SOCIAL AND ECONOMIC PROBLEMS

OF BUSINESS AND LOCAL GOVERNMENTS

international research and practice conference

PROGRAM OF THE CONFERENCE

Tavria State Agrotechnological University

14-15 June 2018, Melitopol - Kyrylivka

ORGANIZERS OF CONFERENCE

Ministry of Education and Science of Ukraine
Tavria State Agrotechnological University (Ukraine)
National Science Center «Institute of Agrarian Economics» (Ukraine)
Belarusian State of the Orders of the October Revolution and the Order of the Labour Red Banner Agricultural Academy (Belarus)
Kazakh National Agrarian University (Kazakhstan)
State Higher Vocational School Memorial of Prof. Stanislaw Tarnowski in Tarnobrzeg (Poland)
University of Warmia and Mazury in Olsztyn (Poland)
Tashkent State Agrarian University (Uzbekistan)
Dnipro State Agrarian and Economical University (Ukraine)
Zaporizhzhia National University (Ukraine)
Berezhan Agrotechnical Institute (Ukraine)

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Nadykto Volodymyr	Vice-Rector for Science, D.Sc., Professor, Corresponding Member of NAASU (Co-chair)
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Britchenko Igor	Dr. habil., Professor of faculty of technical and economic science of the State Higher Vocational School Memorial of Professor Stanislaw Tarnowski in Tarnobrzeg (Poland)
Borawski Piotr	PhD habil., Lecturer of the agrotechnology, agricultural production management and agrobusiness department of the University of Warmia and Mazury in Olsztyn (Poland)
Adylov Sanzhar	Head of the Office of the international Relations,Tashkent State Agrarian University (Uzbekistan)
Vinichenko Igor	Dr. Sc. (Econ.), Professor, head of the department of economy, Dnipro State Agrarian and Economic University
Cherep Alla	Dr. Sc. (Econ.), Professor, academic of the Academy of economic sciences of Ukraine, academic of the Academy of Sciences of the Higher school of Ukraine, dean of economics department, Zaporizhia National University
Sudomyr Svitlana	Dr. Sc. (Econ.), Associate Professor, head of the educational and scientific and innovative activity department of SU NUBIP "Berezhansk agrotechnical institute"

ORGANIZING COMMITTEE

Prus Yurii	Ph.D. in Economic Sc., Associate Professor, chief of a research department, Tavria State Agrotechnological University (chair)
Yavors'ka Tetiana	Dr. Sc. (Econ.), Professor, head of the business, trade and exchange activity department, Tavria State Agrotechnological University (Co-chair)
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ECONOMICS AND BUSINESS FACULTY
Tavria State Agrotechnological University

SCIENTIFIC RESEARCH INSTITUTE
«Strategy of socio-economic development of agro-industrial production in the South of Ukraine»
Tavria State Agrotechnological University

CONFERENCE PROCEDURE:

13 June 2018	***14 June 2018***	***15 June 2018***
Participants arrival, registration, occupancy	$8^{\underline{30}}$ - $9^{\underline{45}}$ – Registration	$10^{\underline{00}}$ - $12^{\underline{00}}$ – Section work
	$10^{\underline{00}}$ - $10^{\underline{30}}$ – Opening	$12^{\underline{00}}$ - $13^{\underline{00}}$ – Summing-up
	$10^{\underline{30}}$ - $13^{\underline{00}}$ – Plenary meeting	Departure of the participants
	$13^{\underline{00}}$ - $14^{\underline{00}}$ – Coffee break, lunch	
	$14^{\underline{00}}$ - $17^{\underline{00}}$ – Section work	

SECTIONS

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SECTION 2 ***Theoretical and practical principles of the effective management system.***

SECTION 3 ***Development priorities of the internal and external sectors of the economy***

SECTION 4 ***Financial support for the development of agribusiness and rural areas***

SECTION 5 ***Accounting, analysis, tax administration and investment in agribusiness***

SECTION 6 ***Marketing strategy of agricultural enterprises***

SECTION 1
Formation and effective development of entrepreneurship

Section Head:
Yavors'ka T.I.*, Dr. Sc. (Econ.), Professor, head of the business, trade and exchange activity department, Tavria State Agrotechnological University*

ANALYSIS OF DEVELOPMENT OF BASIC ENTERPRISES
Andrieieva L. O.*, Ph.D. in Economic Sc., Associated Professor, business, trade and exchange activity department , Tavria State Agrotechnological University*

