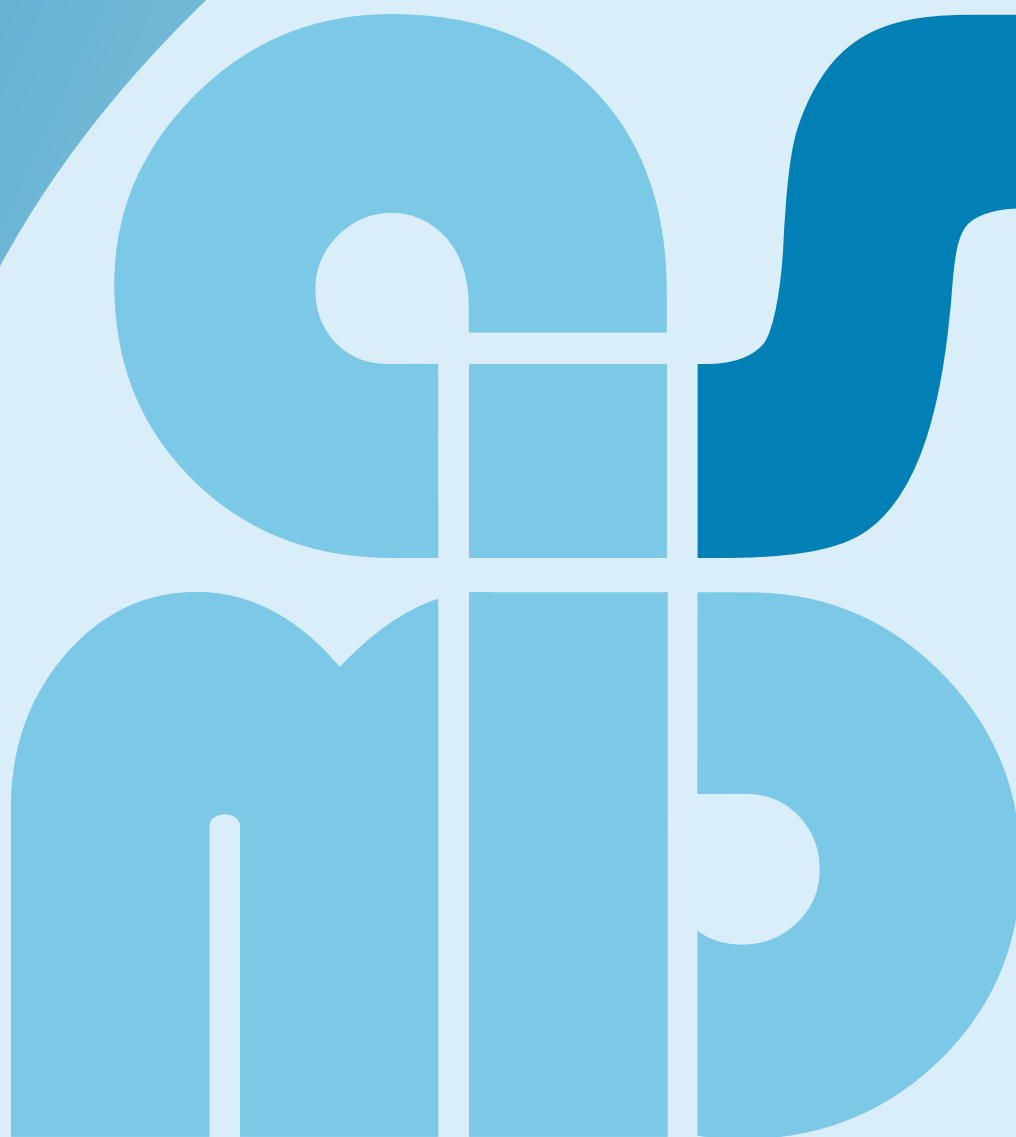


SCIENTIFIC LETTERS
OF ACADEMIC SOCIETY OF MICHAL BALUDANSKY



ISSN 1338-9432

10 $\frac{1}{2022}$

SCIENTIFIC LETTERS
OF ACADEMIC SOCIETY
OF MICHAL BALUDANSKY

ISSN 1338-9432

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this journal, the “**Scientific Letters of Academic Society of Michal Baludansky**”, has been conceived by the founders of the Michal Baludansky International Academic Society as a printed platform for exchanging knowledge between university scholars and experts of different countries who take a keen interest in the life and activity of the outstanding scientist, educationalist and statesman Michal Baludansky

