such a child to society, we will open new faces in it, new sides for the personality development.

However, there are certain problems that hinder the rapid development of inclusive education. In our opinion, the main problems are:

1. There is a lack of qualified teachers of special education. Most of the teachers in general education schools have never worked with children with special educational needs at all.

2. No perception of inclusive education in society. Most people do not know what kind of inclination is, how it can affect their family. It must be remembered that there are, different children in this class, like those with a diagnosis, and those who do not have it, study. It is not clear to parents why their child should be trained along with a child with certain violations. They are afraid that their child can take behavior that the child will interfere with learning, that he/she may be aggressive, and so on.

The behavior of children with special educational needs is sometimes not foreseeable, so the parents' fears are understandable.

3. Not understanding the diagnosis and degree of violation. Children with a mild mental retardation may not be different from other students. For the most part, they do not have time for the curriculum, they speak little, their vocabulary is small and quite primitive, physiology for them than psychological and spiritual, if the child is hungry, frozen, or vice versa, he/she is hot if it is in an excited state, he/she will not think about learning.

Consequently, Ukraine has the opportunity to change the world, change the attitude of people with special educational needs, their lives. The solution of problems is the time and proper use of theoretical scientific resources in the media.

References:

1. Kolupayeva AA Fundamentals of Inclusive Education: Teach. method. manual / per co. edit Kolupayeva AA – K: "ASK", 2012. – 308 p.
2. Про освіту: Закон України від 05.09.2017 р. №2145-VIII / голос України. – 2017. – 27 вересня (№178-179). – С. 10-22.

Solovyova A. V., PhD in Economy Kucherenko S. K.,
PhD in Philology Aliseienko O. M.
Oles Honchar Dnipro National University

THE CURRENT STATE OF INSTITUTIONAL CLIMATE IN UKRAINE

A special aspect in the Ukrainian economy nowadays is the importance of the development of the national stock market, and hence, the infrastructure of Ukrainian investment business.

The task in the case of a securities market and joint investment is a competent push, as a result of which participants will choose what they really are interested in and thus, will develop the Ukrainian investment service.

Only if there is such a financial overhang over the Ukrainian market, private capital will go into our country in large volumes, because investors will understand that there is liquidity. When, later, other foreign investors see that they can earn money here, it will be an impetus for a larger number of them. This is proved by the world experience.

We need to find solutions in the inventing of modern tools and mechanisms that will help pour investments into the real economy in the new environment and save the remaining savings.

There are three mandatory rules for financial and economic reforms. The first rule is that these reforms should be fair. The next one is decisiveness. And last one is rapidity. In fact, only under the conditions of this kind, they can bring the expected results.

According to the results of 2018, which refer to the ranking of the investment efficiency of the regions of Ukraine, announced by the agency Euro-Rating, Kyiv, Lviv and Odessa regions have demonstrated the maximum investment efficiency (iAnA). Odesa Oblast has moved up to one rating category, comparing with the preliminary data. At the same time, such regions as Poltava, Dnipro and Zakarpat'e are no longer in the group of leaders.

The study covered 22 oblasts; Donetsk and Lugansk were not taken into consideration. This rating is based on the results of two components. The first is investment activity (capital investment, foreign investment and construction works). The second is the socio-economic effect of investments (wages, dwelling commissioning, employment of the unemployed and services rendered). The obtained result can be taken as an indirect assessment of the effectiveness of local authorities in the implementation of socio-economic functions. Also, having these results, it is possible to assess the investment attractiveness of the region, which depends on the decline or growth of the investment activity.

In January-March 2018, according to data provided by the State Statistics Service, 1151.0 million USD was invested in Ukrainian economy by foreign investors from more than 70 countries of the world.

On April 1, 2018, this figure amounted to $ 32.751 million USD.

It can be concluded from the data that investments are directed to those areas of activity that have already been developed.

Significant volumes of direct investments came to industrial enterprises, institutions and organizations involved in wholesale and retail (amounted to 33.4%), for repairs of motor vehicles and motorcycles – 15.5%.

According to the information provided by the State Statistics Service, the following countries have become the investors into the Ukrainian economy: Cyprus – 28%, the Netherlands – 20.5%, the United Kingdom – 6.3%, Germany – 5.1%, Austria – 3.7%, the Virgin Islands (Brit) – 4.2%, and Switzerland – 4.6%.

The Verkhovna Rada did not adopt the draft Law “On Capital Markets” and refused to launch the accumulation pension system from January 1, 2019. As a result, private and institutional investors' involvement in economic processes of Ukraine equals almost to zero.

First of all, it is necessary to draw attention to the fact that, according to the experts, having based only on the preliminary estimates, in case the accumulation system covers all categories of insured individuals, under the age of 40, the amount of earnings, which is currently 7% of the wage fund, in the accumulative level would annually amount approximately 22 billion UAH.

The second is that, as a result of attracting foreign investors, we can increase more than 55 times the volume of trade in the Ukrainian stock market.

In fact, the investment climate in Ukraine is very difficult, this can be explained by the fact that there is no International Investment Hub in Kyiv, therefore our country has to remain in the background of world centers.

Another reason for such an investment climate is the lack of private investment and business efforts within the country, and not only the lack of foreign direct investment.

The conclusions on the issue discussed above are reduced to the fact that at the present stage of the development of investment the main thing is to direct financially wealthy citizens to transfer their savings into venture investment funds and to intensify lending to the real sector of the economy.

Since the stock market is driven by liquidity, it is necessary to choose such investments, in which the return is of a clear nature, not related to the movement of the market.

There is one more aspect that prevents the investment climate to exist calmly. This is a distrust of financial institutions. Therefore, their task is to show readiness and ability to work in a civilized manner, according to the rules of the western and Asian markets in conditions of fierce competition.

Sotnikova V. V., PhD in Philology Aliseienko O. M., Krivorotko A. A.
Oles Honchar Dnipro National University

PROBLEMS OF TRAINING TEACHERS OF INCLUSIVE EDUCATION

At this stage of development of the general system of education, reformations are taking place in the form of inclusive education introduced on the basis of regulatory and legislative reforms. This is confirmed by the amendments to the Law of Ukraine "On Education" regarding the access of persons with special educational needs to educational services, which entered into force on May 23, 2017. The very concept of inclusive education implies ensuring equal access to education for all students, taking into account the diversity of special educational needs and individual opportunities [1, p. 21]. The work and effectiveness of this reform depends not only on the legislative basis, but also on the implementation of this law in practice by the teacher. But not every teacher is psychologically and professionally prepared to teach children with special educational needs. After all, in order children with psychophysical deficiencies in inclusive classes to be educated normally, the teacher must master the necessary knowledge and skills:

1. To get acquainted with the learner diagnosis, to have an idea what mental processes and functions are damaged.
2. In the process of learning activities to study the dynamics of attention, fatigue, the pace of work of each child.
3. Consider the state of hearing, vision, general and fine motor skills.
4. Learn how to adapt curricula, working methods, didactic material to the individual needs of children.
5. To be able to create optimal conditions for communication, to promote friendly relations between children to form a team.
6. To form in children the experience of relations in society, skills of adaptation to the social environment.
7. To prepare ordinary healthy children of the class to the fact that students with special needs will learn next to them, teach them to establish friendship, to involve children with special needs to be the members of a team.
8. Avoid disregard for children with disabilities.

The content, forms and methods of educational work in an inclusive classroom should have a corrective focus [2, p. 28]. This means that each topic that children study, each method, should contribute not only to the process of acquiring knowledge and skills and the formation of behavior, but also be directed to the correction of malformations (depending on the nosology). Very important points in working with such children are the correct pace of work, repeatability, in-depth individual and differentiated approach, relying on the child’s abilities, which are more developed, and also ensuring the precaution of the educational process, to avoid overloading.

The next component of teachers' readiness for inclusive education of children with special educational needs is mastering the following personal qualities: patience, endurance, love for children, ability to find an individual approach to a child, ability to cooperate with other specialists and use their advice, kindness, goodwill , the ability to understand the child etc. [3, p. 268]. Consequently, successful and effective practical implementation of the process of inclusive education depends, first of all, on the attitude of a teacher to a child as a subject of educational activity.

If the peculiarities of the child's psychophysical development is almost always an invariable factor, the ability of teachers to consciously change their attitude towards them, expanding knowledge and skills in teaching and raising children with psychophysical disabilities, the use of various forms, methods and techniques can change for the better. Under these conditions effective implementation of inclusion in all educational institutions is possible. Persons with impaired development will require not only sympathy, but also help to become full members of society, to be able to socialize completely in the present day situation.

Thus, the teacher of inclusive education must have a psychological readiness which includes:

- emotional acceptance of children with psychophysical deficiencies (acceptance-rejection) is one of the basic psychological processes affecting the performance of a teacher who is engaged in involving a child with special needs in development in the process of general education.
- readiness to include children with psychophysical deficiencies in the activity during the lesson (inclusion-isolation);
- satisfaction with his own pedagogical activity.

Emotional acceptance has a professional “barrier”: the teacher psychologically does not accept that child, in the productivity of whose education he is not sure. He does not know how to assess the individual achievements of the student, how to test his knowledge. In order this process of emotional acceptance by a teacher of children with psychophysical disabilities to be successful, teachers need to form empathy towards such pupils. Empathy of a teacher in relation to a student is not only a form of respect, but also an indicator of his full-fledged personal involvement in communication, a kind of "work on himself" in the difficult process of educating and developing students. The ability to empathize not only increases the adequacy of the perception of the "other", but also leads to the establishment of effective, positive relationships with students. The manifestation of empathy finds an emotional response from the student, and a positive relationship is established between a student and a teacher. Another basic component of psychological readiness for the implementation of inclusive education is the teacher's motivational sphere, which determines the purposeful, conscious nature of his actions and determines the potential possibilities of the individual.

The inclusive approach in education is intended to form a positive psychological and pedagogical motivation of teachers, to erase negative stereotypes and attitudes that prevent us from perceiving a child with special educational needs as an integral person, a full-fledged member of society [4, p. 2].

Therefore, a professionally important psychological qualities play a special role in the teacher's readiness for inclusive education. After all, the willingness to introduce an inclusive process in learning is not only in the availability of a new methodological material, but also in the moral, psychological readiness of the teacher to work with children with psychophysical defects.

References:

1. On Education: Law of Ukraine dated September 5, 2017 No. 2145-VIII. Voice of Ukraine. 2017. 27th of September. – (No. 19). – P. 21.
2. Glukhova E.S., Litvina S.A. Problems of the psychological readiness of participants in the educational process to the introduction of inclusive education // Psychology of learning. – 2013. – P. 28.
3. Slyusareva Ye.S. Professiogram of the teacher of inclusive education / E. S. Slyusareva // University Bulletin. – 2016. – P. 268.
4. Svetlakova O. Yu., Lemekh E. A. Social stereotypes as a factor hindering the development of tolerance in the process of inclusive education / O. Yu. Svetlakova, E. A. Lemekh // Kamyanets-Podolsky National University named after Ivan Ogienko. – 2015. – P. 2.

Timchenko A. O., prof. Khaminich S. Yu., PhD in Philology Aliseienko O. M.
Oles Honchar Dnipro National University

THEORETICAL ASPECTS OF AN ENTERPRISE MARKETING ACTIVITY MANAGEMENT

In today's management environment the development of the idea of marketing is interconnected with the growing importance of certain individuals and a set of consumers in the process of product sales. At present, it is impossible to see a successful commercial company that would develop without the use of certain marketing principles, mechanisms, and plans in the activities of any modern organization.

The relevance of the study is determined by the need of marketing activities in terms of the theory and practice of entrepreneurial activity, the use of which allows the company to function effectively, as well as the increased importance of the consumer in shaping of the demand for some products. The wide entry of domestic companies into the world division of labor put forward new requirements for the mechanisms of marketing activities and enterprise as a whole.

The work of many scholars are devoted to the issues of an enterprise marketing activity management: I. Ansoff, G. Armstrong, G.M. Guzenko, F. Kotler, A. F. Pavlenko, M. Porter, G. Hamelia, F.I. Hmilia and others are among them.

Today, the term "marketing management" is interpreted as "analysis, planning, implementation and program control that are designed to form, strengthen and support effective exchanges with target customers in order to achieve certain tasks of the enterprise, including: maximizing profits, sales, increasing of market share increase" [1].

The essence of marketing activity management is to find the maximum number of consumers required to implement the entire product produced by the company at a certain point in the volume of production.

Consequently, the intention of managing marketing activity is "to influence the level, timing and nature of demand in such a way that it contributes to the company in achieving its objectives" [3]. It means that the company has to form such a marketing system that would help organizations to plan their marketing activities as precisely as possible, to organize the work of the marketing service and control those processes are as efficient as possible.

The key functions of marketing activity management in a company are its performance organization, planning and control. Interconnections between the indicated control functions are shown on the Table 1.

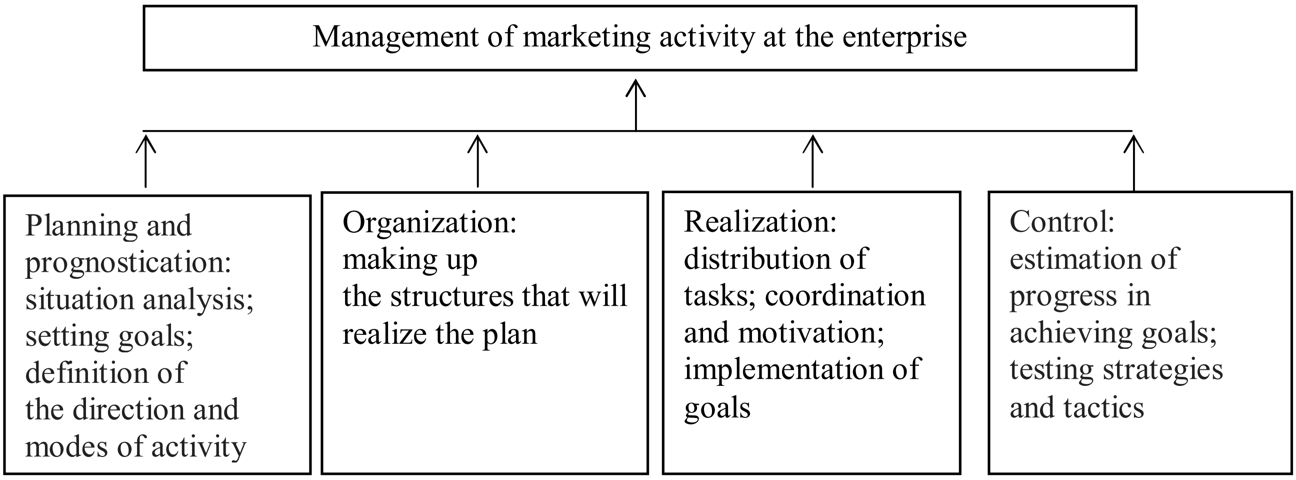

Table. 1. Key functions of marketing activity of management at the enterprise [1, p. 230]

In terms of the philosophy of entrepreneurship as the basic concept of business, it is necessary for marketing to master and manage all the company's staff, functions and services. Marketing activates the preconditions and specificity of effective entrepreneurship, covering the activities of all employees without exception – from employee to senior management.

