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WDRAŻANIE TECHNOLOGII INFORMATYCZNYCH W DZIAŁALNOŚCI SPRZEDAŻOWEJ PRZEDSIĘBIORSTW ROLNYCH: ZAŁOŻENIA I PERSPEKTYWY ROZWOJU

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Adnotacja. W warunkach światowego kryzysu gospodarczego spowodowanego ograniczeniami kwarantanny ze względu na rozprzestrzenianie się COVID-19 rządy stoją w obliczu poważnych zagrożeń dla bezpieczeństwa żywnościowego, zaostrzonych przez zmiany klimatu. Celem tego artykułu jest zbadanie procesu wprowadzania technologii informatycznych w relacje, które powstają między dostawcami produktów rolnych za pomocą elektronicznych kanałów (technologii informacyjnych) promocji produktów rolnych. Autorzy wskazują na wzrost roli cyfryzacji w działaniach sprzedażowych przedsiębiorstw rolnych oraz znaczenie wykorzystania kanałów elektronicznych do promocji produktów rolnych. Uzasadnione jest, że aby wybrać optymalny kanał, należy wziąć pod uwagę wpływ różnych czynników wpływających na rentowność sprzedaży producenta rolnego. Wybór elektronicznego kanału dystrybucji (lub środków informacyjnych) zależy od wielkości produkcji określonego producenta. W przypadku dużych przedsiębiorstw najlepszą opcją jest połączenie kanałów promocji, takich jak elektroniczna giełda towarów i sklep internetowy, a w przypadku małych przedsiębiorstw rolniczych (na przykład gospodarstw rolnych) o ograniczonej produkcji – własna strona internetowa i platforma handlu elektronicznego. Aby zmniejszyć liczbę struktur mediacyjnych i zwiększyć zyski przedsiębiorstw rolnych, zaleca się stosowanie cyfrowych kanałów sprzedaży.

Słowa kluczowe: technologia informacyjna, działalność sprzedażowa, przedsiębiorstwa rolnicze, e-commerce, platforma elektroniczna, sklep internetowy.

INTRODUCTION OF INFORMATION TECHNOLOGY IN THE MARKETING ACTIVITIES OF AGRICULTURAL ENTERPRISES: PREREQUISITES AND DEVELOPMENT PROSPECTS

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Abstract. In the context of the global economic crisis caused by quarantine restrictions due to the spread of COVID-19, governments face serious threats to food security, which is exacerbated by climate change. The purpose of this article is to study the process of introduction of information technology in the relationship that arises between suppliers of agricultural products through electronic channels (information technology) for the promotion of agricultural products. The authors point to the growing role of digitalization in the marketing activities of agricultural enterprises and the importance of using electronic channels to promote agricultural products. It is substantiated that in order to choose the optimal channel it is necessary to take into account the influence of various factors that affect the profitability of sales of agricultural producers. The choice of electronic sales channel (or media) depends on the volume of production of a particular manufacturer. For large enterprises, the best option is a combination of promotion channels such as an electronic commodity exchange and an online store, and for small agricultural enterprises (such as farms) with limited production – their own website and e-trading platform. To reduce the number of intermediary structures and increase the profits of agricultural enterprises, it is advisable to use digital sales channels.

Key words: information technologies, sales activities, agricultural enterprises, e-commerce, electronic platform, online store.

ЗАПРОВАДЖЕННЯ ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ У ЗБУТОВІЙ ДІЯЛЬНОСТІ АГРАРНИХ ПІДПРИЄМСТВ: ПЕРЕДУМОВИ ТА ПЕРСПЕКТИВИ РОЗВИТКУ

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Анотація. В умовах світової економічної кризи, спричиненої карантинними обмеженнями через поширення COVID-19, уряди стикаються із серйозними загрозами продовольчій безпеці, що посилюється зміною клімату. Метою статті є вивчення процесу запровадження інформаційних технологій у взаємовідносини, що виникають між постачальниками сільськогосподарської продукції за допомогою електронних каналів (інформаційних технологій) просування сільськогосподарської продукції. Автори вказують на зростання ролі діджиталізації в збутовій діяльності аграрних підприємств і важливість використання електронних каналів для просування сільськогосподарської продукції. Обґрунтовано, що для вибору оптимального каналу необхідно враховувати вплив різних факторів, які позначаються на рентабельності продажів сільськогосподарського виробника. Вибір електронного каналу збуту (або інформаційних засобів) залежить від обсягів виробництва певного виробника. Для великих підприємств найкращим варіантом є комбінація таких каналів просування, як електронна біржа товарів та інтернет-магазин, а для невеликих аграрних підприємств (наприклад, фермерських господарств) з обмеженим обсягом виробництва – власний вебсайт та електронна торгова платформа. Для зменшення кількості посередницьких структур і збільшення прибутку аграрних підприємств доцільно використовувати цифрові канали збуту.