ANALYSIS OF THE MAIN INDICATORS OF DEVELOPMENT OF TRADE ENTERPRISES
Boltianska L.O.*, Ph.D. in Economic Sc., Associated Professor, business, trade and exchange activity department, Tavria State Agrotechnological University*

THE MULTICRITERIAL DECISION SUPPORT PROBLEM IN THE SUPPLIERS CHOOSING
Vlasiuk Y.* O.*, Ph.D. in Economic Sc., Associated Professor, business, trade and exchange activity department , Tavria State Agrotechnological University*

DEVELOPMENT AND EFFICIENCY OF SOCIAL INVESTMENT IN THE AGRICULTURAL LOCATION
Grytsaenko G.I.*, Ph.D. in Economic Sc., Associated Professor, business, trade and exchange activity department , Tavria State Agrotechnological University*

EFFICIENCY OF INVESTMENTS IN THE SOCIAL CAPITAL
Grytsaenko M.I.*, Ph.D. Economic Sc., Art. Professor, business, trade and exchange activity department , Tavria State Agrotechnological University*

THE STATE OF THE EXCHANGE MARKET
Zavadskih H. M., *Ph.D. in Economic Sc., Associate Professor, business, trade and exchange activity department , Tavria State Agrotechnological University*

THE VALUE OF THE ELECTRONIC COMMERCE IN INCREASING THE COMPETITIVENESS OF THE BUSINESS
Lysak O.I.*, Ph.D. in Economic Sc., Associate Professor, business, trade and exchange activity department, Tavria State Agrotechnological University*

EXTERNAL AND INTERNAL FACTORS OF BUSINESS ACTIVITY
Pedchenko G. P., *Ph.D. in Economic Sc., Associate Professor, business, trade and exchange activity department, Tavria State Agrotechnological University*

PROBLEMS AND TRENDS IN THE DEVELOPMENT OF DOMESTIC TRADE
Tebenko V.M.*, Ph.D. in Economic Sc., Associate Professor, business, trade and exchange activity department, Tavria State Agrotechnological University*

FACTORS AND CHALLENGES FOR DEVELOPMENT OF SMALL BUSINESS
Yavors'ka T.I., Dr. Sc. (Econ.), *Professor,* head of the business, trade and exchange activity department , *Tavria State Agrotechnological University*

SECTION 2
Theoretical and practical principles of the effective management system.

Section Head:
Nesterenko Svitlana Anatoliivna, *Dr. Sc. (Econ.), Professor, head of the management department, Tavria State Agrotechnological University*

PERSONNEL POTENTIAL OF THE BELARUS VILLAGE
Petrivych Eduard, *Ph.D. in Agricultural sc., Professor of the Belarusian State Agricultural Academy (Belarus)*

SELF-MANAGEMENT AS a SELF-MANUFACTURING TECHNOLOGY of a MANAGER
Ahieieva Iryna*, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University*

MODERN APPROACHES TO RECRUITING MANAGEMENT OF STAFF
Bocharova Nataliya*, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University*

THE ROLE OF THE BUSINESS ETHICS IN AGRICULTURAL ENTERPRISES MANAGEMENT
Liudmyla Iefimenko*, Ph.D.in Public Administration, Senior Lecturer, management departament, Tavria State Agritechnological University*

ECONOMIC-MATHEMATICAL METHODS IN MANAGEMENT of AGRICULTURAL PRODUCTION
Kravets Oleg*, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University*

COMPARATIVE CHARACTERISTICS OF SOFTWARE PACKAGES STATISTICAL ANALYSIS
Nazarova Olga*, Ph. D. in Engineering Sc., Associate Professor, Tavria State Agrotechnological University*

MANAGEMENT OF RISKS IN ENTERPRISE ACTIVITY AND THEIR REDUCTION
Nesterenko Svitlana*, Ph. D. in Economic Sc., Professor, Tavria State Agrotechnological University*

MODERNIZATIONAL APPROACH IN THE PROCESS OF THE REALIZATION OF THE STATE POLICY OF ANTI-CRISIS DEVELOPMENT IN REAL ECONOMY SECTOR
Ortina Ganna*, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University*

FACTORS OF THE ADMINISTRATOR INFLUENCE ON MODERN PROBLEMS OF MANAGEMENT
Redko Ludmila*, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University*

LOCAL SELF-GOVERNMENT AND ITS ROLE IN PUBLIC ADMINISTRATION
Rozumenko Svitlana*, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University*