Formation and implementation of marketing measures require the creation of additional marketing systems [3]. In particular, these include the marketing planning system, the system of organization of the marketing department and the control system of marketing activities. Favorable combination and interconnection of these additional subsystems in some way contribute to the market success of the company.

Managing marketing activity is not an easy mechanism of management entity action (which is the management of the company, marketing organizations, concerns, monopolies, etc.) onto the object of management, which is the mechanism and subject in the marketing system. Management of marketing activity at an enterprise should be considered as the target subsystem of production management. It is known that production management is aimed to achieving a certain goal. The realization of each of these goals is carried out with the help of the target management, which, in relation to the general management of production, acts as a target subsystem.

Management of marketing activities as a subsystem of a targeted nature has:

– to contribute to the achievement of the general objective of production management and at the same time to have its own tasks;

– to provide certain forms of planning, organization, incentives, accounting, and so on;

– to orientate the activities of management bodies and executives to increase the effectiveness of marketing activities;

– to serve as one of the criteria for assessment of the efficiency of production management [2, p.77].

Consequently, after considering the theoretical aspects of an enterprise marketing activity management, it should be emphasized, that any company should monitor all changes occurring on the market independently, because the lag threatens the decrease of consumer's demand, which can lead not only to their loss, but also affect good reputation of the company. The effectiveness of marketing activities depends on the three key components of any management process: planning, organization and the systems of control in the company. Moreover, there are managerial functions such as motivation, regulation and accounting, as well as forecasting and planning. Thus, using marketing as a subsystem of management, risks can be avoided and through marketing strategy, it is possible to maintain the conscious market management.

References:

1. Guzenko G. M. Management and improvement of marketing activity at the enterprise / Г. M. Guzenko // Economics and Society. Mukachevo State University. – 2017. – Vol. 12. – P. 227–234.
2. Rodomanchenko V. O. Marketing Management as the Basis for Successful Enterprise Development / V. O. Rodomanchenko // Development Management. – 2014. – No. 1. – P. 76–78.
3. Tubolets K. G. The ways of improvement of management of marketing activity of agrarian enterprises / K. G. Tubolets // State Administration. – 2012. – Vol. 186. – No. 174.

Turchenko V., PhD Kolomoichenko O. E.

Oles Honchar Dnipro National University

GIFTED CHILDREN PECULIARITIES

Cleverness is a high level of human ability that allows a person to achieve particular success in a particular field of activity. There are distinguished general and special. General mental giftedness is manifested in mastering all kinds of activities that need the certain mental qualities for their successful implementation.

All gifted children need knowledge as well as a strong interest in a certain field of knowledge. There is no need to force them to study, they are always looking for some deals that are often complex intellectual ones, and they are engaged in it with great pleasure, devoting it all their free time. Gifted children are learning freely and quickly with appropriate skills and abilities. Moreover, they show a high level of achievements.

As a rule, the gifted child is looking for communication with adults, because they understand her better than peers who often laugh and give nicknames. Gifted children are often exaggerated emotionally, they are inflammatory, easily excited with little things, but it is not roving, it is revealing the wealth of their nature.

Children do want their parents to see them as equal partners in the personal relations. They do not want to be taught, they seek equal communication, to be perceived as individuals and react to them as a person. Of course, parents face the problem of forming and cultivating not just a personality, but a gifted personality, a personality of a conscious Ukrainian citizen.

By developing the creative abilities of the child, parents fulfill a public request for the formation of a person capable of thinking independently, taking bold and non-standard decisions, and having creative approach to the work. Only those creative personalities can have a high level of national consciousness that reveals their involvement in the eternal spiritual values of the Ukrainian people. And only parents, who are definitely the best advisers, are able to help them to become real personalities.

Working with such children a teacher should obtain special qualities such as being friendly and helpful; understanding the features of gifted children psychology to feel their needs and interests; to have a wide range of interests; to be prepared to perform a variety of duties related to the teaching of gifted children; to have a sense of humor; to have a living and active character; to detect flexibility, to be prepared to constant self-improvement and to review your views.

According to David Lewis it is necessary to create a show-window in the apartment where the child will be able to exhibit his work and do not inveigh your child for a mess in the room during his creative work. Also, you need to answer the child's questions as patiently and honestly as possible and take child's questions seriously. You should allow your child to participate in family budget planning and always praise your child for an educational initiative.

Concluding the report, we would like to say that cleverness is natural for both healthy children and those with disturbed intellectual development. The main thing is to recognize it in time, work with it properly and manage it in a child. Everything depends on us.

PhD Vorova T. P., Sytnik A. E.
UDHTU

TECHNOLOGY VERSUS CREATIVITY

There has always been a tension between the production and broadcast sides of the broadcasting companies. This division finds cultural expression in the tension between *creative* and *techies*. It has been observed that during times of confidence and expansion these companies invest in programmes and people, at other times it favours the hardware that cannot argue back.

The current emphasis on new media is the apotheosis of the techie ascendancy, with the newspeak its dominant mot. Newspeak is the official language. The purpose of Newspeak is not only to provide a medium of expression for the word view and mental habits, but to make all other modes of thought impossible.

The sophisticated orthodoxy is determined by the journalistic standards within the BBC, an unspoken regimen that ensures the same stories are given roughly the same prominence and treatment across its many news platforms and exposes no editor to the charge of having a personal agenda.

Ethnographic studies (e.g. of the BBC) have noted this corporate consensus that tends to stifle debate. But the newspeak of other companies has a different emphasis that challenges the old hierarchy of values and unleashes a new set of tastes and standards (with demanding a corporate loyalty).

The BBC website was constructed early in the broadband cycle; it has been struggled to keep up with the exponential growth on demand for bandwidth, with more video and interactivity. The teams are working to reconstruct the architecture of the BBC's site to increase the find ability and maximize routes to content and help distribute the content more widely.

But News has yet to find new ways of instant transmission which distinguish it from the secondary uses being explored by other programme genres. Websites have the vital capacity to track usage instantly, and the BBC website announces its most popular programmes in three separate lists.

A problem is a marked disjuncture between the poles of audience prediction and the News editors' perception of news priority. As people vote with their feet to avoid the depressing election in a distant country, there is no sign that editors are yet moved to follow suit.

There is a balance between the cultural heights of arts and drama with the popular attractions of sports and entertainment. Shifting notions of reality and democracy challenge News' authority. BBC News appears to believe it can only now survive it does the people's bidding and adopts their modes of speech.

BBC News has an entertainment cluster now, its biggest claim made for new media is that they democratize the process and allow other views to bloom than those of the man in the suit reading the news.

The BBC makes much of the invitation to people to have their speech, but there is a little evidence of a transformed agenda. The pressure to involve the public has grown and has taken many different forms, e. g. he first news programme to be entirely based on emails and views sent in. The re-launched nightly news also carries a final item supplied with viewers stories about local issues.

The public has always been a potential source for stories and creating news, and academic researchers are obsessed with new media while journalists are having a collectivenervous breakdown.

The most determined fans of new media recognize the dangers of News primarily being delivered by associative choice rather than directed content; the experts claim that the internet is a more isolated experience than television viewing and it is the best thing that has happened to democracy: it is the most conversational medium that the world has yet invented because everyone can have conversations (many global conversations) over time and space in a way he simply cannot with television.

Zaichenko R. A., Senior Lecturer Kurinna I. G.,
PhD in Philology Aliseienko O. M.
Oles Honchar Dnipro National University

PROBLEMS OF SMALL BUSINESS IN UKRAINE

Foreign experience of entrepreneurship shows that in the countries with market economies a significant place belongs to the sector of small business as the most massive, flexible and dynamic form of management. A strategic problem of economic policy in the modernization of the economy is the formation and development of various forms of small business, along with medium and large businesses; the tending of the economy to the world's leading standards.

Small businesses in Ukraine are facing great difficulties. The legislative framework on which small business can now rely on is still imperfect, and in many very significant cases it is totally absent. It is possible to name a lot of legal documents that regulate small business in one way or another. But, the difficulty is that there is no consolidated single legislative basis for today's activities of Ukrainian small enterprises. The available documents and regulations do not reflect the real present-day situation.

Permanent changes to the Tax Code, underdeveloped mechanisms for supporting small businesses do not allow this segment of the economy to realize its full potential. Thus, due to the high deductions from the wage bill and a single social pay, many small businesses are currently having so called "creative accounting". Many companies conceal their revenues to pay fewer taxes.

Inefficient taxation and an unstable legal framework are seen as major obstacles to the development of the small business sector. Dealing with small business is also associated with a number of significant financial costs. The first thing that an entrepreneur faces is the high cost of renting premises, especially in Kyiv and other large cities of Ukraine, as well as overestimated tariffs for utilities. The financial burden of rent and utility fees hit small businesses far more than tax rates.

The current macroeconomic environment creates additional complexities for small businesses. The first of these is the inaccessibility of money and the high cost of credit resources. Lending rates for businesses exceed 25% -30%, therefore, only highly profitable enterprises can afford them. Banking institutions are reluctant to lend and extremely rarely give money to small businesses, treating them very suspiciously and subjecting them to a variety of scrupulous inspections.

The second problem is low purchasing power of the population, change of priorities, consumer behavior strategies and, consequently, reduction of sales volumes. The domestic buyer has little money; he does not want to part with them, and increasingly focuses on reducing costs: discounts, sales, cheaper goods, longer use of the goods. But sales and discounts can only be afforded by large market players. For small businesses, these marketing tools are inaccessible. As a result, the trading segment of the market is monopolized, despite the fact that 64% of private entrepreneurs are employed in trade and services in Ukraine.

The third problem is the liquidity crisis. Small business today exists under conditions that it owes to the contractors and the latter have the same liabilities. Many counterparties have to work in debt, using bills, barter, etc. Real payments are very small; money does not circulate in the system. In addition, excessive number of permits, norms and licenses, ineffective inspections, outdated technical standards, often inherited from the Soviet era, inconsistent and ineffective use of rules, and poor protection of property rights are among the main problems.

The solution of these problems preventing small business from its development in Ukraine should become one of the key areas of state policy, since small business will significantly increase the efficiency of domestic economic potential, optimize Ukraine's participation in the international division of labor, and strengthen the competitiveness of the national economy.

Bovkunova O. V., Septa M. O.
Oles Honchar Dnipro National University

PROBLEMS OF MAKING SMALL AND MEDIUM BUSINESSES IN UKRAINE

The economy of Ukraine is undergoing through a hard period. Along with many political and economic problems, which restrain the economic development of the country, there is still a problem of small and medium businesses. The experience of countries that have reached a significant economic development in recent decades, demonstrates that they had got this result due to creating such a serious economic strength like a small business. However, in Ukraine during the last ten years, the development of small and medium enterprises almost stopped, and the prospects for his recovery are not yet visible.

Declarative statements of the authorities according to the support of representatives of this sphere of economy are not successful. European developing vector of economy, chosen by Ukraine and the globalization of the world economy make the problem of further survival and development of small and medium businesses in Ukraine to be extremely acute.

The main political issues as for business in Ukraine, along with the existing state regulation are too detailed and burdensome and require the development and implementation of deregulation measures.

There are serious gaps and contradictions in the legislation such as differences in applying the existing regulatory framework, weak law enforcement and judicial systems, high level of corruption.

The financial problems of many entrepreneurs are based in a high bank interest as for loans, which is caused by relatively low level of the financial institution.

Numerous problems of small and medium businesses can be attributed to the reality of general economy. This is quite natural. Heavy economic situation in Ukraine, the preservation and deepening of global crisis are having a great influence on the economy and labor productivity, decline in education quality and training also affects SMEs.

Thus, solution of these problems requires a lot of time. Necessary aspects are needed:

- effective stimulation of small production and venture business by introducing tax breaks, ensuring access to resources and infrastructure support;

- organization of regular systematic meetings of high-ranking officials with representatives of small and medium business in order to develop concrete proposals for parliament and government reform;

- creation of conditions for increasing the interest of small and medium businesses due to increasing purchases abroad and licenses for new technologies, machinery, equipment;

- improving the organization of financial support for small and medium-sized manufacturing business engaged in innovation and export activities;

- organization of advanced training and retraining through implementation of educational programs in the field of innovation.

References:

1. http://www.ukrstat.gov.ua/

Bugrim D. S., Nikitina G. Ye.

Oles Honchar Dnipro National University

INTERNATIONAL INVESTMENT IN THE CONTEXT OF GLOBALIZATION

Nowadays, foreign investment is an important component of the economic potential and development of each country. In a globalized environment, investing is becoming an increasingly widespread form of international economic relations that helps to develop businesses and create new jobs.

Investing is an international movement of capital. The term of international investment has two meanings: a special system of economic relations between states, enterprises and organizations, as well as the capital, exported from one country and invested in an enterprise abroad. The term of foreign investment should not be confused with capital import, which is a periodic phenomenon, while investment means the total amount of foreign capital in national economy for a certain period: it does not vary depending on the import or the export of capital.

The subjects of international investment activity are donor countries (the countries that have capital for investing), and recipient countries (those who accept this capital).The main types of foreign investment are direct investment and portfolio investment. Direct foreign investments are those ones from abroad, which make up more than 10% of the authorized capital. They give the investor the opportunity to take part in the management of an enterprise. Portfolio investments are not opposed to direct ones, they are more likely to complement them, because they assume that the investor will acquire securities or derivatives of the company in the stock market, and these securities do not give him the right to manage the business.

The attractiveness of recipient countries depends on their investment climate, a combination of such indicators as the general level of development of the country, the availability of resources, labor and technical equipment, or the absence of political crisis and military conflicts, which taken together indicate the expediency or inexpediency of investing in the enterprise.