Ключові слова: інформаційні технології, збутова діяльність, аграрні підприємства, електронна комерція, електронна платформа, інтернет-магазин.

Statement of the problem. The transition to sustainable food systems requires the joint efforts of a wide range of stakeholders and organizations involved in supply chains. Agricultural markets play an important role in these systems to ensure that agricultural products benefit consumers considering merchandise characteristics. Market-based approaches have proven effective in global economic systems; they are designed to manage the reorganization of food supply chains; they can contain useful innovative ways to be both adapted and used in Ukraine.

Analysis of recent research and publications. Reports of international organizations on agricultural production give a modern perspective on the development of the world market of agricultural products. Monthly reviews from the US Department of Agriculture and the USDA are supplemented by a detailed assessment of grain production, as well as quarterly and food-side supply and demand conditions (Ignatieva et al., 2018; Kovalenko et al., 2016; Yaremchuk, 2020). It is possible to analyze the domestic market for agricultural products considering the above-mentioned data. The Food and Agriculture Organization of the United Nations (FAO) and the French National Research Institute for Agriculture, Food and Environment (INRA) presented the research results on innovative approaches allowing markets to stimulate the transition to sustainable agriculture which can be introduced in Ukraine (Aleskerova et al., 2019; Loconto et al., 2016). The approaches are based on the experience of small farmers who use sustainable methods. Innovations were supported by institutions that manage the stable development of agriculture and exchange at the agricultural market. Hryhorii Kaletnik and Svitlana Lutkovska (Kaletnik et al., 2020; Pronko et al., 2020) research innovative strategy for sustainable development and establish that its development requires the identification and gradual improvement of attractive value offers; development and continuous improvement of business models; drawing up and implementing an action plan; forming the focus of all stakeholders on achieving strategic goals. Nataliia Yaremchuk (Ignatieva et al., 2018; Kovalenko et al., 2016; Yaremchuk, 2020) indicates the available potential for expanding productivity horizons. According to scholar, the unwillingness to produce value-added products in the country deprives the economy of significant financial infusions. Attention is also focused on the problem of reducing the profitability of grain production and its irrational distribution. It is considered that the reason for this situation (Kaletnik, 2009; Kaletnik, 2018) is the increasing influence of grain traders on prices.

Ukrainian scholars Malik and Shpykuliak (Shpykuliak et al., 2019) research the development of agricultural cooperation and integration processes in the agricultural sector of Ukraine, they investigate the theoretical and methodological foundations of cooperation and determine the structural dynamics of changes in cooperation and development of integration processes, methodological links with management efficiency and offer conceptual cooperation and integration relations in the agricultural sector.

Anatolii Mazur and Kateryna Mazur (Mazur et al., 2020; Pryshliak, 2019) also determine the need to cover agriculture with cooperatives. However, determining the prospects of enterprises in accordance with the institutional structure of their positioning requires the establishment of indicators of organizational and institutional structure of entities, indicators of development and efficiency, as defined by Shpykuliak and Malik (Shpykuliak et al., 2019). The research results allowed the authors to identify areas of state support for the agricultural sector of Ukraine and justify the need to implement a positive world experience.

The goals of the article (task statement) formulation. Information and communication technologies are expected to improve the availability of information and the efficiency of agricultural product management, expand consumer reach and increase profitability (Ignatieva et al., 2018; Kovalenko et al., 2016; Yaremchuk, 2020). Digital economy development plans include addressing e-commerce, including the creation of an e-commerce platform and logistics infrastructure for e-commerce (Lutsyak et al., 2019; Furman, 2020; Furman, Hon-taruk, 2019). Electronic loans and modern payment systems are also important for digitalization in agriculture, as lenders try to provide their customers with more appropriate services in terms of price and quality (Malik et al., 2019; Furman, Pronko, 2019).