Шановний читатель,

предлагаемый журнал «**Scientific Letters of Academic Society of Michal Baludansky**» задуман основателями Академического сообщества Михаила Балудянского как печатаное издание по обмену знаний между учеными и специалистами разных стран, имеющих непосредственное отношение к жизни и деятельности выдающего ученого, педагога и государственного деятеля Михаила Балудянского.

*Lenka Dubovicka,
editor*

CONTENTS

- 6 Babchynska Olena**
MODERN INSTRUMENTS OF INNOVATION AND ACTIVE ENTERPRISE PERSONNEL DEVELOPMENT TOOLS
- 9 Bilous Iryna**
RESPONSIBILITY OF MARAUDING UNDER CONDITIONS OF MARTIAL LAW
- 12 Bokovets Viktoriia**
STRATEGIC DIRECTION OF DEVELOPMENT OF BUSINESS STRUCTURES IN WAR CONDITIONS
- 16 Bondarenko Valerii, Tanasiichuk Alona**
DEVELOPMENT OF THE GREEN ECONOMY IN THE CONTEXT OF THE CONCEPT OF SUSTAINABLE DEVELOPMENT OF THE REGION
- 22 Davydyuk Ludmyla, Melnichuk Oksana**
YOUTH MIGRATION: CAUSES AND CONSEQUENCES
- 25 Dobrovolska Nataliia, Savytska Liudmyla**
THEORETICAL BASES OF ASSESSMENT RISK MODELING OF ENTERPRISE ACTIVITY
- 28 Gyrych Sergii**
INTERNATIONAL EXPERIENCE IN CLUSTER INFRASTRUCTURE DEVELOPMENT
- 32 Harbar Zhanna, Bogatskaya Nataliya, Harbar Victor**
MARKETING INTERNET TECHNOLOGIES PROMOTION OF GOODS AND SERVICES
- 35 Holovchuk Yuliia, Serednytska Liudmyla**
CONTENT MARKETING AS AN EFFECTIVE TOOL FOR BUSINESS PROMOTION
- 39 Chorna Nataliia, Kiziun Alla**
FESTIVALS AS A TOOL TO INCREASE THE TOURIST ATTRACTIVENESS OF VINNITSA REGION
- 42 Ivanchenko Halyna**
COMPANY CORPORATE CULTURE THE FORMATION AND DEVELOPMENT IN MODERN CONDITIONS
- 45 Ivanytska Natalia, Ivanytska Nina, Nechyporenko Violetta**
THE STRUCTURE OF ABBREVIATIONS OF MODERN ENGLISH-LANGUAGE MEDIA DISCOURSE
- 49 Jánoš Rudolf, Mlinarček Dušan**
ROBOT DESIGN FOR BALL COLLECTION
- 54 Kopniak Kateryna, Radzikhovska Larisa**
FORMATION OF DIGITAL COMPETENCE OF FUTURE ENTREPRENEURS
- 57 Korzh Nataliia, Bondarchuk Lyudmyla**
THE VALUE OF MANAGEMENT CAPACITY IN THE TRANSFORMATION PROCESSES OF THE ENTERPRISE
- 60 Kovalevska Tetiana, Matsera Olha**
TOKENISM AS SOCIO-CUTURAL PHENOMENON: OVERVIEW, REASONS, IMPLICATIONS
- 64 Kovaľuk Dávid, Semjon Ján, Kočan Martin, Demko Rastislav**
INNOVATION OF THE WAY OF CONNECTING END EFFECTORS TO MOTOMAN ROBOT
- 69 Kovtun Eduard**
MANAGEMENT OF MARKETING RESEARCH AT THE ENTERPRISE DURING IMPLEMENTATION OF FOREIGN ECONOMIC ACTIVITIES
- 71 Kulhanik Oksana, Menchynska Olena**
PARADIGM OF BUSINESS STRATEGY DEVELOPMENT OF AN INTERNATIONAL COMPANY
- 75 Kutsa Viktoriia, Yablochnikova Veronika**
STRATEGIES FOR EFFECTIVE COMPUTER-SUPPORTED LEARNING OF A FOREIGN LANGUAGE
- 79 Kytaichuk Tetiana, Kopchykova Inna**
MODERN METHODS OF SALE OF GOODS IN COMMODITY LOSS MANAGEMENT
- 82 Lobacheva Iryna, Kudyrko Olena**
ENVIRONMENTAL AUDIT OF INDUSTRIAL ENTERPRISES IN UKRAINE
- 84 Makhnachova Natalia**
SPECIFICS OF THE PROVISION OF ADMINISTRATIVE SERVICES BY PUBLIC AUTHORITIES DURING QUARANTINE AND MARTIAL LAW IN UKRAINE