According to a survey by the international consulting firm CBRE, in 2018, the most attractive countries to invest were China (128 billion USD), Hong Kong (103.3 billion USD), the USA (92.4 billion USD), the United Kingdom (72.2 billion USD) and Singapore (67.6 billion USD). The least attractive countries were Bhutan (5.8 million USD), Suriname (4.2 million USD), Central African Republic (3.5 million USD), Kiribati (1.2 million USD) and Micronesia (0.8 million USD) [3].

In 2018, Ukraine received 1.5 billion USD of direct foreign investment. The major investors were Cyprus (nearly 500 million USD), the Netherlands (262.5 million USD), the United Kingdom (211.7 million USD), Germany (120 million USD) [1]. The largest investments were made in financial and insurance activities (34.6%), in industry (28%), in retail and wholesale trade (9.5%) and in real estate transactions (6.3%). However, Ukraine is not yet an attractive country for foreign investment, despite the fact that our state is rich in resources and has one of the cheapest labor forces in the world. The main factors that cause investors to abstain from contributions to the Ukrainian economy are unstable political situation, deep economic crisis and, as a consequence, low performance of national producers and further insufficient reinvestment in innovation and environment-friendly equipment, as well as high corruption rates. The role of foreign investment in revival of national economy can not be underestimated, especially when it comes to sectors where Ukraine competes with world leaders (space and aircraft engineering, mechanical engineering, agriculture). That’s why beside of promoting Ukrainian product on the global market, the government should keep simplifying the procedures of doing business in Ukraine (since 2015, Ukraine improved the indicator of easiness of doing business of 25 positions:

the 96th ranking among 189 countries in 2015, the 71st in 2018 [2]) and guarantee the protection of investors' rights through the implantation of reforms.

References:

1. Ministry of Finance of Ukraine. Official site. [Access mode] – https://index.minfin.com.ua/economy/fdi/2018
2. The World Bank. Official Site. [Access mode] – http://www.doingbusiness.org/en/rankings#.
3. World Investment Report 2018. UNCTAD. [Access mode] – https://unctad.org/en/PublicationsLibrary/ wir2018_en.pdf

Candela V., Honcharova Y. S.

Oles Honchar Dnipro National University

GLOBALIZATION AND ITS IMPACT ON COUNTRIES WITH DIFFERENT LEVELS OF DEVELOPMENT

Today globalization is the predominant direction of the current stage of world development. It has become an integral part of the modern world system and one of the most influential forces on which the development of mankind depends. This paper focuses on the phenomenon of globalization, its positive and negative aspects and the influence on both developed and developing countries.

As a very significant economic, social and geopolitical process, globalization enters all spheres of public life, including politics, culture, ecology, etc. This phenomenon attracts the attention of many famous political scientists and economists. F. Fukuyama, E. Toffler, I. Wallerstein, D. Rosenau presented their views on this process, proposing sophisticated philosophic and economic concepts of transforming the world structure due to globalization. Well-known American economists D. Saks and E. Warner devoted special research to this issue. Russian academician T. Kochuev also analyzed the development of the economy in the globalization space in his works. So that it is clear, globalization is a very complex and multifaceted process. The relevance of this topic is obvious due to the widespread globalization ideas in the economic arena, the increasing influence of this phenomenon on the development of states and the results of the implementation of these ideas in postindustrial economies.

It is noteworthy that the American economist T. Levitt introduced this term at the end of the 20th century. On the Internet and in various paper sources, we can find various interpretations of the content of globalization as an economic process[1].

Scientists describe globalization as a complex process with heterogeneous features that lead to ambiguous opinions about the impact on the global economy. On the one hand, the positive manifestations of globalization are the specialization of production and the international division of labor, as well as the increasing competition in traditional markets between producers. This, in turn, stimulates further scientific and technical progress, the results of which are distributed among states. In addition, the spread of technology leads to an increase in labor productivity and rationalization of production at the global level.

However, the world economy is facing a number of negative effects of globalization. Since government regulation at the macroeconomic level is largely limited, world economic development is increasingly beginning to develop unevenly and unsustainably. This leads to a sharp property stratification among the population due to the increase in the number of people employed in sectors of the economy that are ineffective from the global market point of view. And in this situation, there are two approaches: 1) complete isolation from globalization in order to prevent all its costs; 2) the use of globalization as a tool to eliminate world problems [2].

These approaches are considered complete opposites and practiced throughout the world. Each of them has a lot of pros and cons that affect the countries that practice them. But it is impossible to argue with the fact that over the past two centuries, the world economy has become more unequal, which is characterized by widening economic gaps between countries, but not necessarily within countries. Moreover, the global economy has become more integrated on a global scale. This makes some economists think about the relationship between global economic integration and economic inequality [3].

The general question is: what are the consequences of globalization? We cannot deny that globalization has many advantages. First, the sharp widening of the income gap between countries was probably reduced by the globalization of commodity and factor markets, at least for countries that are integrated into the global economy. Secondly, globalization allows enterprises in less industrialized countries to become part of international production networks and supply chains, which are the main channels of trade, which creates great opportunities for firms in less developed countries to use increasingly large markets around the world. Third, this process can lead to greater access to foreign capital, technology, human capital, cheaper imports, and larger export markets.

At the same time, globalization can lead to negative consequences. World trade is increasingly dominated by transnational corporations that seek to maximize profits without taking into account the development needs of individual countries or the local population. The growth of international trade exacerbates income inequality between industrialized and less developed countries. Protectionism policies in industrialized countries impede the access of many third-world producers to export markets [4]. So the investigations in this sphere have a scientific perspectives

References:

1. elar.urfu.ru/bitstream/10995/52184/1/978-5-8295-0525-7_2017
2. https://www.investopedia.com/articles/economics/10/globalization-developed-countries.asp
3. https://smallbusiness.chron.com/effects-economic-globalization-developing-countries-3906.html
4. trade.ec.europa.eu/doclib/html/122276.htm

Chernyavskaya Y. O., Honcharova Y. S.

Oles Honchar Dnipro National University

GLOBALIZATION: GOOD OR EVIL?

The process of globalization is a world process that determines the future development of mankind. Globalization is understood as a category of geopolitics and political science, denoting trends in the diffusion of cultural and political patterns and the integration of economic activities by units of transnational capital on a worldwide scale.

Naturally, where many states and non-state actors act as subjects of world politics, there can be no single approach in the interpretation and assessment of sociopolitical phenomena and processes, including globalization. Therefore, there is no unity in the assessment of the very concept of “globalization” in a scientific society. Some view it as a progressive movement of humanity towards a universal unity. Others see a purposeful policy of planting Western-centrist values, attitudes and lifestyles throughout the world, attempts to push through new imperialism and neo-colonialism under US hegemony. Moreover, we are witnessing the emergence at the forefront of world politics of the so-called anti-globalization movement, whose adherents view globalization as the result of almost a conspiracy of a number of the most industrialized countries striving for world domination.

R. Robertson expanded the definition of globalization, putting forward the thesis that the global interdependence of national economies and states is only one of the aspects of globalization, while the second aspect – the global consciousness of individuals – is just as important for turning the world into a "single socio-cultural place."

Robertson reveals two directions of globalization:

1) global institutionalization of the life world, which is interpreted as the organization of daily local interactions and socialization by the direct (bypassing the national-state level) influence of the macrostructures of the world order. This impact occurs under the influence of three factors: the expansion of capitalism, Western imperialism, the development of the global mass media system. Taken together, these factors result in the expansion of "universal human values", the spread of standard symbols, aesthetic and behavioral patterns by global media networks (for example, CNN and MTV) and TNCs (for example, Coca-Cola and General Motors);

2) localization of globality [1, c. 15–17], which is intended to reflect the trend of becoming global not "from above", but "from below", that is, local – through the transformation of interaction with representatives of other states and cultures into a routine practice, through the incorporation into the daily life of elements of foreign, "exotic" local cultures. In local communities, such categories as "international relations", "clash of civilizations", "transnational corporation" become practical categories of interaction and the term "global" here means not only "international" but also "subnational" and even "local" to the extent that the latter is globalizing, it turns people's daily lives into a global experience.

That is, in the opinion of R. Robertson, globalization is associated with "the compression of the world and the intensification of the world consciousness as a whole" [2, c. 399].

W. Beck introduces the category of transnational social space, which in its theoretical sense is a complete analog of the "single place" of Robertson.

Globalization, according to Beck, means "non-bound daily activities in various dimensions of the economy, information, ecology, technology, transcultural conflicts and civil society ...". Under the common name "globalization" Beck understands processes in the spheres of politics, economics, culture, ecology, etc., which, in his thoughts, have their own internal logic and are not reducible to one another. In the political sphere, globalization means "erosion" of the sovereignty of the national state as a result of the actions of transnational actors and the creation of organizational networks by them. In economics, globalization means the onset of denationalized, disorganized capitalism, the key elements of which are TNCs that go beyond the national control of government and speculation in transnational financial flows.

In culture, globalization means glocalization, that is, the interpenetration of local cultures in transnational spaces, which are Western megalopolises – London, New York, Los Angeles, Berlin, etc. [3].

W. Anderson defines globalization as "a stream of converging forces that create a truly one world." According to some authors, globalization implies the deterritorialization of social and especially political realities, which is manifested in the erosion of national boundaries and the increase in the importance of supranational principles [2, c. 399].

M. Waters interprets globalization as a set of tendencies leading to the deterritorialization of the social and due to the expansion of symbolic exchanges. The foundation of globalization theory, according to Waters, is the concept of the relationship between social organization and territoriality [4, c. 4]. Attitude is at every historical moment determined by one of the three types of exchange: material (economic), political, symbolic. Material exchanges tend to localize social relations: the production of goods involves the concentration of labor in one place, capital, raw materials; face-to-face interaction in the management of the labor process and in the provision of services. Political exchanges tend to internationalize – territorial expansion of social relations: the exercise of power implies control over the subordinate population occupying the given territory, and guarantees of the sovereignty of this control, obtained through interaction with the authorities of the authorities outside the given territory. Symbolic exchanges tend to free social relations from spatial limitations: the process of creating and transmitting intellectual and aesthetic symbols can be relatively easily moved and carried out between geographically distant individuals or groups.

The globalization of society is a process determined by the predominance of culture over economics and politics. Economics and politics are globalized to the extent that they are “permeated” with symbolic exchanges [4, c. 89–90].

Thus, culture is the most globalized sphere, since social relations are symbolized in it as much as possible and, therefore, can be implemented without reference to a specific territory. In addition, the globalization of culture through the flow of simulacra is transferred into the economic and political spheres, causing an intensification of globalization there.

As a result, globalization is primarily the result of deep changes in the very infrastructure of the main directions and trends of the socio-economic, information-telecommunication, ecological, demographic, socio-cultural, political, and world outlook development of the modern world.

Its essence and inevitability ultimately do not depend on the will, interests, sympathies and antipathies of carriers of certain ideological, ideological, political, ideological and other values, principles, attitudes, on the will, goals and interests of these or other social and political forces, groups, states, etc. They can only slow down or speed up, in varying degrees, change some of its aspects and development vectors, pursue the goal of putting it at the service of their interests, etc., but they are not able to cancel the reality of this phenomenon, which is the fundamental dominant of modern of the world.

So, globalization should be understood as the comprehensive convergence and integration of all countries of the world in the technological, informational, cultural, economic and political spheres. Globalization has manifested itself most strongly in the political sphere. Following the world economy began the formation of world politics.

Thus, globalization today plays a huge role in the formation and formation of social relations on the world stage. This process leads humanity to the creation of a unified sociocultural world, which flows through the policy of planting Western-centrist values, attitudes, lifestyles and pushing the new under the hegemony of the United States. Globalization acts as a mechanism where erasure of national borders between states, erosion of sovereignty, predominance of culture over economics and politics, expansion of symbolic exchanges, as well as control and speculation by transnational financial flows, which leads national states to dependence and helplessness on further development, occur. and existence. And the main "hero" is the society through which the introduction and promotion of globalization processes takes place. As a result, the development of the state is hampered, since This phenomenon affects all sectors of life arrangement, which can gradually lead to the decline of the country.

Consequently, the process of globalization brings in our life and in the modern world more negative than positive. Thus, globalization pursues "evil" intent. Today, the study of this problem is new and relevant.

References:

1. Robertson, R. Mapping the Global Condition: Globalization as the Central Concept / R. Robertson // Global Culture. – London : Ed. by M. Featherstone, 1990. – P. 15–17.
2. Gadzhiev, K.S. Political science: a textbook for university students, 2011 – P. 397–399.
3. Beck, U. Was ist Globalisierung? / U.Beck. – Frankfurt ; M., 1998. – P. 28–55.
4. Waters, M. Globalização / M. Waters. – Oeiras, 1999. – P. 7, 89–90.

Assoc. Grabchuk O. M., assoc. Alyseenko O. M., Mahro A. O.
Oles Honchar Dnipro National University

THE SATISFACTION OF THE HIGHER APPROACH IN MANAGEMENT OF FINANCES OF THE SUBJECT OF ECONOMIC ACTIVITY

In today's environment, the development of business environments opens up new opportunities for capital market players. Most investors are focused not so much on improving the efficiency of profitability, but on increasing the cost of their company. That is, modern enterprises aim not only to meet current profit needs, but also plan the future in such a way that their operation was successful and lasting, taking into account the interests of the owners and, as a result, increasing the value of the company.

The modern economic environment is very dynamic and open, it is increasingly difficult to maintain a link between elements of the financial mechanism, and thus it creates the need for optimal financial management decisions. Given this, the problem of corporate finance management process should be shaped in such a way as to help obtain the optimal capital structure of the enterprise, protect the interests of shareholders, increase their revenues, increase production and strengthen the firm's competitive position on the market.

A criterion that includes a set of financial indicators of an enterprise and which provides the interests of different participants in market relations, as well as contributes to the sustainable development of the company – is its value.

The theoretical and methodological bases of cost management of the enterprise are devoted to many works of such scholars as N. M. Abdikheeva, O. V. Alekseyev, M. Gorsky, T. P. Danko, V. Zh. Dubrovsky, A. D. Kiselyov, T. Copeland, T. G. Lewis, A. Rappaport, O. A. Romanov, M. Scott, J. B. Stewart, A. I. Tatterkin, I. N. Tkachenko, S. V. Cheremny, V. Schmidt.