The purpose of this article is to research the process of introduction of information technologies in the relationship between suppliers of agricultural products through electronic channels (information technology) for the promotion of agricultural products among agricultural enterprises, wholesale suppliers of agricultural products, owners of warehouses for storage of agricultural products and other potential buyers.

The main research material. E-commerce of crops is represented by the possibility of selling on trading exchanges, on electronic trading platforms, as well as with the sale of products in online stores. The main marketing problems for agricultural enterprises are low purchase prices and price differences, the urgent task is to find the optimal channel for the promotion of agricultural products.

First of all, we need to define e-commerce forms. The economic category commodity exchange has both broad and narrow definitions. The Agricultural Commodity Exchange is an organized market for the sale of goods, where they are traded mainly in the form of contracts for their supply. The sale of agricultural goods on the commodity exchange is carried out at prices set by agreement between the participants in the exchange transaction, i.e., it is actually a free sale.

Exchange trades are held daily in the form of e-commerce. Electronic applications of sellers and buyers are downloaded into the exchange information trading systems during the preparation of the trading session. Prices for the goods are set by the seller. At each exchange, the average prices that were developed during the day of exchange are recorded primarily for reference; stock quotes are set that reflect market conditions. Stock quotes are calculated for each product separately.

Exchange trading plays an important role in the development of agricultural markets, as it increases market liquidity, ensures the regular functioning of the organized market and reduces sales time by concluding futures or option contracts for future delivery. The effectiveness of agricultural participation is determined by high market demand. Pricing is based on supply and demand for a particular product, and the final profit of the farmer is determined by market conditions because farmers must either hire a broker and pay him a fee or register their own brokerage and pay a member contribution to trade on exchanges. That's why, this type of sales is effective for large suppliers. Participants in stock trading are usually wholesale companies and large traders who have their own vehicles, warehouses and sufficient financial resources. All these resources make it possible to accumulate large quantities of products, for example, grain crops for resale, including sales on the stock exchanges of other countries (Iranian Commodity Exchange, Vietnam Commodity Exchange, Indian Commodity Exchange, etc.). The main problems of the trading business are the low financial capacity of wholesale companies and insufficient human resources. E-trading platforms are sites where customer organizations post purchase information and suppliers quote offers and enter into contracts. E-commerce is conducted by state and non-state companies in the form of an electronic auction. E-commerce on electronic trading platforms is very close to commodity exchanges. However, companies themselves trade on an electronic trading platform. Nowadays, lots of electronic trading platforms have been created in the world, some of them are for agricultural trade (horsepower.com; milk.com; globalfoodexchange.org; ecpg.net; sugeronline.com and others). The farmers, farmers' cooperatives, wholesalers and small wholesalers, producers of agricultural equipment and mineral fertilizers are their direct participants. There are many electronic trading platforms for the sale of agricultural products, for example, AgroServer, the grain business of the agricultural market. There are electronic platforms that sell agricultural products along with many other products (b2bcenter, 4Dealer, FBQ). They differ in the quality of technical support, interface, and applications. Platform accreditation and an electronic digital signature are required to participate in the trade. Electronic digital signature is convenient as a digital tool. However, the company must issue several digital keys to interact with any government regulator and to participate in public procurement. In our opinion, each specific agricultural enterprise as a legal entity should use one digital signature to interact with all government agencies, which will undoubtedly increase the effectiveness of such interaction.

Electronic trade auctions are an important form of public procurement. The application of sales channels such as electronic commodity exchanges and electronic trading platforms makes the market as transparent as possible, because information on prices and trading volumes is open. Risk insurance is carried out on the basis of public price indicators.

E-commerce channels such as Internet sites and own online stores are preferred for small farmers. An online store is an information portal that summarizes information on the sale of agricultural products from various suppliers, as well as the opportunity to advertise the purchase of agricultural products. An effective logistics system is required for the online store to work successfully. As the cost of delivery of goods in online trade, as a rule, is charged from the buyer, there may be a need for additional transport services.

