

***ECONOMIC AND LEGAL PRINCIPLES OF  
ECONOMIC GROWTH IN THE POST-CRISIS  
PERIOD***

**Monograph**

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## **INTRODUCTION**

In the complex realities of the Postmodern era or the Fourth Industrial Revolution, Ukraine is paving the way for a prosperous and prosperous society. This is quite a difficult task and for its implementation the economic system needs significant reform with vector expansion of its own potential. On this difficult path there are significant obstacles of political, mental, military, medical, etc. content, which significantly hamper the efforts of society to form a developed state. To solve this nationally significant task, scientists, including the humanities, must play an important role. In this context, the main purpose of submitting materials to the monograph was the patriotic desire of domestic scientists, many of whom are full members of the Academy of Economic Sciences of Ukraine, to contribute to solving certain problems of economic development of Ukraine.

This monograph highlights the views of scientists of the National Academy of Sciences, the National Academy of Agrarian Sciences, national educational institutions of economic, agricultural, military profiles on the strategic and current foundations of further socio-economic development. The scientific achievements of scientists are presented in the form of paradigmatic and conceptual principles, mechanisms, schemes, models, etc., which are substantiated in the process of research of the selected object. The special scientific value of this work is the analytical substantiation which convinces in reliability of the made conclusions and offers.

Considerable attention in the structure of the monograph is paid to the problems and means of their solution in the fields of agro-industrial complex, state management and insurance, which in the current conditions of Ukraine's development is especially relevant. Proper legal justification of the proposed measures forms a realistic perception of the views expressed and reflects the personal scientific positions of scientists. Separate sections of the monograph are presented as components of scientific topics, which are commissioned by the central government and are carried out at the expense of budget funding, which is evidence of the scientific significance of the national level.

The scientific achievements of scientists on the economic and legal foundations of economic growth presented in the monograph will undoubtedly contribute to the search for effective ways of further social development of Ukraine.

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products of economic management and communication, to accumulate, exchange and implement of knowledge and experience, to popularize creativity and beliefs, are established by individuals, groups, territorial communities and other communities of compact settlement and performing economical, cultural, religious activities. Functional segments of socio-humanitarian space form its spatial structure and territorial characteristics of social and humanitarian potential reproduction, significantly influencing the organization, specialization and diversification capabilities of regional economies, identifying requirements and priorities for the development of consumer and socio-cultural infrastructure networks.

Improving the effectiveness of reproduction and use of Ukrainian socio-humanitarian potential requires reasonable government policy, that regarding:

- improvement of regulatory and legal, economic and administrative frameworks of integrating and providing positive vectors of the national socio-humanitarian space development in the direction of balancing the interests and interactions of social groups, nationalities and religions, relations between society and the individual, that manifested through the conditions of formation, development and realization of these subjects purposes, social and individual well-being, health, confidence and consent, forms and mechanisms of social solidarity;
- implementation of programs and measures on priorities of social development in such spheres, as social protection system, consumption of public goods, effectiveness of housing provision mechanisms, guarantees for quality environment, human, citizen and consumer rights, accessibility and quality of professional education and medical care, stimulation of innovative activity.

### ***5.7 Prospects of festival tourism development in Ukraine***

The organization of event tourism has its own peculiarities. This direction in tourism allows to solve many socio-economic problems, peculiar not only to the tourism industry. Events are powerful stimulators of tourist flows. In addition, event tourism helps to solve the problem of seasonality in tourism, attracting tourists in the off-season. The development of event tourism contributes to the creation of new additional jobs and provides employment. We believe that event tourism is a promising type of tourism industry in the region with inexhaustible resource potential. They contribute to the socio-economic growth of the country and individual regions, the popularization of potential tourist resources among the population. Every year the number of different types of events in the regions of Ukraine is growing, despite the lack of support at the state level and insufficient development of appropriate marketing measures<sup>1</sup>.