The development of problems of value-oriented management and making a significant contribution in this direction were dealt with by such domestic scientists as O. Aref'eva, V. V. Lavrenenko, O. G. Mendrul, V. P. Savchuk, A. O. Tereshchenko, M. G. Chumachenko, G. O. Shvydanenko, N. V. Shevchuk.

According to the scientist M. Kaparulina the main criterion of the efficiency of the enterprises justifies the maximization of its value. The concept of enterprise management, based on maximization of value, becomes in the present conditions the most effective, since the change in the value of the enterprise for a certain period takes into account virtually all information related to its functioning. The scientist orients management to the growth of market value of the enterprise, since such growth allows shareholders (investors) to receive income from investing – exchange rate cash income from the resale of all or part of their shares, or exchange rate non-cash income, which is expressed in the increase in the value of the property complex (net assets), and hence the share capital of shareholders [1, p. 87].

The strategy of maximizing value is considered as a multi-faceted process, which may include [2, p 246]:

- a generalized model of the company's actions, each of which directly or indirectly aimed at increasing the value of business;
- the indicated opportunities that opens the market with an increase in the cost of the enterprise;
- concentration of all internal resources on achievement of the set goals;
- focusing on increasing the cost of a strategic action plan that supports the developed strategic objectives of the enterprise;
- a system for assessing the effectiveness of the actions performed and the degree of achievement of the set strategic goals; a system of compensation that motivates staff to increase the value of the enterprise at each organizational level;
- communication strategy of the enterprise, which informs all interested persons about the strategy of maximizing the value realized at the enterprise.

In turn, the value-oriented management of the company's finance can be interpreted as a complex of organizational and managerial measures focused on the growth of the company's value, coordinated and implemented on the basis of financial information obtained by calculating cost-oriented indicators. The most common classification of cost indicators divides them into relative (RONA, ROIC, ROI, CFROI, ROS) and absolute (EVA, SVA, MVA, VaR, DRV) [3, p. 54].

Therefore, the main task of VBM – to build a management system that would achieve the goal – maximizing the cost of the company [4, p. 105].

According to Stadnyk V. V., Rudnikhenko E. M., Tomal T. S., Nepogodina N. I. [5, p. 10] management of a company should ensure the growth of its market value, as it allows to receive the most significant, compared with other forms, the return on investment of capital – the exchange rate of cash income from the resale of all or part of the assets.

Cost-oriented approach involves objective, impartial and qualitative assessment of the value of the enterprise. From reliable estimates most often depend: the cost of an enterprise in the case of purchase and sale; strategic plans for enterprise development; market value of securities and collateral value for lending. The first models of cost-effectiveness measurements appeared in the 20's of the twentieth century. and have been used in almost all market economies. They are based mainly on financial performance (for example, DuPont's multiplicative model or ROI). At the present stage, the valuation of an enterprise, besides these indicators, is more often used by those that are based on the concept of discounting.

In our country, unlike states with developed economies, value thinking is not dominant, as evidenced by the lack of ratings of the most efficient enterprises based on their value, as well as the lack of information on the value of financial reporting companies. Often, in domestic enterprises, the management of the efficiency of economic activity is from the standpoint of the interests of enterprise management, and the assessment of economic performance is carried out according to traditional indicators. The main attention of managers is directed at the quality of performance of their duties and the receipt of profit as an indicator that demonstrates the effectiveness of the enterprise. This orientation contradicts the interests of owners, who more importantly know the price of their capital and the possibility of increasing its profitability.

For owners, it's not so much a fact of making a profit, as the ability of an enterprise to constantly create the added value of their capital, that is, to ensure the continuous growth of the value of the enterprise. After all, ultimately, the owner or shareholder often plans to sell his stake in the capital of the company and he always wants to make it profitable. Thus, the owners are interested in organizing such a management system so that the workers were directed to the overall financial result – the growth of the value of the company and the increase of the welfare of shareholders [6, p. 199].

Therefore, based on the above, it can be argued that the value-oriented concept of company management is the most successful, since it meets the market conditions of functioning, and the change in value as a criterion for the efficiency of economic activity takes into account almost all information related to its activities. In addition, openness and stability of functioning are important characteristics from the standpoint of investors, and the creation of value is the result of the process of investing in those areas and areas in which the company has market competitive advantages.

References:

1. Kaparulin MS Maximization of the cost of an enterprise as a criterion for the effectiveness of its functioning / MS Caparulina // Strategic Priorities. – 2007. – No. 3 (4). – P. 84–89 [Electronic resource]. – Access mode: http://old.niss.gov.ua/book/StrPryor/4/12-Kaparulina.pdf

2. Kramarenko G.O. Financial Management: Textbook / G.O. Kramarenko, O.E. Black – 2nd form. – K.: Center for teaching. L-ry, 2009. – 520 p.
3. Tereshchenko, O. O. Management of the value of the enterprise in the controlling system / O. O. Tereshchenko, S. A. Prymak // Market of Securities of Ukraine. – 2007. – No. 1-2. – P. 53–60.
4. Levchak I. Ya. Cost of an enterprise as a criterion for management efficiency / I. Ya. Levchak // Scientific. wisn Uzhhorod un-th – 2014 – No. 1 (42). – P. 104–108.
5. Innovation-investment strategies in managing the market value of the enterprise / V. V.Stadnyk, E. M.Ruddichenko, T. S. Tomal, N. I. Nepogodina. – Khmelnitsky: KhNU, 2008. – 302 p.
6. Krush P. V. Business Valuation: Teaching. manual / P. V. Krush, S. V. Polishchuk. – K.: Center for Educational Literature, 2004. – 264 p.

Hanziuk O. O., PhD Kolomoichenko O. E.

Oles Honchar Dnipro National University

UKRAINE’S COOPERATION WITH THE INTERNATIONAL MONETARY FUND

Ukraine's cooperation with the international economic organizations deserves a special attention both of the developers of foreign policy of Ukraine and the researchers. The steady process of deepening the internationalization of economic life which has its manifestations in the form of the expansion and complication of the interrelations and interdependencies of the national economies, the socialisation of labour and production in a global scale, the growing cooperation and coordination among states regarding the development and implementation of the international development strategy, objectively increases the importance of the external sources of financial resources for any national economy.

The issue is relevant to Ukraine that links its integration into the global economy and access to the international financial markets with the deepening of cooperation with such influential international economic organizations as the International Monetary Fund and the World Bank Group. In this aspect, it should be noted that nowadays our government does not fully use the potential of such a cooperation in attracting the foreign investments and solving the problems of the external debt and its servicing, building the long-term and stable relations with the international financial institutions.

Ukraine became an IMF member-state according to the Law of Ukraine “On Ukraine's accession to the International Monetary Fund, International Bank for Reconstruction and Development, International Finance Corporation, International

Development Association and the Multilateral Investment Guarantee Agency", adapted in June 3, 1992.

The International Monetary Fund is an intergovernmental organization designed to regulate monetary and credit relations among Member States and to provide the financial assistance to them through the supplement of the short-term and medium-term loans in foreign currency.

The IMF's financial resources are directed to assist Member States that are struggling for overcoming the balance of payments as well as helping the mitigation of the stabilizating programs effects. The IMF provides funding both from its total resources and within the mechanisms of preferential financing, which are administered separately. Member States that use the IMF's total resources «buy» (i.e. borrow) the currency of the other Member States in return for an equivalent amount in their own currency. The IMF taxes such loans and requires Member States to «purchase» their currency from the IMF (i.e. to acquit a debt) within a specified period, using the currency of the other Member States or SDRs. Favorable financing is provided in the form of loans at low interest rates.

The IMF performs its credit operations only with the official authorities of the countries – central banks, treasuries, stabilization funds. The share of credit resources provided to the country for the first time is called a reserve share and amounts to 25% of the quota of the participating state. The extra resources that can be given to the country over the reserve share are equal to the quota amount and are usually divided into 4 lending parts (tranches) up to 25% each. It means that the maximum amount of the loan being able to be provided for the participating country equals 125% of its quota in the Fund. Loans can be provided by the Fund in the form of a stand-by facility or stand-by loan that means to provide a foreign currency to a country in accordance with an agreement on shares at specified intervals throughout the term of loan.

Thus, the IMF loans open the wider access to the world capital market where a demand exceeds an offer. Specifically for Ukraine, it creates more opportunities to attract the loans. Also, the function of loans is to attract the foreign funds to keep Ukraine «afloat» as a state with the object of entering the world market, where it should become a part of the global economy with its comparable dimensions concerning the countries with market economy. The cooperation with the IMF is important for the transformation of Ukrainian economic structure, the changes of its economic proposals, the creation of conditions for its economic balance.

Karmazina A., PhD Kolomoichenko O. E.
Oles Honchar Dnipro National University

STOCKHOLM SYNDROME

Stockholm syndrome is a psychological response wherein a captive begins to identify himself closely with his captors, as well as with their agenda and demands. Stockholm syndrome, also known as trauma or terror, is related to the hostage's instinctual sense of self-preservation: his basic survival is controlled by his captor, so instead of hating the captor, the hostage unconsciously establish a link with him in order to survive. The hostage forges this bond by accepting and feeling gratitude for small acts of kindness from his captor. In the hostage's world, the captor has become his provider, whereas the armed law enforcement team in the outside world poses a physical threat to both him and his provider. The FBI's Hostage Barricade Database System and Law Enforcement Bulletin shows that roughly 8% of victims show evidence of Stockholm syndrome. In the 21st century, psychologists expanded their understanding of the Stockholm syndrome from hostages to other groups, including victims of domestic violence, cult members, prisoners of war, procured prostitutes, and abused children. The American Psychiatric Association does not include Stockholm syndrome in its Diagnostic and Statistical Manual of Mental Disorders (DSM).

This term was first used by foreign media in 1973 as eponym when four hostages were taken during a bank robbery in Stockholm, Sweden. Six days later when the stand-off ended, it became evident that the victims had formed some kind of positive relationship with their captors. Stockholm Syndrome was born as an explanation. The phrase was reported to have been coined by criminologist and psychiatrist Nils Bejerot. Psychiatrist Dr Frank Ochberg was intrigued by the phenomenon and went on to define the syndrome for the FBI and Scotland Yard in the 1970s. At the time, he was helping the US National Task Force on Terrorism and Disorder devise strategies for hostage situations. His criteria included the following: "First people would experience something terrifying that happens to them. They are certain they are going to die. "Then they experience a type of infantilisation – where, like a child, they are unable to eat, speak or go to the toilet without permission. "Small acts of kindness – such as being given food – prompts a "primitive gratitude for the gift of life," he explains. "The hostages experience a powerful, primitive positive feeling towards their captor. They deny that this is that person who put them in that situation. To their mind, they think this is the person who is going to let them live." But he says that cases of Stockholm Syndrome are rare.

For Stockholm syndrome occuring in any given situation, at least three traits must be present: a severely uneven power relationship in which the captor dictates what the prisoner can and cannot do; the threat of death or physical injury to the prisoner at the hands of the captor; a self-preservation instinct on the part of the prisoner.

We would like to offer some of the common symptoms or signs, illustrated with various cases: feelings of friendship, love and attachment towards their captors; feelings of fear towards law enforcement or rescue officers, basically anyone trying to separate them from the captor; believing in their captor's reasons for kidnapping and supporting them; feelings of guilt and remorse at being released and their captors in jail; will not accept help or therapy to get over.

Recovering from Stockholm syndrome ordinarily involves psychiatric or psychological counseling, where the patient is helped to realize that their actions and feelings stemmed from inherent human survival techniques. The process of recovery includes reinstating normalcy into the lives of victims, including helping the victim learn how to decrease their survival-driven behaviors.

So, Stockholm syndrome is a phenomenon that reflects the protective capabilities of our mental state. The study of this syndrome allows us to competently assist those who survived difficult times, as well as develop recommendations that can save health and lives of people who unwittingly found themselves involved in dangerous events. This syndrome is a clear link with our internal defense mechanisms. Its manifestation allows a person to maintain mental and physical health in situations of danger. This phenomenon does not occur at all, but it is still impossible to predict.

Karpus M., PhD Kolomoichenko O. E.

Oles Honchar Dnipro National University

POTENTIAL OF DNIPRO BRIDGES IN TOURISM DEVELOPMENT

At the moment, in the time of globalization, it is increasingly difficult for tour companies, mainly tour operators and agencies, to attract customers. At the same time, competition in the market is tightening and companies are faced with the problems associated with changes, making significant decisions, technology implementation and new strategies. The tourism industry itself is in a state of constant change and improvement. For this reason, in order to be competitive enough in the market, the company should be constantly in development, following the world trends and monitoring the national tourism market.

In the Tourism and Resorts Development Strategy of Ukraine for the period up to 2026, the primary types of tourism are recognized as the main and specific types of tourism: cultural, religious, event, ecological, sports, cruise, shopping tourism and others [1]. Despite the new names, the objects remain the same, which have been familiar to tourists and do not cause new impressions and emotions. Therefore, special attention should be paid to new objects of tourist offer that have not been noticed or were not considered interesting for tourists until now.

One of these not enough popular and attractive tourist attractions are bridges. Turning them into attractions for tourists is quite realistic, referring to world experience. Moreover, in the future, these structures can become a landmark of the city, which will positively affect the tourist flows to cities, regions and the country as a whole.

A bridge is a structure that is built over a railway, river, or a road so that people or vehicles can cross from one side to the other [2].

The Ukraine potential of bridges using in tourism activity is significant, which is explained by the presence of more than 70 thousand rivers and streams through which they are laid. On the basis of internet resources, the rating of bridges popular among foreign and domestic tourists was drawn up (Table 1). It should be noted that almost all the bridges included in the rating have their own history for more than twenty years. The only exception was the Harbour Bridge, which is ranked 10th in the list.

Table 1

Rating of the most popular Ukrainian bridges *

Rank	Bridge	Location	Age, years
1	Plebanivskyy viaduct	Plebanivka, Ternopil region	123
2	Castle bridge	Kamyanets-Podilskyi, Khmelnytsky region	more than 500
3	Southern bridge	Kyiv	29
4	Merefa-Kherson bridge	Dnipro	87
5	Arched Bridge	Zaporizhzhia	45
6	Paton Bridge	Kyiv	66
7	Ingul Bridge	Mykolayiv	38
8	Bridge of four Evangelists	Karpaty, Zakarpattia region	129
9	Harbour Bridge	Kyiv	12

* Made by the author on the basis of sources [3-4].