ЗМІСТ

- 6 Бабчинська Олена**
СУЧАСНІ ІНСТРУМЕНТИ РОЗВИТКУ ПЕРСОНАЛУ ІННОВАЦІЙНО-АКТИВНОГО ПІДПРИЄМСТВА
- 9 Білоус Ірина**
ВІДПОВІДАЛЬНІСТЬ ЗА МАРОДЕРСТВА В УМОВАХ ВОЄННОГО СТАНУ
- 12 Боковець Вікторія**
СТРАТЕГІЧНИЙ НАПРЯМОК РОЗВИТКУ БІЗНЕСОВИХ СТРУКТУР В УМОВАХ ВІЙНИ
- 16 Бондаренко Валерій, Танасійчук Альона**
РОЗВИТОК ЗЕЛЕНОЇ ЕКОНОМІКИ В КОНТЕКСТІ КОНЦЕПЦІЇ СТАЛОГО РОЗВИТКУ РЕГІОНУ
- 22 Давидюк Людмила, Мельничук Оксана**
МІГРАЦІЯ МОЛОДІ: ПРИЧИНИ І НАСЛІДКИ
- 25 Добровольська Наталія, Савицька Людмила**
ТЕОРЕТИЧНІ ОСНОВИ МОДЕЛЮВАННЯ ОЦІНКИ РИЗИКІВ ДІЯЛЬНОСТІ ПІДПРИЄМСТВА
- 28 Гирич Сергій**
ПРАВОВЕ РЕГУЛЮВАННЯ ОРГАНІЧНОГО ВИРОБНИЦТВА В УКРАЇНІ
- 32 Гарбар Жанна, Богацька Наталія, Гарбар Віктор**
МАРКЕТИНГОВІ ІНТЕРНЕТ-ТЕХНОЛОГІЇ ПРОСУВАННЯ ТОВАРІВ І ПОСЛУГ
- 35 Головчук Юлія, Середницька Людмила**
КОНТЕНТ-МАРКЕТИНГ ЯК ДІЄВИЙ ІНСТРУМЕНТ ПРОСУВАННЯ БІЗНЕСУ
- 39 Чорна Наталія, Кізюн Алла**
ФЕСТИВАЛІ ЯК ІНСТРУМЕНТ ПІДВИЩЕННЯ ТУРИСТИЧНОЇ ПРИВАБЛИВОСТІ ВІННИЧЧИНИ
- 42 Іванченко Галина**
ФОРМУВАННЯ ТА РОЗВИТОК КОРПОРАТИВНОЇ КУЛЬТУРИ КОМПАНІЇ В СУЧАСНИХ УМОВАХ
- 45 Іваницька Наталя, Іваницька Ніна, Нечипоренко Віолета**
СТРУКТУРА АБРЕВІАТУР СУЧАСНОГО АНГЛОМОВНОГО МЕДІЙНОГО ДИСКУРСУ
- 49 Jánoš Rudolf, Mlinarček Dušan**
NÁVRH ROBOT NA ZBER LOPTIČEK
- 54 Копняк Катерина, Радзіховська Лариса**
ФОРМУВАННЯ ЦИФРОВОЇ КОМПЕТЕНТНОСТІ МАЙБУТНІХ ПІДПРИЄМЦІВ
- 57 Корж Наталія, Бондарчук Людмила**
РОЛЬ УПРАВЛІНСЬКОГО ПОТЕНЦІАЛУ В ТРАНСФОРМАЦІЙНИХ ПРОЦЕСАХ ПІДПРИЄМСТВА
- 60 Ковалевська Тетяна, Мацера Ольга**
ТОКЕНІЗМ ЯК СОЦІОКУЛЬТУРНИЙ ФЕНОМЕН: ПРИЧИНИ ВИНИКНЕННЯ, СУТНІСТЬ, НАСЛІДКИ
- 64 Kovaľuk Dávid, Semjon Ján, Kočan Martin, Demko Rastislav**
INOVÁCIA SPÔSOBU PRIPOJENIA KONCOVÝCH EFEKTOROV NA ROBOT MOTOMAN
- 69 Ковтун Едуард**
УПРАВЛІННЯ МАРКЕТИНГОВИМИ ДОСЛІДЖЕННЯМИ НА ПІДПРИЄМСТВІ ПРИ ЗДІЙСНЕННІ ЗОВНІШНЬОЕКОНОМІЧНОЇ ДІЯЛЬНОСТІ
- 71 Кульганік Оксана, Менчинська Олена**
ПАРАДИГМА РОЗВИТКУ БІЗНЕС-СТРАТЕГІЇ МІЖНАРОДНОЇ КОМПАНІЇ
- 75 Куца Вікторія, Яблочнікова Вероніка**
СТРАТЕГІЇ ЕФЕКТИВНОГО ВИВЧЕННЯ ІНОЗЕМНОЇ МОВИ З ВИКОРИСТАННЯМ КОМП'ЮТЕРНИХ ТЕХНОЛОГІЙ
- 79 Китайчук Тетяна, Копчикова Інна**
СУЧАСНІ МЕТОДИ ПРОДАЖУ ТОВАРІВ В УПРАВЛІННІ ТОВАРНими ВТРАТАМИ
- 82 Лобачева Ірина, Кудирко Олена**
ЕКОЛОГІЧНИЙ АУДИТ ПРОМИСЛОВИХ ПІДПРИЄМСТВ В УКРАЇНІ
- 84 Махначова Наталя**
ОСОБЛИВОСТІ НАДАННЯ АДМІНІСТРАТИВНИХ ПОСЛУГ ПУБЛІЧНИМИ ОРГАНАМИ ВЛАДИ ПІД ЧАС КАРАНТИНУ ТА ВОЄННОГО СТАНУ В УКРАЇНІ