Note that event tourism can have a positive or negative impact on the

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<sup>1</sup> Shpenik T.K. Fairs and festivals as a means of popularizing tourist activity (based on materials from Zakarpattia region) URL: <http://molodyvcheny.in.ua/files/journal/2014/2/14.pdf>

environment. It's positive aspects, for example, are the creation of opportunities for recreation and visits to interesting places, or the creation of jobs. If tourism is associated with pathological phenomena, such as an increase in crime, environmental degradation, we can talk about tourism dysfunction. From the point of view of tourism, events are of great importance because they attract tourists. Peculiarities of festival tourism are expressed through its multifaceted influence on various elements of a tourist destination<sup>1</sup>.

Events affect the natural heritage, for example, by promoting nature conservation. They contribute to the attraction of tourists to the cultural heritage, have a positive impact on the tourist infrastructure. The measures encourage tolerance and multiculturalism. All this characterizes the positive impact (function) of event tourism.

On the other hand, it is worth remembering that festival tourism has some negative consequences (dysfunctions). Among them are environmental pollution, falsification of cultural heritage presented during the events, demolition or even destruction of infrastructure as a result of tourists' activities during the events. Some dysfunctions concern people as subjects who form the tourist space. We are talking about conflicts between locals and tourists participating in the events.

Festival tourism is a multidimensional phenomenon. Nevertheless, the positive sides dominate. In particular, the functions related to community development, support of cultural institutions and creation of new infrastructure are important. On the other hand, the worst aspects of event tourism, namely its dysfunction, should not be ignored. In order to reduce their impact, the right approach and organization of cooperation between local authorities, local residents and entrepreneurs is important when organizing events.

In the light of modern events, the organization and holding of most events in the region is problematic. In Ukraine, at the regional level, there are no single event registration centers, organizations or institutions that could coordinate the activities of festival tourism. An important problem is the development of specialized infrastructure. One of the no less important factors that would positively influence the development of festival tourism is the creation of a calendar of events in the region. At the regional level, general marketing measures to promote event tourism have not been developed, which usually limits their accessibility to the general community and is insufficiently used in tourism<sup>1</sup>.

Another problem is that they do not conduct any statistical research on the number and structure of visitors to these festivals, the real cost of their organization, the profits from such events and other valuable indicators for further planning. Currently, official data on the number of festival goers is based only on approximate estimates by experts. Therefore, the festival tourism of Transcarpathia has to solve a number of other issues in order to become a branded tourist product

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<sup>1</sup> Shpenik T.K. Fairs and festivals as a means of popularizing tourist activity (based on materials from Zakarpattia region) URL: <http://molodyvcheny.in.ua/files/journal/2014/2/14.pdf>

of the region<sup>1</sup>.

The following types of festivals are held in Ukraine every year:

- musical events. Very often the arrival of a famous artist or band in a particular city stimulates the influx of tourists from all over the country, and sometimes even from abroad. Music festivals allow fans of certain areas of music to see on one stage many favorite artists and bands, as well as hear and see new ones. By the way, for young and little-known musicians, music festivals are the best opportunity to express themselves to everyone. The most popular music festivals in Ukraine include: Slavske-Rock, Pidkamin, Zakhid-fest, Jazz Koktebel.

- ethno-festivals include an ethnic music program, as well as various games, workshops, literary readings, fairs, etc. The most famous Ukrainian ethno-festivals are Kraina Mriy and Sheshory.

- festivals of historical reconstruction are interesting not only for Ukrainian tourists, but also for foreign guests, as Ukrainian history is closely connected with the history of many neighboring countries. The most famous festivals-reconstructions in Ukraine are the Battle of Nations on the territory of Khotyn Fortress, Ancient Medzhibizh and Terra Geroika in Khmelnytsky region.

Historical reconstruction is the reproduction of historical events using the method of role-playing. Using archaeological data, written and visual sources, the reconstructors realistically reproduce certain episodes of the country's history (prominent battles, defense of castles), creating an atmosphere of the time. Reconstructions are timed to holidays or anniversaries of important historical events and often take place in the place where an event took place. Often the festival of historical reconstruction includes various competitions and contests – fencing, archery or crossbow shooting, mass battles, a competition for the most authentic uniform. Such festivals gather not only foreign tourists, but also participants from many countries<sup>2</sup>.