As one can see, the country has significant potential for the bridge tours development. However, in Ukraine, and in particular in the Dnipropetrovsk region, tourist routes aimed at visiting bridges are not much developed. In Dnipro bridge sightseeing is possible either independently, or by using boats that offer excursions to the Dnipro River, but they are part of the water routes. Currently, in Dnipro there are five bridges across the Dnipro River, one is pedestrian to the Monastery Island and two are through the left stream of the Dnipro River and the Samara.

Primarily, all bridges in Dnipro have an interesting history or aesthetic appearance that can attract more tourists to the region and generally promote this kind of tours both in a certain city and throughout Ukraine. The potential of using bridges in Dnipro in tourism according to the type is presented in Fig. 1.

Fig. 1. The potential of using bridges in Dnipro according to the tourism types

All major bridges of the city may be points of interest to tourists interested in architecture, because each of them has an individual construction and building technologies, which were recognized worldwide. Although bridges are often included in historical city tours, one can consider them separately, because each of them has its own unique history, which is often not known by the inhabitants of the city. Such tours will be particularly interesting for people interested in the war and postwar time due to the fact that several bridges were built in the prewar period and were destroyed during the First or Second World Wars.

It will also be interesting to visit the bridges admirers of graffiti. In such street art tours, the Kaidak and the Pedestrian bridges can be used. On both bridges there are graffiti with the image of women in the national Ukrainian dress. Currently, in the city of Dnipro, KAVA provide rope jumping activity from many buildings, including bridges. The main ones are Southern and Kaidak bridges, but others are also used.

According to Figure 1, one can conclude that the most universal goals of bridge-tours that can be developed and encouraged are architectural, historical, excursion, scientific tourism and photo tourism. To increase its competitiveness, domestic tour operators are encouraged to develop bridge-tours, first of all, for these kinds of tourism to achieve maximum efficiency.

References:

1. Стратегія розвитку туризму та курортів на період до 2026 року / Єдиний веб-портал органів виконавчої ради України [Електронний ресурс] – Режим доступу: https://www.kmu.gov.ua/ua/npas/249826501
2. Definition of 'bridge' / Collins Dictionary [Електронний ресурс] – Режим доступу: https://www.collinsdictionary.com/dictionary/english/bridge.
3. Топ 15 мостов Украины / Етнохата [Електронний ресурс] – Режим доступу: https://etnoxata.com.ua/statti/turizm-tsikavi-mistsja/top-15-mostiv-ukrajini/
4. Мосты Украины: 12 шедевров / IGoToWorld [Електронний ресурс] – Режим доступу: https://ua.igotoworld.com/ru/article/397_04-02-2015-mosty-ukrainy-samye-krasivye-mesta.htm

Kurchenko O., PhD Kolomoichenko O. E.

Oles Honchar Dnipro National University

IMPACT OF SUSTAINABLE DEVELOPMENT ON BUSINESS

Nowadays, the issues of application, self-sufficient development of mankind, not depleting natural resources, are becoming increasingly popular, forcing to pay attention to the public, which considers their legislative activities. These issues are becoming increasingly important to the business.

“Sustainability is the ability of a system to maintain its current state in the presence of external influences. In macroeconomics, sustainability refers to a long-term balance between resource exploitation and human development”.

In the modern sense, the term “sustainability” was widely used after the speech of the Norwegian Prime Minister Gro Harlem Brundtland to the United Nations in 1987, in which she designated sustainable development as “meeting current needs without compromising the ability of future generations to meet their needs”.

With regard to business, participation in sustainable development means understanding the long-term problems of our planet and taking them into account in strategy and practice. However, sustainability implies not only the responsibility of the business in terms of environmental protection. The sustainability issue concerns the business environment in all its dimensions: social, economic, cultural and environmental.

Social aspects of sustainability are the issues of poverty, violence, injustice, education, public health, employment, and respect for human rights. In an economic sense, sustainability implies the provision of the ability to satisfy economic needs (for a business, it is making a profit, for some people it is food, water, housing, household items). From an environmental point of view, it is the protection and restoration of the environment (monitoring climate change, saving resources, preventing unnecessary losses). In the cultural dimension, sustainability means supporting and recognizing the value of diversity (which provides identification of communities and transmission of traditions).

The point is not only and not so much the effect that business can have on the sustainable existence of humanity, or how it can be achieved, but also how the solution of issues related to sustainability affects business. A company may not consider sustainability to be strategically important or not address these issues, however, the need for sustainable existence will still determine how it conducts business. A sustainable business is a business that can survive in the long term. Problems of affordability and volatility in resource prices, consumer demand, investor pressure, attracting and retaining talent, the emergence of new markets and the disappearance of old ones, changes in financial transactions are just an incomplete list of what is affected by sustainability. If the problem of sustainability is embedded in the company's approach to doing business, in a strategic sense, this leads to a reduction in costs, the formation of a new consumer base and the selection and development of talents in the organization. A company involved in sustainable development is given a long-term goal that will be consistent with its core business and strengths, motivate its employees and counterparties and give optimism.

As a conclusion, sustainable development is gradually becoming a pressing business problem. In order not to miss potential opportunities, business should start more widely and carefully assess the potential of applying the principles of sustainability. And move on to action.

References:

1. https://sustainabledevelopment.un.org
2. http://www.ua.undp.org/content/ukraine/en/home/sustainable-development-and-environment.html
3. http://oecdobserver.org/news/archivestory.php/aid/334/Sustainable_development_and_business.html

Niehina V. R., PhD in Philology Aliseienko O. M.

Oles Honchar Dnipro Nation University

THE USA WITHDRAWAL FROM SYRIA: THE FUTURE CONSEQUENCES FOR SYRIAN CONFLICT

In December 2018 U.S. President Donald Trump announced that he would be withdrawing all American forces from Syria, but in March he partially reversed course and affirmed that he is 100% in favor of leaving a residual presence of 400 U.S. troops in Syria [2]. After Trump's decision balance of power will change in Syrian conflict with some consequences.

Firstly, this decision plays into the hands of Russia which is emerging as the unrivaled powerbroker in Syria. Moscow has a strong interest in maintaining influence in Syria, both from an economic and a political perspective, Syria has long been a lucrative market for the Russian defense and intelligence sectors. And in the meantime, a strategic goal and victory for Moscow is a survival of Bashar Al-Assad, and it has backed the Syrian dictator. Russia's elevated position in Syria paves the way for Moscow – and through it, Tehran – to cement its outsize influence in the region, and for Assad to regain the power he had before the civil war began.

Secondly, Iran is solidifying its position in a country far from its borders. Iran quietly exerts influence throughout the country, with the goal of creating a land bridge from Iran through Iraq and Syria to Lebanon. Iran's leaders are applying soft power, employing strategies from their experience with Hezbollah in Lebanon, where Tehran has entrenched itself "not only militarily, but also politically, religiously and culturally [1].

And thirdly, Kurds are facing with threats to the existence. The fate of the Kurds hangs in the balance. They are more vulnerable to attack from the Turks across the border. Furthermore, making matters worse for the Kurds, Turkey said it would establish a 20-mile "safe zone" between Turkey and the Syrian Kurds in the northeast part of the country. Without U.S. support, the SDF (Syrian Democratic Forces) itself, an entity created by the United States to sanitize the notion of partnering with the Kurds, could fragment. The Islamic State could seize on that weakness. And the withdrawal from Syria allows Trump to argue that the "Islamic State has been defeated", but it is a big misconception. In August 2018, U.S. intelligence estimated that remnants of the Islamic State still had some seventeen thousand men in Iraq and some fourteen thousand five hundred in Syria.

Trump's decision on Syria is even riskier. Disturbance in Syria's northeast could trigger a wider and uncontrolled regional confrontation. The vacuum left by the departure of U.S. troops will open a deadly race for control. Washington's closest allies in the fight against the Islamic State have long been the Kurdish Syrian Democratic Forces. Turkey, another key player in the region, considers the Kurds a threat to its own government and will finally have a golden opportunity to try to crush its Kurdish foes with the departure of their U.S. protectors. This new front in the war will pull forces away from the fight with the Islamic State creating an opening for the group and increasing violence in the region.

This withdrawal holds wider geopolitical risks as well. Russia will see this as a chance to boost its role as an arbiter of the Syrian conflict. This will further strengthen the regime of Syrian President Bashar al-Assad, Russia's ally. But the U.S. presence was supposed to avoid this exact outcome. And the risks do not end here. The U.S. strategy must be seen in the larger context of its obsession with Iran. The U.S. military presence close to the Syrian-Iraqi border was meant to curb increasing Iranian influence in the region. Because the U.S. presence as a potential deterrent to Iran [3]. The Syrian conflict has become a proxy for the regional power struggle in the Middle East.

References:

1. Pushing Back on Iran in Syria (Part 1): Beyond the 'Boots' [Electronic resource]: https://www.washingtoninstitute.org/policy-analysis/view/pushing-back-on-iran-in-syria-part-1-beyond-the-boots

2. Trump says he agrees '100%' with keeping U.S. troops in Syria [Electronic resource]: https://www.nbcnews.com/news/us-news/trump-says-he-agrees-100-percent-keeping-u-s-troops-n979466
3. U.S. Considering Plan to Stay in Remote Syrian Base to Counter Iran [Electronic resource]: https://foreignpolicy.com/2019/01/25/us-considering-plan-to-stay-in-remote-syrian-base-to-counter-iran-tanf-pentagon-military-trump/

Obodianska V. O., Honcharova Y. S.
Oles Honchar Dnipro National University

GLOBALIZATION, BUSINESS AND COMMUNICATIONS: SPECIFICITY OF CONNECTIONS

Globalization as a powerful invader takes the world. Nowadays the assertion that globalization ruins borders between countries and makes international business accessible for everyone is a commonplace. It is obvious that new business forms such as blogging, digitalization and freelance appear due to globalization. These popular innovations in business were not profitable at the beginning. People created blogs for joy and for sharing information, freelancers did not intend to make money on their projects and business world did not realized how to use digitalization in sales. However, it was in the past.

Such a new phenomenon as blogging is becoming a highly successful tool in sales and marketing. Tim Berners-Lee was a creator of the first blog. There he told readers about the development of an informational industry and the Internet. It is noteworthy that the first person who used a short word "blog" was Peter Merholz in 1999. Nowadays, in twenty years, everybody knows that bloggers are people creating a miscellaneous content. Blogs can be educational, political, economic, entertaining etc. But how it helps to make profit for writers? Remember, blogs are a new type of marketing instruments, so advertising is the main source of income. If a blogger has more than 100 000 subscribers or readers, he or she can get much higher payment for advertising. The main disadvantage of such marketing campaigns is bloggers' situational dishonesty, which depends on the wish to obtain more money, especially if we take into account a big influence on their auditory. For making money people need to turn on monetization of their channel or a page in social media. One of such examples is a popular Russian blogger Marina Mogilko. She earns her profit by three YouTube-channels and a page in Instagram. When her auditory in Instagram raised significantly, the number of views on her channels increased also. Every 1000 of views can cost 1 dollar and more. Therefore, her income is raising respectively. Now she is one of the most popular educational blogger. Her channels and a social page help her to spread information about her LinguaTrips. Her income reaches 80 000 dollars per month. Do not forget that she started from nothing.

It is only one of many other successful examples. And it is important to underline that blogs can exist not only on YouTube-channels or in Instagram. There are different web-platforms which cost millions dollars. Among them are "The Huffington Post" (315 million dollars), "TechCrunch" (100 million dollars), "Lifehacker" (109 million dollars) et cetera. Some specialists have expressed the opinion that blogs can substitute traditional mass media in the nearest future. It is obvious that digitalization gains momentum.

Digitalization is a powerful process of transforming texts, videos or audios into a virtual space. Today any business cannot exist without its corporate site or a page in social media. One of the most important results of globalization is that consumers are becoming more and more demanding. They want products or services with a high quality and they are ready to pay only for qualitative goods and services. Consumers usually have many questions before any purchase. Digitalization helps entrepreneurs to make their products attractive and show their advantages. Besides, technical progress allows sharing information about products easily between big amounts of customers. Business ignoring digitalization will be left on the margins. Digital platforms are the background to spread information quickly and effectively.

Digital transformation leads the fusion of online and offline, disruptive technologies and the radical change of entire industries. Automation, optimization, autonomy of processes as well as growing flexibility and individuality of products and services are just some of the benefits of digitalization. The process also leads to innovative business models and digital products.

Freelance is the next important component of a contemporary globalized environment. Most recently, it has not been popular in post-Soviet countries but hold strong positions in Western Europe and America as well. Who is a freelancer? It is a person who does not work for a company on a permanent basis but on particular assignments. Freelancers are self-employed people. Such workers are very demanded by big and small business because can be hired as required. Freelancers are lifesavers for such companies because, as a rule, they work only for one project. It helps companies to cut costs. Freelance is also developing intensively due to globalization. A freelancer can work for a company in, for example, Spain or Thailand and it is a bright embodiment of a "breaking borders" process. Freelance as a phenomenon of a contemporary society connects the main aspects of globalization and digitalization. Most of freelancers are IT-specialists, virtual designers, virtual assistants etc. These jobs have appeared because of technical progress and they are relatively young. But if person can organize his or her work-time, know how to attract new customers by using resume, CVV and portfolio, this person can earn as much as usual office worker. The great thing about freelance is also that people can have usual job and use freelance as additional resource of earnings.

There are some web-platforms for freelancer who is looking for projects. The most famous are Up Work, Fiverr, and Freelancer.com etc. It helps freelancers to find work easily and makes them sure about safety and payment guarantee.

Globalization is a global process that needs to be analyzed comprehensively. Further research will make it possible to understand deeply the outlined issues.

References:

1. Melina Kolb. What is globalization? – Peterson University for International Economics. – 2018.
2. Terry Flew. New Media An Introduction. – South Melbourne: South Melbourne: Oxford University Press, 2008.

Romaniuk A. A., Nikitina G. Ye.

Oles Honchar Dnipro National University

CITY BRANDING: INTERNATIONAL EXPERIENCE FOR THE IMAGE OF DNIPRO CITY

Branding is a marketing practice that is typically used to sell products and services. Elements of a brand identity include culture, visual symbols, slogans, mission, attitudes and values [2, p. 120]. City branding is the use of marketing techniques to give a city a unique identity in the minds of citizens, visitors, companies and investors. City branding tends to revolve around a slogan that identifies the unique character of a city. Branding can theoretically extend to everything a city does including bylaws and urban design. For example, if a city has a reputation for its music scene, bylaws might be designed to support the evening economy.