The website is an information component within the marketing strategy of the agricultural producer; it is also a direct advertising of high-quality products. The advantage of direct sales of crops from your own website is

the ability to reduce and set a competitive selling price within the profitability of production due to the lack of intermediate surcharges, as well as the ability to sell and buy goods geographically remote from their location. Pricing will be determined by the planned profit of the seller minus the cost of creating and maintaining the site, including minus the cost of creating the necessary order system and the cost of registration in the rankings, search engines and more. It is difficult to find the optimal sales channel without reliable and complete information about the market and its prices. That's why, manufacturers prefer to work with representatives of farmer markets and online stores, which leads to a trade margin in the structure of the final price for the customer. If an enterprise wants to have a stable profit, it must maintain sales at a level that exceeds the break-even point, while maintaining a constant level of variable costs, when the total income of the organization fully covers its costs. It is advisable to use the parameter of profitability of sales as the ratio of profit to revenue to determine the degree of influence of the value of the electronic product on profit. The number of intermediaries in the market, transportation and logistics costs, the cost of supporting (implementing) IT technologies can be attributed to the factors that increase the cost of selling products through a particular electronic sales channel. Considering the last parameter, we should mention that to create and maintain your own site is the most expensive one because it is necessary to work with the end customer without intermediaries. The maximum number of intermediaries is typical for electronic commodity exchanges. Wholesale intermediaries and grain traders have a significant impact on sales through electronic commodity exchanges and electronic trading platforms.

The logistics infrastructure of the agricultural market does not meet the modern demands of agricultural producers in many regions. The advantage of selling products through your own website is personalization which can hardly be achieved in an online store. Taking into account the interests of individual buyers allow you to save on logistics costs. The ability to emphasize the benefits of products on your own website affects the selling price and provides an opportunity to sell products above average market prices. In conditions where there is no system of standardization of environmentally friendly products, manufacturers can post on their websites information about the specific consumer qualities of their products. Thus, the introduction of information technology in the sales activities of the enterprise helps to increase the level of profitability of sales.

Conclusions and prospects for further research. The research results indicate the growing role of digitalization in the marketing activities of agricultural enterprises and the importance of using electronic channels to promote agricultural products. It is necessary to take into account the influence of various factors on sales of the agricultural producers in order to choose the optimal channel. The choice of electronic sales channel (or media) depends on the volume of production of a particular manufacturer. Thus, the best option is a combination of promotion channels such as an electronic commodity exchange and an online store for large enterprises, their own website and e-trading platform and for small agricultural enterprises with limited production. Thus, it is advisable to use digital sales channel to reduce the number of intermediary structures and increase the profits of agricultural enterprises.

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SPIS TREŚCI

CONTENTS

EDUCATION AND PEDAGOGY

Anna Breslavska

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STUDENT JAKO PODMIOT DZIAŁALNOŚCI REKREACYJNEJ WYŻSZEJ SZKOŁY PEDAGOGICZNEJ.....	3
STUDENT AS A SUBJECT OF LEISURE ACTIVITY OF HIGHER PEDAGOGICAL EDUCATIONAL INSTITUTION.....	3

Oksana Vintoniak

ORCID ID: 0000-0003-0040-3582

PROBLEMATYKA WYKORZYSTANIA TECHNOLOGII MULTIMEDIALNYCH W PRZYGOTOWANIU PRZYSZŁYCH NAUCZYCIELI SZKÓŁ PODSTAWOWYCH W KOLEGIUM NAUCZYCIELSKIM.....	11
THE PROBLEMS OF APPLYING MULTIMEDIA TECHNOLOGIES IN TUITION FUTURE TEACHERS OF PRIMARY SCHOOL IN PEDAGOGICAL COLLEGE.....	11

Tetyana Getman

ORCID ID: 0000-0002-2718-1361

ZAGRANICZNE DOŚWIADCZENIE W SZKOLENIU USTNYCH TŁUMACZY KONSEKUTYWNYCH O KIERUNKU BRANŻOWYM.....	18
FOREIGN EXPERIENCE OF TRAINING ORAL CONSISTENT INTERPRETERS.....	18

Olena Drobot

ORCID ID: 0000-0002-0762-5148

Anna Zamsha

ORCID ID: 0000-0002-8843-035X

ALGORYTM ZASPOKAJANIA INDYWIDUALNYCH POTRZEB KOMUNIKACYJNYCH STUDENTÓW NIESŁYSZĄCYCH.....	23
ALGORITHM FOR PROVIDING INDIVIDUAL COMMUNICATIVE NEEDS OF DEAF EDUCATORS.....	23