It is established that despite the large number of festivals held in Ukraine, only some of them have international status. This indicates a low level of promotion of Ukrainian festivals in the domestic and international markets, as well as a low level of organization. Therefore, in order to draw attention to Ukraine on the world market, it is necessary to create a state development program<sup>3</sup>.

But we also have some problems with the organization of festivals, first of all, the lack of a single center of the festival movement, an association that could coordinate the activities of the festival movement in Ukraine. Because we have either very dense or empty. Here, for example, 5 rock festivals are held simultaneously in one region, and there is nothing in another. There must be constant movement. We have a very large country, colorful and mentally and

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<sup>1</sup> Stavska Yu.V. Infrastructural factors of development of the hospitality industry in the field of ecological tourism in Transcarpathia. *Black Sea Economic Studies*. 2021. Issue 61. S. 79 - 88.

<sup>2</sup> Chornenka NV Event tourism as a component of the development of ethnocultural space. URL: [http://collectedpapers.com.ua/wp-content/uploads/2013/12/519\\_520\\_039\\_Chornenka.pdf](http://collectedpapers.com.ua/wp-content/uploads/2013/12/519_520_039_Chornenka.pdf)

<sup>3</sup> Doan PV World perspectives of festival tourism of Ukraine. *Geography and tourism*. 2010. Vip. 3. pp. 31-37.

culturally, there is so much that could be done. East goes West, West goes East, cultural exchange is rapprochement.

In particular, it is expedient to single out regional centers of festival tourism. In our opinion, such may be the International Music Festival "Dreamland" in northern Ukraine, the International Festival "Easter in Kosmach" in the west, the International Festival "ArtPole" in the central region, Odessa Humorina in the south, and the National Sorochyn Fair in eastern Ukraine . They were elected on the principle of scale and the possibility of representation of a particular part of the state. Consider the problems, options for solving them, as well as the prospects of each of these festivals <sup>1</sup>.

Thus, the above-mentioned regional festival tourism centers are very promising. Each of them has a number of unique characteristics that will interest international tourists, and a number of shortcomings that need to be addressed to achieve the desired goal. Assessing the current trend of increasing the number of foreign vacationers who visit Ukraine every year, it becomes clear the need to develop the tourism industry and, in particular, its infrastructure. Therefore, the improvement of any of the components of the industry will have a positive effect on the number of visitors. And, given the dynamic growth of the share of event tourism in the structure of the international tourism industry, the development of this area should be included in the priorities of the national development plan.

Thus, we can conclude that event tourism, and in particular festival tourism, is only gaining momentum in Ukraine. Every year more and more festivals of various directions are held, and the number of visitors also increases. Therefore, festival tourism is a promising area of development of the tourism industry of our country and we hope it will take a prominent place among the types of recreation <sup>2</sup>.

Despite these difficulties, we consider festival tourism a promising type of tourism in Ukraine. Thanks to its development, not only will cultural contacts expand, but also the regions where one or another event will take place will develop economically.

For the long-term development of event tourism in the regions, it is necessary to conduct a detailed analysis of existing activities and systematize them on the basis of interest to tourists. For propaganda and awareness of tourists it is expedient to create Internet sites of events.

Event tourism needs coordination and assistance from local authorities. Such a body at the level of local self-government can be a municipal-private partnership as a mechanism of tripartite interaction (on a contractual or contractual basis) of local authorities, the state, private business: the state-tourist enterprises-population. In such cooperation, the issues of creating a new tourist product, which includes festivals, holidays, specialized exhibitions, information tours, etc., can be resolved.

In recent years, the issue of tourism development in Ukraine has been quite

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<sup>1</sup> Doan PV World perspectives of festival tourism of Ukraine. *Geography and tourism*. 2010. Vip. 3. pp. 31-37.

<sup>2</sup> Chornenka NV Event tourism as a component of the development of ethnocultural space. URL: [http://collectedpapers.com.ua/wp-content/uploads/2013/12/519\\_520\\_039\\_Chornenka.pdf](http://collectedpapers.com.ua/wp-content/uploads/2013/12/519_520_039_Chornenka.pdf)

acute. This was primarily due to the dynamic annual growth in the number of foreign tourists who came to our country, which demonstrates the interest of foreign visitors.