City branding may be either organic or artificial. Organic branding celebrates the current culture of a city including any unique features, no matter how humble.

Artificial branding sells a vision for the future of a city that is not yet a reality. For example, a city may attempt to brand itself as a center of creativity, innovation or science without having much of an innovation economy.

Generally speaking, organic branding is far more effective even if it means that a city focuses on something seemingly mundane such as a local craft, a monument, a food item, a geographical feature, a legend or a historical event. It is possible for small cities to design valuable marketing campaigns around something as seemingly trivial as corn or avocados. Organic branding begins on its own as an unofficial nickname for a town. Large cities with a diverse culture tend to develop broad slogans that capture an emotion.

Most great cities have a brand that has developed organically – Paris around romance, or Hong Kong around trade. New York has succeeded at this with «I love New York» and the more recent NYC work. So has Glasgow. For many cities, it is impossible to sum up the brand in a word, as they are multi-dimensional and changing. So trying to create city brands artificially is a dangerous and, sometimes, presumptuous business.

New York is probably the world's greatest branded city. The brand key is integration and direction. That is driven by a combination of single-minded leadership about what New York is: an eclectic mixture of people, all of whom, regardless of sex, age or creed, have the potential to realise their dream – if they work at it. NYC means a "can-do" attitude that manifests itself in everything from towering skyscrapers to customer service. This combination is so admired that it seamlessly gets branded on anything from a baseball cap to a coffee mug.

Liverpool, Edinburgh and Paris are successfully branded cities. They ooze the most culture. Liverpool has had an incredible turnaround in terms of its politics and physical deprivation. It is such a thriving city – with clubs and bars, a financial centre and retail – so there is something for everyone. Any tourist or business visitor wants to have a sense of where a city's heartbeat is, and that is what I get from these cities, along with a sense of pride and dramatic architecture.

Sydney has maximized what it could from hosting the 2000 Olympics but did so in a coordinated way across business, tourism and in developing a profile for the whole city. New York and Glasgow have both, over decades, used a series of campaigns to get people to reassess what they are about. The roots of «I love NY» were invented in the 1970ies when the city wanted to instill pride in itself and get across the idea that New York was somewhere you would want to visit.

Dnipro City has its own brand approved on May 23 2018 by the Dnipro City Council [1]. The official slogan «Дніпро – хвилююче місто» can be approximately translated "Dnipro Swell City" or "Dnipro Moving City". This idea is represented on the conceptual logo, designed by Serhii Bilyi. According to the author, the wave in the logo symbolizes the Dnipro River and the dynamic development of the city. The shield reflects the Cossack past and current struggle to preserve the integrity of Ukraine. Space in the logo represents the rocket and space technologies of the city, as well as the pursuit of new heights and accomplishments.

As we can see, all promotional products of Dnipro City Council and subordinate utility companies, starting from municipal transport (trolleybuses) and going to dustbins in the streets are made with a new logo and in its stylistics, which contributes to increase brand awareness through day-to-day objects among the citizens. The participle «хвилюючий», referring both to the idea of the river waves and the concept of excitement, thrill, worry, is in the origin of world play used in municipal environmental campaign "Dnipro is concerned by the environment".

City branding is an important step to put emphasis on the fact that famous cultural (Petrykivka painting included in the UNESCO Representative List of the Intangible Cultural Heritage of Humanity, or Kurgan Stelaes known as "Stone babas"), natural (the river Dnipro) or industrial features (Yuzhnoye rocket and satellite office or Interpipe Group supplying steel pipes and railway wheels worldwide) are parts of the unique image of Dnipro City. Thus, it helps to lead promotional campaigns to increase tourism and investment attractiveness of the city, which will help to reinvest in municipal infrastructure, especially in transport improving the logistics of air routes and highways as well as increasing options for high-speed passenger transportation by rail to and from Kiev and other regional centers in Ukraine (Odesa, Kharkiv, Lviv). Attracting foreign investments also means to strengthen the presence of foreign diplomatic corps by establishing general consulates and trade missions, which will help in the long term to widen markets for local products.

References:

1. Електронний ресурс. – Режим доступу : https://brand.dp.ua/u-dnipri-zatverdili-noviy-logotip-mista/
2. Herget, J., Petrů, Z., Abrhám, J., City branding and its economic impacts on tourism, Economics and Sociology, 2015, Vol. 8, No 1, pp. 119-126.

Shakhova Y. S., PhD Kolomoichenko O. E.
Oles Honchar Dnipro National University

UKRAINE AS A MEMBER OF JOINT VENTURES

In the context of globalization, no country is able to provide efficient and dynamic development of its economy without the cooperation with other countries. The basis of economic integration of different countries is the international division of labor which causes the formation of world economic relations. World trade is the first and the most common form of these relationships. It exists along with such forms as the creation of world markets of goods, capital and labor, scientific-technical and production cooperation, international monetary and settlement and credit relations.

In international practice, joint entrepreneurship acts as a combination of diverse forms of production and economic activity of the partners from several countries, which is based on the pooling of efforts, financial resources, material resources, long-term guarantees for sales of goods, the systematic upgrading of production, scientific-technical and trade cooperation, profit sharing, distribution of technical and investment risks. A joint venture is a new organizational and social form of international entrepreneurship. It is a form of economic and legal cooperation with a foreign partner, which is created as a common ownership of material and financial resources used for the production, scientific, technical, trade and other functions [1].

Thus, the study of international entrepreneurship characteristics becomes important in connection with the analysis of the opportunities offered to entrepreneurs in organization of joint activities with foreign partners. After all, the world economy is a base of the international division of labor which defines the specialization of countries according to their socio-economic and climatic conditions.

The development of joint entrepreneurship in Ukraine is considered as one of the important tools for attracting overseas capital and technology. However, the inflow of capital in the form of joint entrepreneurship is constrained by the adverse market conditions, the uncertainty of the legal framework of economic activity. Regarding new technologies, although, in the world, a joint venture is really one of technologies channels, but their potential is limited: in the initial stages of the life cycle of the technologies, they mainly "work" on the market of the country-owner of the relevant developments, know-how, and then they move to the other countries [3].

Joint entrepreneurship is developing in Ukraine with partners of leading market countries and with partners from the CIS. Moreover, for both cases it is typically undesirable distribution of JV in non-production areas – in domestic and international trade, in the sphere of financial circulation.

The largest number of joint ventures was created between the Ukraine and Russia: as of 2012 only on the territory of our state there were 950 such structures. This was 25 % of the total number of joint enterprises in Ukraine. And there were indirectly 72% of total direct investments in Ukraine from Russia in a form of joint ventures. The example of the creation Ukrainian-Russian joint ventures is the interaction of Ukrainian and Russian business entities in the framework of transnational entities – Russian financial-industrial groups (TVPG) [2].

Thus, under the impact of globalization, a new form of world trade – joint venture – is being emerged in the world arena. Cooperation in the framework of joint ventures involves not only the attraction of capital investment, logistical and financial investments, but also modern forms of organization and management of data assets. Learning from the experience of foreign companies, domestic firms are on the path towards stabilization. Under such conditions, a firm in the management and coordination of industrial and commercial activities can use not only operational, but also strategic planning.

References:

1. Herasimchuk Z. V. Horbach L. M. International economic relations: textbook. – Lutsk, 2011. – 328 p.
2. Maksimenko E. Ways to enhance foreign investment in Ukraine // Finance of Ukraine. – 2012. – №6. – 386 p.
3. Novitsky V. E. International economic activity of Ukraine: Textbook. – K.: KNEU, 2013. – 484 p.

Sharafost M. L., assistant Pivovarova O. B., PhD in Philology Aliseienko O. M.

Oles Honchar Dnipro National University

MARKETING COMMUNICATIONS IN CONDITIONS OF CROWD-TECHNOLOGIES

In the conditions of informatization of social processes and the development of communications, the so-called crowd-technologies are formed, revealing the process of communication from a new point of view. There is a need for a more detailed study of the process of marketing communications in the information society and crowd-technologies in terms of their effective use in the process of managing the company's activities and achieving the goals. Marketing Internet technologies are widely implemented in the West, and in Ukraine they are only beginning to develop.

In the process of managing marketing communications on the Internet, crowdsourcing is a highly effective tool for implementing the promotional strategy.

Crowdsourcing (from the English word «crowd» and sourcing «use of resources») – the transfer of some production functions to the unlimited number of people, the solving of socially important tasks by the forces of volunteers, as a rule, with the help of modern information technologies. The term was first used by Jeff Howe (Eng. Jeff Howe) [2].

Although the mechanism of crowdsourcing is not the invention of the 21st century, its dissemination became possible only with the active dissemination of Internet technologies to all spheres of the life of society. The Internet technologies have transferred the process of communication and coordination of people's activities to a qualitatively different level. They contributed to the emergence of a large number of new social and cultural phenomena, occupations, and ways of solving social and personal problems. The latest Internet technologies and hardware have substantially transformed the system of value orientations and methods of achieving the goal in the modern world.

In other words, crowdsourcing is the use of the potential of a large number of people to solve various tasks more often through social networks. It is the interactive technologies of communication with the consumer that allows us to study the consumer's needs as much as possible. A crowdsourcing technology also allows the consumer to take part in creating a product.

The main idea of crowdsourcing is to use the idea of a "crowd" for building an advertising strategy. Crowdsourcing in advertising, marketing and sociological research has become a commonplace phenomenon. With its help you can get not only feedback from consumers, but also use their vision and the idea of a new product. Modern means of communication allow us to switch to direct personal contact with almost every client of the company.

These days marketing technologies are in the stage of qualitative changes. In the conditions of the development and distribution of global communications, the company cannot help using the services of advertising, PR-actions, surveys. This greatly increases the efficiency and effectiveness of marketers' efforts.

With the help of crowdsourcing you can reduce the company's expenses for marketing and advertising on a simple scheme: the company uploads the tasks that can be implemented by anyone who wants to. This task can be anything you want. Firstly, «brainstorming» on any topic, say the name for a new product, the motto for an advertising campaign, or an idea how to improve the quality of a service. Secondly, crowdsourcing can be used as a way of collecting data for marketing research, in order to study demand, a competitive environment, and consumer loyalty to a product. The third application is to create a real product, for example, an advert, promotion concept or product design.

Crowdsourcing is a progressive method of organizing work and solving business tasks, but it should be used with caution, remembering all its advantages and disadvantages. Crowdsourcing can increase labor productivity by minimizing labor and research costs. By using the Internet to receive responses from active users, customers can reduce the amount of time spent collecting data within the formal focus group or research direction. By engaging clients in marketing, branding and product development processes, managers can reduce staff costs and risks associated with uncertainty in market demand. At the same time, crowdsourcing has its own disadvantages. Crowdsourcing may be appropriate for one-time promotions, but it's difficult to use it on the permanent basis: sooner or later the interest of the audience will disappear. It is not necessary to apply crowdsourcing, if there is a limit in the timing: who knows how much time will pass, until someone offers a really valuable idea, worth to be implemented. Moreover, if there are many ideas, someone should manage their flow (the percentage of really good ideas and suggestions is usually quite small). Therefore, the use of crowdsourcing can only be a backup tool in the marketing strategy of the company.

Thus, crowdsourcing is a powerful and effective tool, the application of which in management, business, and various social spheres allows solving actual, socially important and urgent tasks, using the common intelligence, knowledge, competence of both skilled professionals and active, creative and not indifferent ordinary citizens.

References:

1. Белявцев М. І., Воробйов В.Н. Маркетинговий менеджмент: навч. посібник / Під заг. ред. М. І. Белявцева, В. Н. Воробйова. – К.: Центр навчальної літератури, 2010. – 407 с.
2. Хау Дж. Краудсорсинг. Коллективный разум как инструмент развития бизнеса. – М.: Альпина Паблишер, 2012. – 208 с.
3. Череп А. В., Абліцова Т. С. Розвиток сучасного маркетингу та вимоги до нього // Вісник Хмельницького нац. ун-ту. – 2010. – № 1.– С. 205.
4. Шевчук О. Ю. Вплив сучасних маркетингових інтернет технологій (краудсорсинг) на розвиток бізнесу file:///C:/Users/stud/Downloads/znptdau_2013_2(5)__39%20(2).pdf

Tkachenko D., PhD Kolomoichenko O. E.
Oles Honchar Dnipro National University

INFLATIONARY AND DEFLATIONARY PROCESSES IN UKRAINE

The problem of inflationary processes is very relevant. It affects not only the economy, but also directly the subjects.

"Inflation is a tax that can be introduced without passing a law," said the founder of monetarism, Milton Friedman. Higher prices lead to a decrease in the real value of the money contained. For example, a 10% price increase has the same effect as an additional tax on the purchase of this product. At the same time, the government benefits from inflation, as incomes increase as a result of an increase in nominal values of the value of goods (tax base). Inflation and economic crises has avoided by any country. Even the most complex crises end, as a rule, with the renewal of the economy and its rise. Therefore, most researchers see crises as a turning point in scientific, technical, social, political, and economic development. The first victims of inflation are consumers who suffer from the inevitable fall in living standards. It comes in various forms. Consumers suffer from high inflation, as it undermines the purchasing power of money. The main reason for inflationism as a certain policy lies in the fact that the state is primarily interested in inflation, if it did not deny this fact and did not proclaim the fight against inflation. The point here is not only that the depreciation of money provides benefits to privileged groups of debtors (and the state itself often enters the borrowing market as a debtor) at the expense of creditors, because it is possible only if the depreciation of money is sudden and unpredictable. Inflation is not only evidence of a weak economy, but also a weak state power or political wisdom.

If we consider the positive side of inflation, then we can say that it is only useful at a moderate level of pace, therefore it doesn't allow counterparties of the market and government agencies to keep up with inflation in order to work for the economy, because it stimulates price growth. However, inflation, in spite of the fact that it can be moderate, is one of the main problems of economical

development of the country. So, how to deal with it? There are two methods to combat inflation: the monetarist and the Keysin approaches. Both come out of the fact that inflation may be due to changes in the quantity of supply and demand and that inflation, which is caused by changes in supply, is the most likely cause of persistent or accelerated inflation. So, the growth of the money supply is the likely culprit of inflation. and monetarist and Keynesian approaches converge on the idea that excessive emission of money should be stopped if inflation needs to be kept at a certain level. Therefore, our economy is not talking about direct borrowing of a particular method. At the same time, some elements of these areas, in particular, the establishment of an economically determined interest rate on a loan, the regulation of the employment of currency and money turnover, must be used immediately.