Olha Kravchenko

ORCID ID: 0000-0002-5145-3689

KOMPETENCYJNY MODEL SZKOLENIA ZAWODOWEGO PRZYSZŁYCH SPECJALISTÓW W ZAKRESIE TECHNOLOGII ŻYWIENIA.....	31
COMPETENCY-BASED MODEL OF PROFESSIONAL TRAINING OF FUTURE SPECIALISTS IN FOOD TECHNOLOGY.....	31

Alina Lohinova

ORCID ID: 0000-0001-9836-1215

ZASTOSOWANIE PODEJŚCIA STEM Z UDZIAŁEM DZIEDZICTWA NAUKOWEGO NA LEKCJACH GEOGRAFII.....	37
APPLICATION OF SCIENTIFIC HERITAGE AND STEM IN GEOGRAPHY LESSONS.....	37

Olena Moroz

ORCID ID: 0000-0002-1483-9136

PODSTAWOWE ZASADY KSZTAŁTOWANIA MERYTORYCZNEGO KOMPONENTU PROGRAMÓW NAUCZANIA JĘZYKA ANGIELSKIEGO W KIERUNKU ZAWODOWYM.....	44
KEY PRINCIPLES OF ESP SYLLABUS CONTENT SELECTION.....	44

CULTURE AND ART

Anna Drobysh

ORCID ID: 0000-0001-8276-7712

EPISTOLARIUM LEONIDA LISOWSKIEGO JAKO DOKUMENT EPOKI.....	50
LEONID LISOVSKY'S EPISTOLARIUM AS A DOCUMENT OF THE ERA.....	50

Vitalii Kozinchuk

ORCID ID: 0000-0002-8518-5686

IKONY ZACHODNIEJ UKRAINY XX WIEKU: HISTORIA, TYPOLOGIA, CECHY STYLISTYCZNE.....	58
ICONS OF WESTERN UKRAINE OF THE XX CENTURIES: HISTORY, TYPOLOGY, STYLISTIC PECULIARITIES.....	58

Tetiana Krulikowska

ORCID ID: 0000-0001-5997-158X

HISTORYCZNO-KULTUROWY ASPEKT POWSTAWANIA „SZKOŁY UKRAIŃSKIEJ” W TWÓRCZOŚCI UKRAIŃSKO-POLSKICH KOMPOZYTORÓW PODOLU XIX W.....	66
HISTORICAL AND CULTURAL ASPECT OF THE FORMATION OF THE “UKRAINIAN SCHOOL” IN THE WORKS OF UKRAINIAN-POLISH COMPOSERS OF PODILLIA OF THE XIX CENTURY.....	66

Olena Litovchenko

ORCID ID: 0000-0001-6120-3627

ŚRODKI HARMONIZACJI DZIEŁA SCENICZNEGO W SZTUCE CHOREOGRAFICZNEJ.....	72
MEANS OF HARMONIZATION OF STAGE PERFORMANCE IN CHOREOGRAPHIC ART.....	72

Lyudmila Lukasjeva

ORCID ID: 0000-0002-5794-8535

FENOMEN OSOBOWOŚCI TWÓRCZEJ M.M. SYNELNYKOWA WE WSPÓLRZĘDNYCH TEORII PASYJNEJ L.N. GUMILOWA.....	78
THE PHENOMENON OF CREATIVE PERSONALITY M.M. SYNELNIKOV IN THE COORDINATES OF THE PASSION THEORY OF L.M. GUMILEV.....	78

Nataliia Mikhailova

ORCID ID: 0000-0003-0172-2091

V.S. MUZHCHYL KONCERT DUCHOWY „KOCHAJ SWOJEGO BLIŹNIEGO” W ZWIERCIADLE WSPÓŁCZESNYCH TRENDÓW.....	84
SPIRITUAL CONCERT “LOVE THY NEIGHBOUR” BY V.S. MUZHCHYL IN THE MIRROR OF MODERN TRENDS.....	84