It is necessary to develop those types of tourism that have already become commonplace and popular abroad, and meet the requirements of the Global Code of Ethics. One of these is festival tourism. Today it has become traditional and even everyday for people from civilized countries to attend world-class cultural, sports, social and other events. But for the vast majority of Ukrainian citizens this type of recreation is still not available, because it is an order of magnitude more expensive than traditional types of recreation. However, the situation with domestic festival tourism is not so pessimistic. Numerous events are held in our country, in which thousands of people take part.

Festival tourism is a great chance to witness unique musical, sports and cultural events. Such trips are memorable for a lifetime. Unique tours, combining traditional recreation and participation in entertainment events in Ukraine, are gradually gaining popularity among Ukrainians and guests of the country.

Festival tourism is a relatively young and extremely interesting direction. The main purpose of the trip is timed to any event.

The main feature of festival tourism is a lot of bright unique moments. The main difference between event tourism and the usual tourist trip is that your goal is the event.

But more and more attention is drawn to the many festivals that take place in Ukraine. Surveys of foreign respondents were conducted and festival tourism occupies a prominent place among various types of tourism. This type of recreation has every right to do so, as Ukraine has an interesting and rich cultural and historical heritage, which gives impetus to the creation and holding of hundreds of festivals.

The development of the mass event industry in Ukraine requires a comprehensive approach of state and regional authorities, which covers the following main priorities: to ensure quality management of the tourism industry and information flows; create a competitive tourism product; to build a modern network of tourist infrastructure; to strengthen the financial capabilities of the tourism industry; to ensure the development of the festival movement. In the tourism sector, there is a need for coordination of actions of all actors, and therefore, it is necessary to establish cooperation and interconnection between all parts of the tourism process. It is also necessary to create stable flows of tourist information from organizations that provide tourist services to consumers of these services; exchange of information among industry partners and other related areas.

To create a competitive tourist product, it is necessary to create a set of tourist services that will distinguish Ukraine from other tourist destinations. The improvement of old and the creation of new tourist products should be consistent with the vision and mission of the development of tourism, as well as aimed at specific target groups.

To build a modern network of tourist infrastructure, it is necessary to



improve the conditions of stay of tourists in Ukraine, their movement, recreation, food and other needs. During the implementation of this priority it is necessary to take into account the existing unsatisfactory condition of a number of tourist-attractive objects, as well as the improvement of recreation areas, parks, squares, squares<sup>1</sup>.

The development of the mass event industry requires strengthening the financial capabilities of the tourism industry. Therefore, it is advisable to find and attract additional resources (in tangible and intangible forms) for tourism development. It is worth considering the opportunities that open up due to the proximity to the European Union: it is about attracting European funds.

Among the key priorities for the development of the mass event industry we see the development of the festival movement. After all, the intensification of festival activities will create a basis for the intensification of event tourism.

Summarizing the approaches to the consideration of public policy through the prism of event tourism, the policy of mass event industry will be considered as a system of strategic and tactical measures and tools to create favorable conditions for large-scale educational, sports, cultural and entertainment events aimed at multiplier effect. from the impact on the development of other sectors of the economy and increase its investment attractiveness.

Thus the state policy of development of the industry of mass actions needs to be considered as a component of the state policy of development of tourism. The allocation of a particular area is due to the significant economic, social and cultural effect that has the sphere of development of the industry of mass events. It is worth pointing out the interaction and interdependence of mass events and socio-economic development of the country. On the one hand, the high level of socio-economic development of the country, accompanied by a high level of its investment support, is the basis for holding mass events in the country (this can be seen in the choice of cities for Euro-2012). On the other hand, the high level of development of the mass event industry is the basis for increasing the socio-economic development of the country due to the growth of investment attractiveness and synergistic impact of this area on the development of other areas of the country.

The object of such a policy is a system of educational, sports, cultural and entertainment activities aimed at obtaining a multiplicative socio-economic effect for the country from their implementation. The subjects of state policy for the development of the mass event industry are the authorities of the national, regional and local levels, in particular: state and local authorities, local governments, management bodies of tourist enterprises, local communities that ensure the development of the mass industry in the country.