Therefore we will proceed to the consideration of such a question as deflation. It is the removal from circulation of excess weight of money in order to increase their purchasing power.

The main causes of deflation:

1. Production growth. New technologies in production allow to increase the volume of goods released for sale, which leads to the need to reduce prices. As a result of the so-called Industrial Revolution, this happened in the 19th century – thanks to new technical advances, the number of products manufactured by manufacturers increased dramatically, which led to an underestimation of prices, that is, deflation.

2. Tough economic policy. Sometimes to fight inflation, the government decides to reduce the amount of money in circulation. There are several ways to do this: raising the discount rate, raising the required reserve ratio of banks, increasing taxes, freezing wages, reducing government spending, limiting lending, and increasing sales of government securities.

3. Reduction of the national currency supply. One of the clearest examples for this case is the creation of the Federal Reserve System which led to a reduction in the money supply in the United States. This led to deflation.

4. Falling consumer demand. If the population expects an increase in the purchasing power of money, then it will be inclined to set aside their money now to spend it in the future. A similar situation calls the Liquidity Trap.

From all the above, it can be concluded that both phenomena do not have a completely positive effect, because the protracted period of deflation goes into the so-called spiral. After one incident that caused an increase in unemployment, there is a decrease in spending and wages, the situation continues to evolve and it is almost impossible to stop this process. It is difficult to control this process. An economy without crisis situations will not be able to return to normal operation. Inflation, despite the fact that it can be moderate, is one of the main problems of the country's economic development.

Tovsta A. V., PhD in Economics Kasyan S. Ya.,
PhD in Philology Aliseienko O. M.
Oles Honchar Dnipro National University

MARKETING EVALUATION OF RISKS FOR INNOVATIVE VENTURES PROJECTS: ASPECTS OF CONSUMER DEVELOPMENT, ANTIFRAGILITY

Nowadays the problem of economic and marketing assessment in complex of risks for innovative projects of companies is more relevant than ever. Nevertheless, there is still no definite methodological practical toolkit for obtaining good results of forecasting. It happened not only because in fact it was impossible to calculate the risks and effectiveness of a venture project implemented in uncertainty situation of Ukrainian business. In addition, nobody knows which innovative product should be offered and on what target market this product will be sold the best way [1].

Steve Blank (the founder of Customer Development and the founder of the blog www.steveblank.com), defines a startup as a search engine to find a profitable, scalable, repetitive, innovative business model which is a temporary innovation organization in extreme conditions of uncertainty and aims at rapid growth [3]. He emphasizes on the expediency of launching startups with a consumer development model, opposite to it is traditional model of product development. It allows you to outperform competitors systematically in testing hypotheses and introducing them into economic life. One of the basic tasks of startup is searching for an innovative business model, which could allow turning it into a growing and successful business. The specialist notes that start-up entrepreneurs should carefully listen to the opinion of consumers, taking into account the position of venture capitalists and their portfolio companies. He proposed the methodology for consumer development, which is largely oriented towards achieving the effect of scaling sales [3]. In our opinion, marketing in the field of high technology and startup projects for B2B better to follow by a consumer-centric model of doing business with the interests of many partners and stakeholders [1].

An investor or a venture capital or investor who wants to finance a startup first of all analyzes the team who presented a marketing project and plans to implement it, and after that, the project and the risks inherent in it. Today, there are several methods for determining the cost of a startup before start of investment and the projected cost of its sale, oriented on changing market conditions. One of them is the venture investment method, which reflected in the marketing of startups. Due to this method, investors pose one of the risks to the expected rate of return, which is usually for innovative projects in the range of 50-60% [2; 3].

The concept of antifragility, suggested by Nassim Nicholas Taleb, can be useful for economic and marketing evaluation of projects. He notes that in the nature, society and economy, there are things and market emergencies, which rise and met with chance, risk and uncertainty [2]. The scientist emphasizes that antifragility, as a phenomenon cannot be an analogue of flexibility or invulnerability. The elastic thing sets against to unforeseen events, and then remains in the foreground, showing a low level of adaptability. In contrast, antifragility becomes perfect, more innovative [2].

We believe that in marketing analysis, the concept of antifragility and consumer development can be applied during an expert assessment of marketing innovation projects, startups.

References:

1. Kasian Y. Sergii, Modern Economic Issues and Problems. Editors: Sergii Y. Kasian, Aneta Sokół, Anna Drab-Kurowska. – Slovakia, Bratislava: KARTPRINT Publishing, January 2016. – 135 p.
2. Nassim Taleb. Antifragility: Things That Gain From Disorder (Incerto) / Nassim Taleb; Random House Trade Paperbacks, 2014 – 544 p.
3. Blank Steve. Four steps to enlightenment. Strategies for creating successful startups – K&S Ranch; 2nd edition, 2013. – 338 p.

PhD Vorova T. P., Bovkunov V. V.

Oles Honchar Dnipro National University

EUROPEAN SECURITY STRATEGY

A distinctive European approach to security is characterized by a broad multi-dimensional or comprehensive notion of security, which starts from the interdependence between all dimensions of security (political, ecologic, socio-economic, military, cultural) rather than just focusing on the latter, hence the need to set objectives and apply instruments in all of these fields.

A further characteristic is a focus on dialogue, cooperation and partnership or cooperative security. This approach can be deducted from actual European policies. In Communication on Conflict Prevention (2000) the Commission proposed to address the “the root causes of conflict” by promoting structural stability and respect for human right, viable political structures and healthy environmental and social conditions, with the capacity to manage change without resort to conflict.

The European Programme for the Prevention of Violent Conflicts calls for the integrated policy surpassing the pillar structure and defines conflict prevention as a priority for all the European external action. It also lists European instruments for both long-term structural prevention and short-term direct prevention.

Now the European Union has developed instruments such as the Regional Strategy Papers (which outline policy priorities) and the continually revised Watch List of Priority Countries (countries with a serious risk of conflict). But the EU is lacking a conceptual dimension that brings its range of external policies together and can serve as a framework for the comprehensive and integrated approach (advocated in the Programme for the Prevention of Violent Conflicts).

A comprehensive approach to security is particularly characteristic of European policy with respect to neighbouring states which it attempts to integrate in an encompassing network of relations: witness the successful transition of Central and Eastern Europe (probably the most significant European achievement since the start of the European integration project itself.

Under the heading “Wider Neighbouring Policy” this approach was recently promoted by the Commission as an enhanced framework for relations between the European Union and its neighbours. The aim of the Neighbouring Policy is to achieve an area of shared prosperity and values by creating close partnerships with the EU neighbouring states.

This approach leads to in-depth economic integration, close political and cultural relations and a joint responsibility for conflict prevention. To that end th European Union would offer very concrete benefits, in the fields of market access and investments, which should be linked to progress made towards political and economic reforms in the neighbouring states.

The comprehensive and cooperative approach to the long-termsecurity seems to emerge as the predominant characteristic of most areas of European external actions (called the structural foreign policy of the EU) – less visible than traditional diplomacy or high politics. These spheres of action represent a huge and very successful effort on the part of the EU.

A simple picture emerges from the major study of the EU as global actor: the European profile in these areas corresponds to the often used definition of the EU as a *civilian power* (an actor which seeks to influence the international environment in the long term, and which has milieu rather than possession goals), which operates mainly through economic, diplomatic and ideological power, and which is inspired not only by material interests, but also by norms and ideas.

A number of strategic assumptions guide EU policy in this regard, yet these assumptions need to be substantiated and policy area need to be integrated in order to arrive at a framework for maximally consistent, coherent and effective external action.

PhD Vorova T. P., Kovalyova K. K.

UDHTU

THEORY OF PATH DEPENDENCY

Since the inverted dictum "strategy follows structure" has entered strategic and organizational thought, it is clear that the strategies are not built independently from the structural context in which they are embedded.

In this sense, the strategic process is both always context and also history related, so the range of strategic choice is always somehow restricted. The argument that history matters draws on this insight.

Strategic processes in organizations do not evolve in an unconditioned way, but instead they are cumulative in the sense that former events and decisions have an impact on those that follow. Such historically induced restrictions can obviously refer to different reasons.

The most obvious reason that history lies in a firm's initial investments, in the case that an original choice of solution cannot be revised without additional costs or without realizing losses.

The more specific an investment is, the higher the risk of an cost-intensive revision. The history dependency is influenced by asset specificity due to occurring switching costs. This coherence is not only true for tangible, but also intangible assets.

The phenomena of imprinting refer to this very point acknowledging the shaping forces of primary conditions; it might be very difficult to change an established behavioral pattern, because it is the accustomed way of doing things and has been internalized.

The structural properties of an organization are also an obvious source of how history is inscribed on organizations. It is widely accepted that organizations must rely on somehow stable routines in order to reduce complexity and to build the internal and external reliability that are necessary for a firm's survival in a complex and competitive environment.

It is argued that once a routine set is adopted, it would become difficult (if not impossible) for established firms to overcome it. Firms are considered structurally inert due to the structural decisions taken in the past.

Taken into account not only the routine set but also the resources of an organization, many studies refer to the rigid character of competences and capabilities.

The authors argue that the core competences and capabilities developed over time are especially endowed with the side effect of inertia. This point is emphasized by the statement that the only difference between a core competence and a core rigidity is competitive advantage.

Rigidity is a latent side effect of success, one that leads to strategic simplicity which is accompanied by a lack of strategic responsiveness. In this sense organizations may be triggered to concentrate more and more in a specific direction.

These explanations refer to the fact that organizations are *historical machines* that are built on self-made structures and processes. These structures and processes probably cannot be revised later on and are themselves a restriction to strategic action and therefore restrain firms' absorptive capacity; strategic systems lose their ability to act strategically due to their own strategic actions in the past.

Such phenomena of self-induced limitations of organizational and strategic choice have been linked to path dependency processes. This approach originates in the historical studies exploring the development of the keyboard technology. The path dependent processes have been formalized by attaching central importance to the inner dynamic of such processes and by creating a model of increasing returns and self-forcing, mechanisms.

СОЦІО-КУЛЬТУРНИЙ АСПЕКТ ВЕДЕННЯ БІЗНЕСУ В КРАЇНАХ СВІТУ

Bovkunova O. V., Molokova V. S.
Oles Honchar Dnipro National University

CULTURAL ASPECT OF BUSINESS IN DIFFERENT COUNTRIES

The cultural side along with traditional has a strong influence on business and ways of managing it. Relevance of this topic is based on exploring business relations that were established by traditional and cultural differences in various countries by analyzing England and China as examples.

Traditions have always had their impact on development of the society in every part of the globe as well as they affected the way every nation runs a business. But first it is needed to define business in general. Business is the activity of making one's living or making money by producing or buying and selling products.

Doing business in another country requires more than just a knowledge of the language or a good interpreter. Communication on an international level requires knowledge of basic business etiquette in the country where you are doing business. Each country is different by its cultural and social situation. For example if one considers the way the business is done in England, one could see that Business etiquette in Britain is quite formal. Because of the reserved nature of most Britons, small talk is generally frowned upon. It is a must to call people by their title and last name, not first name, when initiating business conversation. When negotiations are in order, it is best to send a senior representative of the company, not a young employee. In general it is understood that British people are extremely self-collected and serious-minded business partners.

Opposite to that there is China. In Chinese business culture, it is considered impolite to respond with a negative reply. Also small talk is important, specifically as it relates to travel and China. Using black and white for printed materials is a necessity in order to avoid the special meanings behind colors in the Chinese culture. Belief in Communism guides all negotiations. Bringing plenty of business cards, with one side printed in Chinese, is important and respectful as these will be freely distributed. But it is important that cards have title and the distinctions of one’s business, and printed in gold ink, as Chinese culture values this as the color of prosperity and success. This business partner focuses more on respect and understanding of his cultural values and traditions.

In conclusion it would be relevant to say that the way of doing business in different countries of the world is diverse as countries have their own cultural foundation that has a great impact on business area. As we could observe earlier each business partner uses different tactics and has its own opinion on how the deal should be done referring to its cultural roots.

British nation is known for being always put together and having high demands to punctuality and solemnity of their business partners. They are cold-hearted in business and have no tolerance to frivolity. Instead they are extremely reliable and rational business partners to have connections with.

On the other hand there is Chinese nation. This nation appreciates traditions and cultural awareness. They are wise and sagacious business partners as they operate by antique knowledge on their ancestors.

References:

1. https://delo.ua/business/jak-kulturni-osoblivosti-vplivajut-na-vedennja-biznesu-290322/
2. https://www.mobal.com/blog/travel-talk/destination-guides/doing-business-in-other-cultures/
3. https://en.wikipedia.org/wiki/Business

Molozhen A. S., Lobanova V. V.

Oles Honchar Dnipro National University

THE IMPORTANCE OF CULTURAL SENSITIVITY IN DOING BUSINESS INTERNATIONALLY

Today's world of globalization opens up a whole bunch of new opportunities for society and business, especially when it comes to dealing with various operations internationally. Communication, finding targeting consumer abroad, realizing different business strategies on international market requires special cultural awareness (or so called sensitivity), because everything changes as soon as products of domestic manufacturer cross the border of foreign country: different mentality, another perception of quality standards, different needs and wishes. The same thing works with the process of negotiation, when two or more even opposite cultures meet in one boardroom. To avoid unacceptable consequences such as losing certain level of competitiveness, profit and consumer trust, it is extremely important to adapt to all cultural features of other countries nowadays.

First and foremost, to understand better how to operate while doing business internationally people should always make research at first. Classifying cultures and provide your company and yourself with appropriate information will make your business interaction easier. For instance, the pattern of cultural dimensions of Geert Hofstede emphasizes on six indicators, which can help to distinguish every modern culture. These indicators imply: Power Distance Index (PDI); Individualism (IDV); Masculinity (MAS); Uncertainty Avoidance Index (UAI); Long- Versus Short-Term Orientation; Indulgence Versus Restraint (IVR). Using this statistics, there is an opportunity to stress several great examples of cultural features: in Malaysia people like being guided while doing important company tasks, in Panama and Guatemala marketing campaigns are better, when there's a community benefit and so forth. However, the model describes only central tendency in society while different organizations, environments can be more variable. In this case companies might need additional research [1].

Many companies, whose work implies managing a huge amount of international problems and dealing with a whole bunch of tasks, strive to invest in staff development, providing it with language lessons to allow people to communicate on business issues and perform on negotiations well. Furthermore, companies' management conducts cultural sensitivity trainings to enable people to consider etiquette, negotiation approaches, communication styles and protocol features. The main aim of such preparations involves flourishing relationships among international companies [2].