Harbar Zhanna, Bogatskaya Nataliya, Harbar Victor

MARKETING INTERNET TECHNOLOGIES PROMOTION OF GOODS AND SERVICES

Annotation

The sequence of using Internet technology tools in the promotion of goods and services is determined. The types of Internet technology tools for promoting goods and services are established: Paid Media – a list of paid tools and platforms for attracting traffic to the site, blog, applications and other resources of the enterprise; Owned Media – any communication channel or platform owned by the brand itself; Social Media – the process of attracting traffic and attention to a brand or product through social platforms; Earned Media – a set of user actions on the brand of the product: discussion of content and image on various sites on the Internet. The necessity of conducting marketing research on the Internet, carrying out marketing communications on the Internet and selling goods via the Internet to prevent the negative impact on the overall effectiveness of the promotion of goods on the market. The tasks of Internet marketing research are outlined: traditional surveys, research of Internet users' behavior, use of the Internet as a tool of marketing research, research of competitive environment and competitive positioning. The following current trends in Internet marketing communications are highlighted: relevance and optimization of information, maintaining customer loyalty, achieving a high level of product awareness, minimizing mistrust and doubt about the quality of goods, passive participation of respondents, design and visualization. New possibilities and advantages of using the Internet in the promotion of goods and services in comparison with marketing, which is based on traditional technologies: high speed data transfer; the transition of a key role from producer to consumer; globalization of activities; reduction of transaction and transformation costs; use a strategy that focuses on Internet marketing.

Keywords: Internet technologies, marketing tools, promotion of goods and services, Internet communications, marketing research.