At the same time, it should be noted that the rights and powers of state and regional authorities should be mutually agreed and shared. In this case, the

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<sup>1</sup> Milan R.Yu. Strategic priorities for the development of the mass event industry in Ukraine. *Scientific Bulletin of NLTU of Ukraine*. 2015. №25.3. Pp. 282-289.

implementation of state policy for the development of the mass industry will give the best results. It is also necessary to cooperate and unite the efforts not only of the authorities, but also of the business engaged in the field of mass events and related industries. This will allow to effectively address the issues that will arise in the organization of activities in this area<sup>1</sup>.

The development of state policy for the development of the mass event industry involves several stages. First of all, the successful formation of state policy for the development of the mass industry requires assessment of the preconditions for the development of the mass industry in the country, which will result in identifying the country's ability to form a regional event tourism product from the standpoint of providing tourism potential for to carry out measures of the industry of mass actions of local (local), regional, national or international value depending on a level of development of a tourist infrastructure in the country.

The second stage of formation of state policy of the industry of mass events involves factor analysis and assessment of the actual level of development of this type of tourism in the country, which will identify reserves, strengths and weaknesses of its development, respectively, implementation and overcoming which. Ignoring such an approach can lead to the separation of state policy for the development of the mass industry from socio-economic processes in the country and, as a consequence, to reduce the levels of development of the mass industry in the country and the effectiveness of such policy in general.

At the third stage of formation of the state policy of development of the industry of mass events there is a generalization of conclusions on level, strong and weak positions, opportunities and threats of development of the industry of mass events in the country, and also revealing of reserves of increase of development of the mass event industry. Based on the identification of reserves, opportunities and threats to ensure the development of the mass event industry specific to a particular country, the real situation is reconciled with the priority areas and goals of state policy for the mass event industry and measures and tools to achieve them.

At the fourth stage of formation of the state policy of development of the industry of mass actions it is necessary to define its purpose which should correspond to requirements of reachability, objectivity, clearness, concreteness and reality. The main goal of the state policy of mass industry development should be considered as ensuring the synergistic impact of mass events on the socio-economic development of the country and increase the investment attractiveness of the territory by promoting the country. Promotion of the country, national branding will be defined as the dissemination of information about the country, its historical, ethnic, social, economic and environmental features of development in order to attract tourist and investment flows.

At the fifth stage of formation of the state policy of development of the industry of mass actions there is a necessity of a substantiation of the most

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<sup>1</sup> Milan R.Yu. Strategic priorities for the development of the mass event industry in Ukraine. *Scientific Bulletin of NLTU of Ukraine*. 2015. №25.3. Pp. 282-289.

optimum directions of such policy on the basis of the analysis of strategic alternatives. Substantiation of the choice of directions of state policy of mass industry development from available alternatives is one of the most important and difficult tasks of planning the long-term functioning of the country and mass industry development, the result of which is choosing the most optimal option. Identifying alternatives is to identify real opportunities out of the available ones that are most acceptable in a particular situation. A reasonable choice of areas involves taking into account the results of the evaluation of the object of study and other previous stages of policy making.

The sixth stage of formation of the state policy of development of the industry of mass actions is a substantiation of its concrete type for the certain country taking into account the information received at all previous stages. At the seventh stage, the state policy for the development of the mass event industry is being implemented, which is accompanied by constant monitoring of compliance with the planned measures.

The very process of implementing such a policy constantly requires its provision and evaluation, which is the next, ninth, stage. Based on the results of the seventh stage, it can be argued about the effectiveness of state policy for the development of mass events and the synergistic impact of possible tourism activities on socio-economic development or its inefficiency, which necessitates revision and adjustment of such policy and requires a return to the first stage.

Mechanisms of influence of the economic potential accumulated during preparation of mass actions (cultural, sports) on competitiveness of the country can be conditionally divided into three groups: use of tourist potential (hotel network, centers of tourist information, etc.); use of the potential of specialized facilities (stadiums, exhibition and concert halls, etc.); use of road infrastructure (airports, railway stations, railways, roads).