Dealing with cross-cultural business can have objectionable consequences, if a person, as a part of a company, fail in considering and adjusting to cultural diversity. In this case people can experience a common feeling, which is more typical for tourists, but can also be applicable to business people. It is called "culture shock" [3]. It implies a strong emotional inconvenience, when a person feels hostile to a new culture he or she turned out. This phenomenon has several stages: honeymoon, disorientation, irritability and hostility, adjustment and integration, biculturality. They represent how a person makes his way from denying unusual features of another culture to becoming involved in different life conditions [2].

A lack of cultural sensitivity can not only manifest in culture-shock feeling, but can lead to company's failure on international market and let its products down. In terms of these statements there are several great examples. The first one considers the fast food giant McDonald's and their attempts to enter Chinese market. In their advertisement campaign a Chinese man begged on his knees a seller to take his expired discount coupon. However, McDonald's failed to take into consideration a fact, that begging is seen as a disgraceful act for Chinese culture [2]. Another great example illustrates a misunderstanding between famous Walmart stores and German consumers. Walmart's policy implies cashiers smiling to customers, but German people consider a habit to smile to strangers odd. As a result, they started to feel uncomfortable, which led to arousing distrustful feelings about Walmart [4]. And last, but not least, American company Gerber remained a baby face on its product packages in Africa. When the sales campaigned failed to show positive results Gerber realized that in Africa it is common to place pictures of content on their packages [2].

To conclude, cultural sensitivity is inherent to deal with business tasks internationally in today's world of globalization. Otherwise it can lead to outrageous consequences for a company and individual as well. Fortunately, people strive to prevent them by teaching their staff and using special statistics to make adjusting to cultural diversity easier. Hopefully, erasing country borders will allow people not only to dictate their own ways of doing business, but to exchange information considering cultural features as well.

References:

1. Official website. Hofstede's Cultural Dimensions. Mind Tools. [Electronic resource] / URL: https://www.mindtools.com/pages/article/newLDR_66.htm
2. Гальчук Л. М. Основы кросс-культурной коммуникации и менеджмента: практический курс/ Essential of Cross-cultural Communication and Management: A Practical Course: Учеб. пособие – М., 2015. – 240 с.
3. Воробьева С. А. Business Across Cultures. Бизнес в разных культурах. Практический курс английского языка для межнационального общения. – М.: Филоматис, 2015.
4. Official website. International Retail and Cross Cultural Issues. Commisceo Global. [Electronic resource] / URL: https://www.commisceo-global.com/blog/international-retail-and-cross-cultural-issues#C1

Sokolova Y. V., PhD Kolomoichenko O. E.

Oles Honchar Dnipro National University

IMPACT OF COUNTRIES' SOCIO-CULTURAL FEATURES IN THE COURSE OF NEGOTIATIONS

At the beginning, entering the international market, companies primarily investigate the foreign market in economic terms. However, it is also important to take into account socio-cultural aspects in addition to the economic ones.

A special case in doing business when it is necessary to consider cultural factors is the conducting of international negotiations or meetings. You can negotiate perfectly by the standards of your country, but the representatives of other countries will consider you as a rude, unreliable or unfriendly partner due to misinterpretation of your behavior. For example, the greeting of the representative from Japan with a handshake can be considered as contempt.

It is essential to consider widespread distinctions, such as punctuality, greeting, addressing to each other, or nonverbal aspects of communication. Besides, you need to know the main features of other country's mentality, and its specifics. Now we would like to offer the comparison of negotiations in examples different countries.

American style of negotiation is quite professional. In comparison with the representatives of other countries, the members of an American delegation are relatively independent in their decision-making and they try to discuss not only common approaches, but also details related to the implementation of agreements. Therefore, in the process of negotiations with them, it is necessary to put forward real and concrete suggestions.

French partners do not like to collide during the negotiations with unexpected changes in the positions of the partners, so great importance is attached to the achievement of preliminary agreements. They prefer thorough studying of all aspects and consequences of incoming proposals, so negotiations with them take place at a much slower pace than, for example, with the Americans [1].

The Germans prefer to start negotiations if only they are confident enough to come to some kind of agreement with the partner. Punctuality is highly appreciated, and beneficially affected the atmosphere of negotiations. They study their position very carefully, preferring to discuss issues consistently: not having finished with one, they will hardly agree to proceed to the next. Talking with German partners, you should have logical argumentation and accuracy in presenting the facts. At the end of the conversation, it is desirable to repeat your thoughts and conclusions in a brief summary.

The British pay less attention to the preparations for negotiations than the Germans. They approach the problem with a fair share of pragmatism, believing that, depending on the partner's position, an optimal solution can be found just during the negotiations. At the same time they meet the initiative of the opposite side quite favorably. Traditionally, the Englishman restrains his judgments, avoids categorical statements. With English partners you should never be afraid to remain silent. On the one hand, unnecessary talk can damage the business: the British think, the "talkative" businessman is very doubtful as a partner. On the other hand, taciturnity is usually understood as a manifestation of the desire for independence [2].

Italian businessmen attach special importance to the fact that negotiations are held by people, occupying the same positions in the business world or in society. Therefore, before a business meeting, they learn the participant's biography, his age, held position. In Italy, it is important to establish informal friendly relations with business partners in their spare time. The Italians are very proud of their history and art, so you should be well-informed about them.

Thus, we can summarize that for successful business negotiations, it is necessary to take into account the national characteristics of the partners. So, the same business negotiations can be effective in one country and fail in another. Before conducting business you need to learn as much as possible about the mentality of your partners.

References:

1. Кузин Ф.А. Культура делового общения: практ. пособ. для бизнесменов. – 2014.
2. Емельянов Е. Н., Поварницына С. Е. Психология бизнеса. – М., 2015.

Tymoshenko A., PhD Kolomoichenko O. E.

Oles Honchar Dnipro National University

Different culture – different business

We live in the world where everything is bought and sold. For the successful implementation of your transaction you should know business culture of other global markets well. Globalization is one of the best and fastest ways of developing business, but it comes with certain challenges. Cultural differences result in different sets of business etiquette and ethical practices from country to country. Respecting and adopting these practices can lead to business's success globally.

To begin with, we understand business culture as a model of style of business operations within a company. The business culture determines how different levels to staff communicate with one another as well as how employees deal with clients and customers.

As for the peculiarities of doing business in Ukraine, they are the following: firstly, being late is the norm for Ukrainians. Arriving five minutes late to meeting is seen perfectly fine, not for foreign people. Secondly, the way of doing business in Ukraine is ready to use "outside forces" and change. Finally, we rely on personal contacts. The Ukrainians prefer arranging meetings in person to discuss business and that is right, because only in person we can adequately judge others' intentions and trustworthiness. Also, we pay more attention to emotional aspects of communication.

Today we are trying to strengthen our presence on European, American and Middle East markets. So, it is important to know that their business cultures have many differences. For example, the Germans don't like sudden changes in business plans, even if it will improve the outcome. Negotiations and team work are highly valued in Denmark. As for France, speaking French is appreciated as it is a highly valued part of their national identity. In Spain, people place an emphasis on their social life, rather than their professional life. In the Czech Republic, do not schedule a meeting for Friday afternoon or during August. Many Czechs leave town for the weekend after lunch on Fridays and many businesses are closed during August.

As for the Americans, they are known for their friendliness and informality. People usually do not wait to be introduced, they will begin speaking with strangers in a group or sitting next to each other at an event or show. The Americans are very direct when communicating.

Japan is a decade of old paradox which is ultimately modern and completely traditional. To begin with, in Japan you mustn't be late anyway. It's like lawbreaking. Arrive in time. Also, it is true that Japanese prefer verbal agreements to written ones. One more thing is that decisions are made only within the group. Foreigners must gain acceptance from the group before they can influence the decision-making process. It is noticeable that you can easily wear a black suit with a white shirt for a meeting in Ukraine but do not do it in Japan because it's a funeral attire there.

Another interesting part of the world for doing business is Africa which has a strong presence on the map. In the countries with colonial pasts, European etiquette is socially acceptable. For example, English manners in Kenya and Nigeria and Dutch manners in various parts of South Africa. When entering a social function, shake hands with the person to your right and then continue around the room going from right to left. Say good-bye to each person individually when leaving. Soft handshakes are common across Africa. In countries like Kenya and South Africa, with postcolonial populations, you will see European-style handshakes. In Muslim countries, such as Morocco, men may hold handshakes so long that they become handholds.

It is necessary to admit that all countries and markets have a big difference in business culture. Every successful business leader should know these differences if he or she wants profit to grow. There is no standard of business etiquette around the world. Each market and region must be individually researched to understand the proper way to conduct yourself socially and professionally. Being well-prepared before you travel to a location to conduct business will show your dedication to doing business in the region and will help improve your chances of being successful.

PhD Vaniarkin V.M., Zhigula V. P.

Université nationale de Dnipro

DEUX VISAGES DE LA FRANCE

On sait que la France est la cinquième puissance mondiale. C’est le pays qui a une économie devoloppée, un système politique stable et dont le patrimoine culturel est connu dans le monde entier. Cependant, on ne peut pas affirmer que cet Etat a deja surmonté toutes les difficultés et a construit une société idéale. Loin de là. L’un des problèmes essentiels de la France dont nous voudrions parler, reste l’inegalité sociale et le chomage. Sur une population totale de 67 millions d’habitants il y a en France 25 millions de personnes en age de travailler et qui souhaitent travailler [1]. Mais ces personnes vivent des situations professionnelles et financières très différentes.

Depuis 1960 le revenu et le pouvoir d’achat des Francais ont fortement augmenté. Le niveau de vie des classes moyennes et de retraités s’est considérablement amelioré.On consomme davantage. On part en vacances dans les pays lointains. On est souvent propriétaire de son logement, etc.

Mais cette augmentation des revenus n’a pas profité à tout le monde de maniére égale. Les différences entre les revenus sont importantes. Dix pour cent des salariés ne touchent que le smic (salaire minimum interprofessionnel de croissance), environ 1200 €.

En revanche, des chefs d'entreprises, des artistes, des sportifs peuvent gagner des sommes considérables: (jusqu'à 60000 € par mois sans impots). Ces differences dependent:

- de la profession. Un technicien gagne deux fois plus qu'un ouvrier. Un cadre gagnedeuxfois le salaire d'un technicien;

- du secteur d'activité. Un ouvrier de l'industrie pétrolière perçoit trois fois plus qu'un ouvrier du textile;

- du sexe. Les femmes sont payées en moyenne 23% moins que les hommes;

- des compétences personnelles (pour les non- salariés). Il y a des médecins qui ne gagnent que le smic. D'autres vingt fois plus.

Mais les transformations economiques qui ont permis à la France de s'enrichir n'ont pas fait que des heureux. Aujourd'hui 12 millions de Francais considèrent qu'ils sont en situation difficile ou inacceptable.

- 7 millions pensent que leur emploi est menacé. Ils ont déjà connu le chomage et des problèmes financiers;

- 3 millions sont au chomage. Ils touchent une indemnité proportionnelle à leur salaire. Mais cette somme diminue tres vite (à partir du 3 mois dans certains cas);

- 2 millions sont dans une situation d'exclusion. Ils vivent du RMI(revenu minimun d'insertion payé par l'Etat), font un stage de formation ou ont un petit emploi subventionné par l'Etat (environ 500 €) [2].

En meme temps, les personnes qui ont un emploi fixe et dont la situation financière est assez bonne, se plaignent des impots qui augmentent ce dernier temps et qui rendent l'existence des Francais plus difficile. Les protestations des gilets jaunes prouvent que la grande quantité de la population francaise n'est pas contente de ce systeme économique et desirent des changements.

Si l'on compare la situation économique de la France avec celle en Ukraine, il est evident que les problèmes sociaux-economiques de notre pays sont beaucoup plus graves:

- le pouvoir d'achat est très bas;

- le niveau de chomage est assez considérable;

- les allocations familliales ne sont pas suffisantes;

- les charges (gaz, electricité,eau) sont tres élevées;

- la dépopulation du pays(depuis quelques années les couches sociales les plus actives vont travailler a l'etranger);

Il s’en suit que le gouvernement ukrainien qui est responsable pour la politique économique doit faire tout son possible afin de mettre en place les réformes en

question dans les delais les plus brefs. Sinon les conséquences sociales et economiques peuvent etres imprevues.

Références :

1. J. Girardet, J.- Z. Frérot, Panorama, Clé International, Paris, 2001.– 159 p.
2. M. Danilo, B.Tauzin, Le français de l’entreprise,Clé International, Paris, 1997. – 107 p.

ЗМІСТ

ЛІНГВІСТИКА, ЕКОНОМІКА, ПСИХОЛОГІЯ: ІНТЕРДИСЦИПЛІНАРНА ВЗАЄМОДІЯ

ВПЛИВ ГЛОБАЛІЗАЦІЇ НА БІЗНЕС-СЕРЕДОВИЩЕ

СОЦІО-КУЛЬТУРНИЙ АСПЕКТ ВЕДЕННЯ БІЗНЕСУ В КРАЇНАХ СВІТУ

Н а у к о в е   в и д а н н я

Мови видання: англійська, французька, німецька

МАТЕРІАЛИ

Регіональної студентської науково-практичної конференції

«МОВНА МОДЕЛЬ
СУЧАСНОГО ІНФОРМАЦІЙНОГО ПРОСТОРУ»

(іноземними мовами)

Дніпро · 25–26 квітня 2019 р.

Окремі доповіді друкуються в авторській редакції

Організаційний комітет не завжди поділяє позицію авторів

За точність викладеного матеріалу відповідальність покладається на авторів

Відповідальний редактор *Біла К. О.*
Дизайн обкладинки *Дем'янчук М. О.*
Оригінал-макет *Біла К. О.*

Підписано до друку 24.04.19. Формат 60x84$^{1}/_{16}$. Спосіб друку – плоский.
Ум. др. арк. 6,5. Тираж 90 пр. Зам. № 0419-01/10.

Видавець та виготовлювач СПД Біла К. О.

Свідоцтво про внесення до Державного реєстру
суб'єктів видавничої справи ДК № 3618 від 06.11.09

Надруковано на поліграфічній базі видавця Білої К. О.
Україна, 49000, м. Дніпро, пр. Д. Яворницького, 111, оф. 2

тел. +38 (067) 972-90-71

e-mail: conf@confcontact.com

www.confcontact.com