Violeta Monsevich

ORCID ID: 0000-0002-2655-3784

TEMATYKA HISTORYCZNA W SZTUCE UKRAIŃSKIEJ PRZEZ PRYZMAT IDEOLOGIZACJI KULTURY ARTYSTYCZNEJ.....	89
HISTORICAL THEMES IN UKRAINIAN ART THROUGH THE PRISM OF IDEOLOGIZATION OF ART CULTURE.....	89

HUMANITIES

Kristina Bumar

ORCID ID: 0000-0003-3857-3317

JĘZYKOWO-KULTUROWY ASPEKT DIALEKTU WE WSPÓŁCZESNEJ WŁOSKIEJ PROZIE ARTYSTYCZNEJ.....	94
LINGUOCULTURAL ASPECT OF THE DIALECT IN MODERN ITALIAN PROSE.....	94

Vasyl Kovbasa

ORCID ID: 0000-0003-1511-0707

SYTUACJA KOŚCIOŁA GRECKOKATOLICKIEGO W WARUNKACH ROSYJSKIEJ OKUPACJI GALICJI WSCHODNIEJ I PÓŁNOCNEJ BUKOWINY (1914-1917).....	101
GREEK CATHOLIC CHURCH IN THE PERIOD OF THE RUSSIAN OCCUPATION OF EASTERN GALICIA AND NORTHERN BUKOVINA (1914-1917).....	101

Yuliia Mamai

ORCID ID: 0000-0001-7587-3672

POZNAWCZE CECHY KLASYFIKACYJNE JĄDROWYCH WERBALIZATORÓW KONCEPCJI TRAUMA.....	109
COGNITIVE CLASSIFICATION FEATURES OF CENTRAL VERBALIZERS IN THE CONCEPT OF <i>TRAUMA</i>	109

Nataliia Manoylo

ORCID ID: 0000-0002-6369-7437

INTERAKCJA „CZŁOWIEK-NOTARIUSZ – CZŁOWIEK-KLIENT – SPOŁECZEŃSTWO”.....	114
INTERACTION “HUMAN-NOTARY – HUMAN-CLIENT – SOCIETY”.....	114

SOCIAL AND BEHAVIORAL SCIENCES**Anton Buhaichuk**

ORCID ID: 0000-0002-1107-9258

OPINIA PUBLICZNA NA TEMAT PROBLEMÓW ŚRODOWISKOWYCH I ICH ROZWIĄZAŃ NA UKRAINIE I W NIEMCZECH: ANALIZA PORÓWNAWCZA.....	119
PUBLIC OPINION ON ENVIRONMENTAL PROBLEMS AND THEIR SOLUTIONS IN UKRAINE AND GERMANY: A COMPARATIVE ANALYSIS.....	119

Leonid Velitchenko

ORCID ID: 0000-0003-2077-3898

Xu Bolun

ORCID ID: 0000-0001-8041-6222

PARADYGMAT PODMIOTOWY JAKO PODSTAWA MODELU TEORETYCZNEGO I KONCEPCJI BADAWCZEJ ATRYBUCJI KOMUNIKACYJNEJ.....	126
SUBJECT PARADIGM AS THE BASIS OF THE THEORETICAL MODEL AND RESEARCH CONCEPT OF COMMUNICATIVE ATTRIBUTION.....	126

Liudmyla Kysh

ORCID ID: 0000-0002-3664-3871

WDRAŻANIE TECHNOLOGII INFORMATYCZNYCH W DZIAŁALNOŚCI SPRZEDAŻOWEJ PRZEDSIĘBIORSTW ROLNYCH: ZAŁOŻENIA I PERSPEKTYWY ROZWOJU.....	134
INTRODUCTION OF INFORMATION TECHNOLOGY IN THE MARKETING ACTIVITIES OF AGRICULTURAL ENTERPRISES: PREREQUISITES AND DEVELOPMENT PROSPECTS.....	134

Maryna Mikheieva

ORCID ID: 0000-0002-9949-5810

PSYCHOLOGICZNO-PRAWNE ASPEKTY SĄDOWEJ EKSPERTYZY PSYCHOLOGICZNEJ POKRZYWDZONYCH WSKUTEK PRZEMOCY DOMOWEJ.....	139
PSYCHOLOGICAL-LEGAL ASPECTS OF FORENSIC PSYCHOLOGICAL EXAMINATION OF VICTIMS OF DOMESTIC VIOLENCE.....	139