MANAGEMENT OF THE JUICE MARKET

***Surzhenko Nonna**, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University*

COMMUNITY RELATIONSHIP AS A POSITIVE IMAGE OF THE ENTERPRISE

***Plotnichenko Svitlana**, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University*

PECULIARITIES OF STRATEGIES IN AGRICULTURAL ENTERPRISE DEVELOPMENT

***Shevchuk Elena**, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University*

SECTION 3
Development priorities of the internal and external sectors of the economy

Section Head:
Kalchenko S.V., *Dr. Sc. (Econ.), Associate Professor, economy department, Tavria State Agrotechnological University*

PERSONNEL CREATIVITY AS AN INNOVATIVE DEVELOPMENT FACTOR OF ENTERPRISES
Bakina T. V., *Ph.D. in Economic Sc., Associate Professor of the economy department, Tavria State Agrotechnological University*

FEATURES OF THE FORMATION OF PRICES FOR AGRICULTURAL PRODUCTS
Vasylchenko O.O., *Senior Lecturer, Tavria State Agrotechnological University*

LEGISLATIVE REGULATION OF THE ENTERPRISES ACTIVITY OF RURAL GREEN TOURISM
Demko V.S.*, Ph.D. student, Tavria State Agrotechnological University*

PRINCIPLES FOR EXPORTS POTENTIAL DEVELOPMENT
Zakhachenko O.G.*, Ph.D. in Economic Sc, Senior Lecturer of the economy department Tavria State Agrotechnological University*

CONCEPTUAL FACILITIES FOR DEVELOPMENT OF FARMING HOUSES
Zbarsky V.K.,*. Dr. Sc. (Econ.), Professor, economy of the enterprise named after. prof. I.N. Romanenko department, National University of Life and Environmental Sciences of Ukraine*

CONCEPTUAL BASES FOR DEVELOPMENT OF SELF-EMPLOYED HOUSEHOLDS ON THE PRINCIPLES OF SOCIAL RESPONSIBILITY
Kalchenko S.V., *Dr. Sc. (Econ.), Associate Professor, economy department, Tavria State Agrotechnological University*

DETERMINATION OF THE LEVEL OF ECONOMIC SECURITY OF UKRAINE
Karman S.V., *Ph.D. in Economic Sc., Head of the economy department, Dean of the Faculty of Economics and Business, Tavria State Agrotechnological University*

Prystupa T.S., *Lecturer of the Economy department , Tavria State Agrotechnological University*

PROSPECTS OF UKRAINE IN THE WORLD DAIRY DESSERTS MARKET
Krasnoded T.L.*, Ph.D. in Economic Sc., Associate Professor of the economy department, Tavria State Agrotechnological University*

THEORETICAL PRINCIPLES OF ECONOMIC ACTIVITY OF HOUSEHOLD HOUSEHOLDS
Kibenko K.A., *Ph.D. student , Tavria State Agrotechnological University*

ANALYSIS OF HONEY MARKET CONJUNCTURE

Kukina N.V., *Ph.D. in Economic Sc.* **.** *, Associate Professor of the economy department, Tavria State Agrotechnological University*

THEORETICAL ASPECTS OF USE OF RESOURCE POTENTIAL OF SMALL FORMS OF AGRICULTURAL PRODUCTION

Nikolaevich O.V., *Ph.D. student, Tavria State Agrotechnological University*

EXPORT POTENTIAL FORMATION AND DEVELOPMENT ON THE DOMESTIC MARKET OF VEGETABLES

Popova T.V., *Ph.D. in Economic Sc. , Associate Professor of the economy department, Tavria State Agrotechnological University*

HOUSEHOLD SAVINGS AS THE OBJECT OF MACROECONOMIC POLICY

Pochernina, N.V., *Ph.D. in Economic Sc. , Associate Professor of the economy department, Tavria State Agrotechnological University*

SECTION 4
Financial support for the development of agribusiness and rural areas

Head of section:
Yatsukh O.O., *Ph.D. in Economic Sc., Associate Professor, head of the finance, banking and insurance department, Tavria State Agrotechnological University*

MECHANISM OF ADMINISTRATION OF REAL ESTATE TAX, DIFFERENT FROM THE LAND OF PHYSICAL PERSONS
Ablyzova E.Z., *Ph.D. in Economic Sc., Senior Lecturer of the finance, banking and insurance department, Tavria State Agrotechnological University*

PROBLEM OF DAMAGE OF BUSINESS ENTITIES AND MAIN DIRECTIONS OF THEIR SOLUTION
Demchenko I.V., *Ph.D. in Economic Sc., Associate Professor of the finance, banking and insurance department, Tavria State Agrotechnological University*