Гарбар Жанна, Богацька Наталія, Гарбар Віктор

МАРКЕТИНГОВІ ІНТЕРНЕТ-ТЕХНОЛОГІЇ ПРОСУВАННЯ ТОВАРІВ І ПОСЛУГ

Анотація

Визначено послідовність використання інструментів Інтернет-технологій при просуванні товарів та послуг. Встановлено типи інструментів Інтернет-технологій при просуванні товарів та послуг: Paid Media – перелік платних інструментів і платформ для залучення трафіку на сайт, у блог, додатки та на інші ресурси підприємства; Owned Media – будь-який канал комунікації або платформа, що перебувають у володінні самого бренду; Social Media – процес залучення трафіку та уваги до бренду або товару через соціальні платформи; Earned Media – сукупність дій користувачів щодо бренду товару: обговорення контенту та іміджу на різних майданчиках в Інтернет. Доведено необхідність проведення маркетингових досліджень в Інтернеті, здійснення маркетингових комунікацій в Інтернеті та збут товарів через Інтернет для упередження негативного впливу на загальну ефективність просування товарів на ринок. Окреслено завдання маркетингових Інтернет-досліджень: традиційні опитування, дослідження поведінки Інтернет-користувачів, використання Інтернету як інструменту маркетингового дослідження, дослідження конкурентного середовища і конкурентне позиціонування. Виокремлено наступні актуальні тенденції маркетингових Інтернет-комунікацій: актуальність та оптимізація подачі інформації, підтримка лояльності покупців, досягнення високого рівня упізнаності товару, мінімізація недовіри і сумніву в якості товару, пасивна участь респондентів, дизайн і візуалізація. З'ясовано нові можливості і переваги використання мережі Інтернет у просуванні товарів та послуг в порівнянні з маркетингом, який заснований на традиційних технологіях: висока швидкість передачі даних; перехід ключової ролі від виробника до споживача; глобалізація діяльності; зниження трансакційних та трансформаційних витрат; використання стратегії, яка орієнтована на Інтернет-маркетинг.

Ключові слова: Інтернет-технології, маркетингові інструменти, просування товарів та послуг, Інтернет-комунікації, маркетингові дослідження.

1. Formulation of the problem

Competent promotion of goods and services can ensure a stable position of the company in the market, financial stability and competitiveness in today's business environment. It is now possible to use increasingly effective tools to promote goods and services, combining traditional marketing methods and new information technologies, to achieve the company's goals.

Problems of introduction of Internet technologies in the promotion of goods and services were studied in the works of O. Vartanova, A. Derikolenko, S. Ilyashenko, I. Litovchenko, L. Melnyk, Y. Melnyk, T. Reznikova, N. Savitskaya and others. The scientific works consider the main tools of Internet technologies that are actively used in promoting goods and services on the market, clarify their benefits for consumers and producers, identify approaches to assessing the effectiveness of marketing tools for promotion and marketing of goods, identify modern areas of Internet implementation. technologies in the marketing activities of enterprises. However, the rapid growth of Internet business leads to the emergence of new tools of Internet technology, which allows to develop recommendations for their rational use in promoting goods on the market.

The purpose of the article is to study the tools and trends in the use of Internet technologies to promote goods and services in the marketing activities of enterprises.

2. Presentation of the main research material

The need to use Internet technologies to promote goods and services is due to the fact that the effectiveness of traditional marketing techniques is constantly declining, and the implementation of modern hybrid digital technologies in the marketing activities of the company gives tangible results.

The use of Internet technology tools in the promotion of goods and services is possible through a sequence of the following actions: creating your own website; use the capabilities of You Tube; use of contextual advertising; sending advertising information by e-mail; activity on forums and blogging; attracting consumers' attention with original photos, including registration on Pinterest or Instagram; registration in social networks; on-line survey [2].

Currently, the Internet industry is outpacing any other industry. Every year, new tools of Internet technologies appear: mobile applications, targeting, etc. Systematization of these tools is necessary to understand the feasibility of using certain means of promotion on the Internet.