In order to increase the festival business in the life of the Ukrainian people, it is necessary to carry out a number of changes and innovations. The author, in turn, offers some of them:

1. It is necessary to have a certain authority that would make direct plans for the festivals, conduct statistical calculations for the conduct of a festival, provide motivational programs for festival organizers and would monitor the conduct of festivals. This body can be created on the basis of the existing ministry dealing with tourism in general, however, it is necessary to allocate a separate unit that would deal with the festival. Thus, the country will keep a statistical calculation of festivals, the number of participants, the cost and profit.

2. Make it mandatory to register each festival with the above-mentioned authority with a detailed description of the event.

3. Creation of a specialized site with a detailed description of each festival: its genre, time and place, number of days, conditions of participation in the festival. After each festival, the site should display the publication of statistics according to the specific festival. The site must be in at least three languages: Ukrainian, Russian and English.

4. Also, no less important would be printed publications, which were published at least once a year, with a detailed description of all festivals that will be held in Ukraine.

5. Creation of new festivals, encouragement of organizers by the authorities, provision of motivational programs, search for investors and patrons.

6. Attracting domestic and foreign visitors and participants.

7. Study and implementation of foreign experience in the creation and successful operation of festivals in our country.

8. Purposeful active advertising policy in the promotion of festival activities, including through websites and travel magazines, allows potential investors to learn that not only festivals but also the tourism sector<sup>1</sup>.

Thus, it should be noted that we have something to strive for in the development of festival activities in Ukraine. But if these proposals are implemented as soon as possible, in our opinion, the pace of development of the festival business will accelerate significantly, the number of visitors will increase and Ukraine will receive an international title – the country that intends to enter the list of countries with the largest number of festivals and visitors.

We can conclude that for the successful holding of international mass events it is necessary to improve the process of their organization. Improving the organization of international sports events in Ukraine should take place in the following areas: development and management of sports facilities, including stadiums; improvement of the transport system; improvement of hotel and restaurant facilities; conducting a tender for the construction of the necessary facilities; creation of a state system for attracting and managing investments; correct distribution of funding to avoid socio-economic imbalance between the regions of the country; organization of accompanying cognitive activities; use of available tourist resources to create a developed tourism industry; implementation of state tourism policy; introduction of online booking of tickets, hotel rooms; strengthening international cooperation of Ukraine in the field of international sports events; organization of an appropriate system of volunteering.

An effective state policy for the development of the mass industry will stimulate additional demand for goods and services, determine the development of other economic activities and benefit all economic agents, including: organizers, travel agencies and tour operators in the region will receive profits, stability, long-term relationships with others. management projects; employees of travel agencies and tour operators in the region will ensure effective demand; the population of the region will receive jobs and earnings in various economic activities related to the service and satisfaction of the needs of tourists; enterprises of hotel and restaurant economy, establishments of rest and leisure, transport and communication as elements of a tourist infrastructure will receive profits; consumers (tourists) will get the desired event tourist product according to their needs.

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<sup>1</sup> Kilinska K., Rudenko V., Anipko N. Theoretical and applied aspects of recreational nature use in Ukraine: monograph. Chernivtsi. 2010. 250 p.