Olexandr Nazarkin

ORCID ID: 0000-0003-1384-749X

Pavlo Nazarkin

ORCID ID: 0000-0003-0606-0445

KSZTAŁTOWANIE KAPITAŁU KULTUROWEGO W NOWEJ PRZESTRZENI EDUKACYJNEJ.....	145
FORMATION OF CULTURAL CAPITAL IN THE NEW EDUCATIONAL SPACE.....	145

MANAGEMENT AND ADMINISTRATION

Irina Kanevska

ORCID ID: 0000-0002-6293-1375

Mariya Hunchenko

ORCID ID: 0000-0003-2488-6566

KONCEPCYJNE PODSTAWY KSZTAŁTOWANIA STRATEGII DIGITAL MARKETINGOWEJ POZYCJONOWANIA INSTYTUCJI OŚWIATOWEJ.....	153
CONCEPTUAL PRINCIPLES OF THE FORMATION OF MARKETING DIATHAL-STRATEGY POSITIONING OF THE INSTITUTION OF EDUCATION.....	153

LAW

Olena Vashchuk

ORCID ID: 0000-0001-8194-6671

PRZEDMIOT PRZESTĘPSTW POPEŁNIONYCH PRZEZ BIEGŁEGO REWIDENTA JAKO SPECJALNEGO PODMIOTU PRZESTĘPSTWA.....	160
SUBJECT OF CRIMES COMMITTED BY THE AUDITOR AS A SPECIAL SUBJECT OF THE CRIME.....	160

Olena Gulchak

ORCID ID: 0000-0003-1681-9697

PAŃSTWOWY INSPEKTORAT ARCHITEKTURY I URBANISTYKI UKRAINY W SYSTEMIE CENTRALNYCH ORGANÓW WŁADZY WYKONAWCZEJ.....	168
STATE ARCHITECTURAL AND CONSTRUCTION INSPECTORATE OF UKRAINE IN THE SYSTEM OF CENTRAL EXECUTIVE AUTHORITIES.....	168

Maksym Zabarniy

ORCID ID: 0000-0002-8772-9149

NOWOCZESNE SPOSOBY GROMADZENIA I ANALIZOWANIA INFORMACJI KRYMINOLOGICZNYCH.....	173
MODERN METHODS OF COLLECTION AND ANALYSIS OF CRIMINOLOGICAL INFORMATION.....	173

Kateryna Isayeva

ORCID ID: 0000-0003-2149-249X

USTANIE KORPORACYJNYCH STOSUNKÓW PRAWNYCH NA MOCY UCHWAŁY SĄDU NA UKRAINIE I ZA GRANICĄ.....	178
CORPORATE RELATIONS TERMINATION BY COURT ORDER IN UKRAINE AND ABROAD.....	178

Yaroslav Kostyuchenko

ORCID ID: 0000-0002-5565-922X

ROLA MIĘDZYNARODOWEGO CENTRUM ROZSTRZYGANIA SPORÓW INWESTYCYJNYCH W ROZWIĄZYWANIU SPORÓW INWESTYCYJNYCH MIĘDZY PAŃSTWAMI A OSOBAMI ZAGRANICZNYMI.....	184
ROLE OF THE INTERNATIONAL CENTER FOR THE SETTLEMENT OF INVESTMENT DISPUTES IN RESOLVING INVESTMENT DISPUTES BETWEEN STATES AND FOREIGN PERSONS.....	184

Vitalii Lazarenko

ORCID ID: 0000-0001-5421-8281

PODMIOT DOPROWADZAJĄCY DO UPADŁOŚCI POSZCZEGÓLNYCH PODMIOTÓW DZIAŁALNOŚCI GOSPODARCZEJ.....	189
THE INDIVIDUAL OF BRINGING TO BANKRUPTCY OF CERTAIN ENTITIES OF ECONOMIC ACTIVITY.....	189

Alina Moskalenko

ORCID ID: 0000-0003-1681-9697

SPECYFIKA STATUSU ADMINISTRACYJNOPRAWNEGO PODMIOTÓW PRAWA PUBLICZNEGO ZAŁOŻONYCH PRZEZ PAŃSTWO.....	194
SPECIFICITY OF ADMINISTRATIVE AND LEGAL STATUS OF LEGAL ENTITIES OF PUBLIC LAW ESTABLISHED BY THE STATE.....	194