LEVERS OF MANAGEMENT OF THE ENTERPRISES' PROFIT
Zakharova N.Y., *Ph.D. in Economic Sc., Associate Professor of the finance, banking and insurance department, Tavria State Agrotechnological University*

FINANCIAL SUPPORT OF SOCIO-ECONOMIC DEVELOPMENT OF THE RURAL AREAS: PROBLEMS AND PERSPECTIVES
Kogut I.A.*, Ph.D. in Economic Sc., Associate Professor of the finance, banking and insurance department, Tavria State Agrotechnological University*

PROBLEMS OF THE APPLYING OF THE SIMPLIFIED TAX SYSTEM BY AGRICULTURAL PRODUCERS
Kostornoy S. V.*, Ph.D. in Economic Sc., Associate Professor of the finance, banking and insurance department, Tavria State Agrotechnological University*

THE PROBLEMS OF FINANCIAL SUPPORT OF LOCAL GOVERNMENT IN THE CONDITIONS OF DEVELOPMENT DECENTRALIZATION OF THE POWER
Osypenko S.O., *Ph.D. in Economic Sc., Senior Lecturer of the of finance, banking and insurance department, Tavria State Agrotechnological University*

PROBLEMS OF FORMATION OF CAPABLE TERRITORIAL COMMUNITIES IN THE CONDITIONS OF DECENTRALIZATION OF FINANCIAL RESOURCES
Syzonenko O. V., *Assistant of the finance, banking and insurance department, Tavria State Agrotechnological University*

LEGISLATIVE SUPPORT OF THE REFORMS IN THE BANKING SECTOR
Radchenko N. G., *Ph.D. in Economic Sc., Associate Professor of the finance, banking and insurance department, Tavria State Agrotechnological University*

INSURANCE OF THE FUTURE HARVEST OF AGRICULTURAL CULTURES AT THE CONCLUSION OF A FORWADR CONTRACT
Rubtsova N. M*, Ph.D. in Economic Sc., Associate Professor of the of finance, banking and insurance department, Tavria State Agrotechnological University*

PROBLEMS OF INSURANCE PROTECTION OF BUSINESS ENTITIES IN AGRRARIAN SECTOR OF THE ECONOMY

Chkan I.O., *Ph.D. in Economic Sc., Associate Professor of the of finance, banking and insurance department, Tavria State Agrotechnological University*

PROBLEMS OF ATTRACTION ADDITIONAL CAPITAL IN ECONOMIC ACTIVITY OF BUSINESS ENTITIES IN AGRRARIAN SECTOR OF THE ECONOMY

Yatsukh O.O., *Ph.D. in Economic Sc., Associate Professor, head of the finance, banking and insurance department, Tavria State Agrotechnological University*

SECTION 5
Accounting, analysis, tax administration and investment in agribusiness

Section Head:
Trusova N.V., *Dr. Sc. (Finance), Associate Professor, Head of the Accounting and Taxation department, Tavria State Agrotechnological University*

THE ROLE OF MANAGERIAL ACCOUNTING IN THE ENTERPRISES' ACTIVITIES

Bezverknia Yu.V., *Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University*

ANALYSIS OF CUSTOMERS' BENEFIT FORMATION

Voronyanska O.V. *Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University*

FINANCIAL ACCOUNTING OF NON-MATERIAL ASSETS

Golub N.O.*, Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University*

LIABILITY FOR DELAY IN DISMISSAL SETTLEMENT FROM THE BUDGETARY INSTITUTION

Demchuk O.M.*, Ph.D. in Economic Sc., Senior Lecturer of the accounting and taxation Department, Tavria State Agrotechnological University*

ADVANTAGES AND PROBLEMATIC ASPECTS OF THE UNIFIED SOCIAL TAX ADMINISTRATION

Zagoreeva O.M.*, Assistant Professor of the accounting and taxation department, Tavria State Agrotechnological University*

THE ORDER OF STATISTICAL REPORTING INDICATORS' FORMATION

Ilyashenko K.V.*, Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University*

ACCOUNTING AND REPORTING IN THE FORMATION OF EFFICIENT INFORMATION AND ANALYSIS OF THE enterprises' MANAGEMENT SYSTEM

Kostyakova A.A.*, Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University*

INFORMATION AND ACCOUNTING SUPPORT OF EXPENSES IN THE FIELD OF FRUIT-GROWING

Kotova S.O.*, Assistant Professor of the accounting and taxation department, Tavria State Agrotechnological University*

CHANGES IN TAX LEGISLATION AND THEIR INFLUENCE ON THE COMPANY'S ACCOUNTING POLICY

Kucherkova S.O.*, Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University*