Conventionally, the tools of Internet technology in the promotion of goods and services can be divided into 4 types: Paid Media – a list of paid tools and platforms to attract traffic to the site, blog, applications and other resources of the enterprise; Owned Media – any communication channel or platform owned by the brand itself; Social Media – the process of attracting traffic and attention to a brand or product through social platforms; Earned Media – a set of user actions on the product brand: discussion of content and image on various sites on the Internet [1].

The use of the Internet reduces the number of intermediate participants in the process of promoting goods and services, thus creating a direct link between producer and buyer. In addition, Internet technologies make it possible not only to sell goods directly, but also to find new ways to promote goods and services.

The use of modern Internet technologies to promote goods and services usually helps to increase the competitiveness of the enterprise. However, sometimes the introduction of new tools for the promotion of goods and services is of insufficient quality or only some parts of the set of tools for the promotion of goods are implemented. This can have a negative impact on the overall effectiveness of the promotion of goods and services, which necessitates marketing research on the Internet, marketing communications on the Internet and the sale of goods over the Internet.

The objectives of Internet marketing research are: traditional surveys, research on the behavior of Internet users, the use of the Internet as a tool for marketing research, research of the competitive environment and competitive positioning.

Internet marketing research is conducted in order to search for primary and secondary marketing information. Search for primary information on the Internet is carried out with the help of special analytical services that collect and provide (site owner) statistical information about the user (locality, region, country), navigate the site, stay on individual pages, service provider and more. In addition, other useful information may be collected: DNS or IP address of the computer, its e-mail address, the software it uses, analytics «clickability» of site links, evaluation of the effectiveness of Internet advertising messages, consumer profile analysis, covered by Internet advertising, etc. [16]. Information can also be obtained using Google tools: detailed information on user visits can be obtained using the Google Analytics tool, Google Trends tools can provide data on the prevalence of certain queries on the Internet, and Google Forms allows you to conduct online surveys of any category customers.

Sources of secondary marketing information can be sites of companies, governmental and non-governmental organizations, the media, sites of specialized consulting and marketing companies specializing in marketing research, open access databases and more. There are also many specialized marketing research agencies that provide information services both free of charge and on a commercial basis [4].

With the development of the information society, the effectiveness of marketing communication channels is changing: now traditional advertising (ads, directories, banners, booklets, leaflets) is inferior to Internet advertising, so companies should formulate their marketing policies based on the promotion of goods and services on the Internet. This is possible thanks to virtual analogues of traditional advertising, means of promoting goods on the company's website, including through search engines.

Traditional ways of promoting goods and services on the Internet include: search engine optimization, website, catalogs and headings, text advertising, e-mail marketing. In addition to traditional ways of promoting goods and services on the Internet, aggressive marketing tools are used, which are represented by tracking programs, Trojans (virus programs), pop-ups (Pop-Ups and PopUnders). This also includes viral Internet marketing – the spread of communication messages on the Internet, which are characterized by an avalanche of information, the main distributors of which are the direct recipients of information [3].

Internet technologies should take into account current trends in marketing communications: relevance and optimization of information, maintaining customer loyalty, achieving a high level of product awareness, minimizing mistrust and doubt about the quality of the product, the respondent is passive, design and visualization.

The use of the Internet in promoting goods and services on the market brings new opportunities and advantages over marketing, which is based on traditional technologies: high data rates; the transition of a key role from producer to consumer; globalization of activities; reduction of transaction and transformation costs; use a strategy that focuses on Internet marketing.

The advantages of using Internet technologies in promoting goods and services on the market affect the expansion of opportunities and efficiency not only in the marketing activities of the enterprise, but also in other areas: cost savings during production and marketing; increasing economic efficiency from increasing turnover and more maneuverable use of enterprise resources; improving the speed and quality of coordination of work; rapid response to changing market conditions for certain types of products; continuous training and retraining of personnel at all levels; increasing the effectiveness of advertising.

3. Conclusions

Thus, the expansion of the company's capabilities in promoting goods and services to the market through Internet technologies is carried out through the development of virtual markets, trading platforms, the development of social networks, Web-applications, etc. The choice of method of promotion of goods should be optimally balanced in accordance with the objectives of marketing activities of the enterprise. And in this case, Internet technology is a source of improving marketing activities and expand it to the values of cyberspace.

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ISSN 1338-9432