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**ЗМІСТ**

<b>SECTION I. METHODOLOGICAL PROVISIONS OF FINANCIAL AND CREDIT SUPPORT OF AGRICULTURAL PRODUCERS.....</b>	<b>4</b>
<i>1.1 Оцінка функціонування агропромислового сектору економіки України в теперішніх умовах суспільного середовища .....</i>	<i>4</i>
<i>1.2 Можливості вітчизняної фінансової науки формувати методологічні положення фінансово-кредитного забезпечення сільгосптоваровиробників.....</i>	<i>10</i>
<b>SECTION II. PARADIGMAL FUNDAMENTALS OF FINANCIAL AND CREDIT SUPPORT FOR AGRICULTURAL PRODUCERS.....</b>	<b>19</b>
<i>2.1 Оцінка теоретичних конструкцій фінансово-кредитного забезпечення сільгосптоваровиробників та можливість їх використання у теперішніх реаліях.....</i>	<i>19</i>
<i>2.2 Обґрунтування суті та складових парадигмальних основ фінансово-кредитного забезпечення сільгосптоваровиробників.....</i>	<i>23</i>
<b>SECTION III. MODERN TRENDS IN THE DEVELOPMENT OF THE AGRO-INDUSTRIAL COMPLEX OF UKRAINE.....</b>	<b>37</b>
<i>3.1 Investment activity of agricultural enterprises and methods of evaluation of its efficiency.....</i>	<i>37</i>
<i>3.2 Innovation processes in the agricultural sector: the current state and specifics .....</i>	<i>46</i>
<i>3.3 Methodical approach to assessing the effectiveness of livestock production technologies.....</i>	<i>60</i>
<b>SECTION IV. FINANCIAL MECHANISM IN THE SYSTEM OF ECONOMIC VECTORS OF DEVELOPMENT OF UKRAINE.....</b>	<b>72</b>
<i>4.1 Theoretical and methodological principles of financial regulation in the system of economic vectors of development of Ukraine.....</i>	<i>72</i>
<i>4.2 Analysis of the financial mechanism of Ukraine .....</i>	<i>80</i>
<i>4.3 Improving the financial mechanism of state regulation of the economy in the context of Ukraine's accession to the EU.....</i>	<i>88</i>
<b>SECTION V. PROBLEMATIC ASPECTS OF THE DEVELOPMENT OF THE NATIONAL ECONOMY.....</b>	<b>97</b>
<i>5.1 Ersatz traditionellen Währungen durch Cyber-Währung und Blockchain als Hauptfinanztechnologie der Zukunft – Bedarfe, Möglichkeiten und Gefahren .....</i>	<i>97</i>
<i>5.2 Регіональні особливості формування транспортно-логістичних кластерів в економічних районах України .....</i>	<i>113</i>
<i>5.3 Functional content of reforming local authorities in the direction of increasing the efficiency of using the resource potential of rural areas .....</i>	<i>134</i>
<i>5.4 Історичні передумови розвитку та аспекти формування ефективної програми підтримки малого та середнього бізнесу в Україні.....</i>	<i>147</i>
<i>5.5 Theoretical foundations for analysis of difficult labor in the modern economy .....</i>	<i>161</i>
<i>5.6 Socio-humanitarian and workforce factors and conditions of the national economic growth in the post-crisis period .....</i>	<i>173</i>
<i>5.7 Prospects of festival tourism development in Ukraine .....</i>	<i>188</i>
<b>SECTION VI. MANAGEMENT AND MARKETING OF STATE BUSINESS SUPPORT POLICY IMPLEMENTATION .....</b>	<b>197</b>
<i>6.1 Evaluation of the international cooperation peculiarities of jsc "Ukrzaliznytsia": the regional branch «Lviv Railway» in the field of railway transport during a global pandemic.....</i>	<i>197</i>
<i>6.2 Антикризовий менеджмент як напрямок розвитку галузі цивільної авіації України .....</i>	<i>206</i>
<i>6.3 Управління інноваціями в продуктовому ритейлі: стратегічні аспекти .....</i>	<i>215</i>
<i>6.4 Інструменти адміністративного менеджменту в системі управління персоналом.....</i>	<i>228</i>
<i>6.5 SMM – сучасні реалії розвитку бізнесу .....</i>	<i>235</i>

<b>SECTION VII. ECONOMIC SECURITY OF BUSINESS AND THE STATE.....</b>	<b>242</b>
<i>7.1 Economic security of Ukraine in modern conditions .....</i>	<i>242</i>
<i>7.2 Economic security strategy Ukraine in the post-crisis period.....</i>	<i>254</i>
<i>7.3 Підходи до оцінювання тіньової діяльності підприємств: міжнародний та вітчизняний досвід .....</i>	<i>264</i>
<i>7.4 Вплив бюджетної реформи на місцеві бюджети та спроможність територіальних громад .....</i>	<i>272</i>
<b>РЕЗЮМЕ .....</b>	<b>282</b>
<b>VIBLIOGRAPHY.....</b>	<b>283</b>
<b>БІБЛІОГРАФІЯ.....</b>	<b>285</b>

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