ANALYSIS OF STABILITY OF LAND TENURE OF THE AGRARIAN ENTERPRISES

Prus Y.O.*, Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, chief of a research department, Tavria State Agrotechnological University*

SANITATION AUDIT

Sahno L.A.*, Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University*

ANTI-CRISIS FINANCIAL MANAGEMENT OF AGRICULTURAL ENTERPRISES' SANATION ABILITY

Trusova N.V., *Dr. Sc. (Econ.) , Associate Professor, Head of the accounting and taxation department, Tavria State Agrotechnological University*

Tereshchenko M.A., *Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University*

THE PROFITABILITY ANALYSIS OF PRODUCTS PRODUCED USING ENERGY-SAVING AND ECO-TECHNOLOGIES

Sokil O.G.*, Ph.D. in Economic Sc. , Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University*

THE CONCEPT OF INFORMATION SUPPORT FOR THE STATE AMORTIZATION POLICY

Trachova D.M.*, Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University*

ANTI-CRISIS FINANCIAL MANAGEMENT OF AGRICULTURAL ENTERPRISES' SANATION ABILITY

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Tereschenko M.A.*, , Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University*

COST MANAGEMENT TAKING INTO ACCOUNT LEGISLATIVE CHANGES IN THE METHODOLOGY FOR CALCULATING THE NORMATIVE MONETARY VALUATION OF LAND

Tsap V.D.*, Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University*

METHODICAL APPROACHES TO THE QUALITY ASSESSMENT OF THE POPULATION LIFE

Sinyaeva L.V*, Dr. Sc. (Econ.), Professor of the accounting and taxation department, Tavria State Agrotechnological University*

PROVIDING COMPETITIVENESS OF FARM HOUSEHOLDS

Eremenko D.V.*, Ph.D. in Economic Sc., Associate Professor of the accounting and taxation, Tavria State Agrotechnological University*

SECTION 6
Marketing strategy of agricultural enterprises

Section Head:
Darya Legeza,. *Dr. Sc. (Econ.), Associate Professor, Head of the marketing department, Tavria State Agrotechnological University*

ANALYSIS OF DEVELOPMENT OF THE ADVERTISEMENT MARKET
T. Arestenko*, Ph.D. in Economic Sc., Associate Professor of the marketing department, Tavria State Agrotechnological University*
V. Arestenko*, Ph.D. in Economic Sc. , Associate Professor Kyiv State Maritime Academy named after hetman Petro Konashevich-Sahaydachniy*

MODERN TRENDS IN THE DEVELOPMENT OF AGRARIAN MARKETING
S. Vertegel, *Senior Lecturer of the marketing department, Tavria State Agrotechnological University*

FEATURES OF WHOLESALE MARKETS OF AGRICULTURAL PRODUCTS DEVELOPMENT
S. Kapinos*, Assistant of the marketing department, Tavria State Agrotechnological University*

MARKETING SERVICES AS A SALES OBJECT IN THE HORTICULTURE INDUSTRY
I. Kolokolchikova*, Ph.D. in Economic Sc. , Associate Professor of the marketing department, Tavria State Agrotechnological University*

BRAND MANAGEMENT AS AN INSTRUMENT OF INFLUENCE ON CONSUMER BEHAVIOR
A. Konovalenko*, Ph.D. in Economic Sc., Senior Lecturer of the marketing department, Tavria State Agrotechnological University*

MARKETING RESEARCH OF THE DAIRY PRODUCT MARKET AT THE MACRO-ENVIRONMENT
T.Kulish, Ph.D. in Economic Sc., *Associate Professor of the marketing department, Tavria State Agrotechnological University*

A CUSTOMER MODEL OF VEGETABLE PRODUCTS FOR CHILDREN
D. Legeza, Dr. Sc. (Econ.), *Associate Professor of the marketing department, Tavria State Agrotechnological University*

MARKETING ENVIRONMENT OF THE DAIRY MARKET FOR CHILDREN
A. Marchuk*, Assistant of the marketing department, Tavria State Agrotechnological University*

TRANSFORMATION OF THE CONCEPT OF MARKETING IN A DIGITAL ECONOMY
N. Serskykh*, Ph.D. in Economic Sc., Associate Professor of the marketing department, Tavria State Agrotechnological University*

JUSTIFICATION OF ENTERPRISES DEVELOPMENT THE STRATEGY OF THE VEGETABLE INDUSTRY

N. Shkvyria*, Ph.D. in Economic Sc., Associate Professor of the marketing department, Tavria State Agrotechnological University*