TABLE OF CONTENTS

Olena Bobalo	
Future of offline marketing ahead of the rapid development of online marketing	1
Dmytro Andreiev, Oleg Basai, Ruslan Bilokin	
Administrative and legal principles of activities of tax authorities in Ukraine	
and EU member countries: comparative legal analysis	8
Serhii Bielai, Ihor Morozov, Vyacheslav Tylchyk	
The innovative approach to the crisis situations monitoring	
of the social and economic origin that endanger the security of Ukraine	15
Oleksandr Bondar	
Public administration in the field of land use and protection	
and state land policy in Ukraine: problems of correlation	22
Vitalii Bocheliuk	
Economics socialization as a new paradigm of social development	28
Valentyn Halunko, Iurii Chyzhmar, Kseniia Kurkova	
Modern mechanism of strengthening innovative activity of transport enterprises	33
Kostiantyn Hromovenko, Yana Tytska	
Forming the development strategy of modern HEI	42
Vyacheslav Dzhedzhula, Iryna Yepifanova	
Methodological bases of concept formation and choice of innovative business strategies	51
Inna Yefimova, Olexander Karnaykhov, Volodymyr Reznichenko	
Economic and legal factors influencing social relations in the state	60
Economic and legal factors influencing social felations in the state	00
Diana Zavadska	
Determining the role of banks in the financing of innovative development	
processes of the economy	68
Evgeniy Zavorotin, Alla Gordopolova, Nataliya Tiurina	
Method of introducing innovation to land use in agriculture	74
Nataliia Zachosova, Nataliia Babina	
Identification of threats to financial institutions' economic security	
as an element of the state financial security regulation	80
Pavlo Ilchuk, Petro Viblyi, Iryna Lashchyk	
Theoretical and methodological aspects of the anti-crisis capacity of enterprises	88

Kateryna Indus The role and place of financial resources for the development of regions	94
Tetyana Kaganovska, Oleksandr Holovko, Maksym Danshyn Interaction in the course of economic crime investigation: theoretical background	99
Olha Kaut, Dmytro Kozenkov, Valentyna Lebedieva Organizational and methodological aspects of management of economic consequences of technical risks	104
Olena Kakhovska, Tetiana Lositska, Katerina Kolesnikova Economic efficiency of investments into personnel development of enterprises	115
Ganna Kornienko, Mykola Chabanenko, Yulia Leheza Assessment of the economic efficiency of it application at enterprises	123
Sergey Kornovenko, Vitalii Telvak, Vasyl Ilnytskyi Evolution of peasant land tenure during the Ukrainian revolution of 1917–1921	133
Victor Koshchynets, Olha Zlahoda, Maryna Haliy Institutional and legal principles of activity of state-owned enterprises in Ukraine	142
Yevgeny Leheza, Maryna Savielieva, Olena Dzhafarova Structural and legal analysis of scientific activity regulation in developed countries	147
Serhii Lehenchuk, Yurii Velykyi, Svitlana Belinska Development of variability concept in accounting: Ukrainian context	158
Olga Melnyk, Andrii Todoshchuk, Marta Adamiv The role of socio-economic diagnostics in an enterprise management system	165
Serhii Minchenko, Olena Oliinyk, Andrii Borovyk Tax avoidance as a threat to economic security: ways and methods of counteraction (domestic and foreign experience)	172
Serhii Mosondz, Tamara Hubanova Legal dimension of the state scientific policy of Ukraine	179
Iryna Nykyforchyn, Nataliia Suduk Main contractor – subcontractor relations in the framework of contract theory	184
Volodymyr Onyshchenko, Olha Bondarevska Principles of assessing the economic security of the region	189
Petro Nemesh, Iryna Nesterova, Vasil Fennych Economic and legal characteristics of factoring operations in Ukraine	198

Maria Plotnikova	
Green tourism development in smart communities	203
Maksym Pluhatyr, Lesia Patyk, Maryna Kulyk	
The economy of Ukraine: directions of development, negative and positive trends	211
Olga Poberezhets, Tetiana Stepanova, Roman Shchur	
Ways to overcome the crisis condition of the Ukrainian insurance market:	
the economic and legal aspect	216
Pavlo Pokataiev, Oleg Matviichuk	
Development vector of informatisation of society	222
Larysa Poliatykina, Iryna Samoshkina	
Priority areas of the small business activation in Ukraine	228
Maryna Reta, Elena Druhova, Oksana Lisnichuk	
Methods for diagnosing the effectiveness of the enterprise's financial strategy	
in the strategy controlling system	235
Kateryna Rechka	
Investigating market prices for agricultural production means and agricultural products	244
Vasyl Rossikhin, Mykhailo Burdin, Oleg Mykhalskyi	
Legal regulation issues of cryptocurrency circulation in Ukraine	254
Halyna Rossikhina, Mikhailo Hultai, Inna Shrub	
Constitutional principles of taxation: doctrinal approaches to typology	259
Alla Rusnak, Svitlana Prokhorchuk	
Innovative capacity of Ukraine's economy in the international context	264
Alla Savchenko, Kateryna Saliamon-Mikhieieva, Marianna Holynska	
Analysis and audit of key economic indicators of economic entities	
(a case study of the dairy industry)	271
Lesia Savchenko, Anatolii Subbot, Yurii Demianchuk	
Influence of corruption on the economic development	
of Ukraine in terms of reformation: a retrospective analysis	276
Oleksandr Svitovyi, Mykola Diachenko, Hryhorii Kovalenko	
Conceptual bases of state regulation of value added	
in the grain product subcomplex of Ukraine	283
Natalia Selivanova, Liudmyla Tokarchuk, Oleg Chuvakov	
Analysis of taxation burden in Ukraine in 2014–2016	288

Maryna Spivak, Olesia Khokhuliak, Anastasiya Inshyna	
Conglomerate management of enterprise as socio-economic system	295
Olha Tylchyk, Tetiana Pluhatar, Oleksandr Kotukha	
Determinants of shadowing of the economy:	
the genesis of economic and legal doctrines	302
Larysa Tytenko	
Economic security as an element of strategic management system:	
accounting and analytical aspect	309
Volodymyr Toryanyk, Vladimir Dzhyndzhoian, Yevhen Namliyev	
Competitiveness of Ukrainian export-oriented fields	319
Konstantin Fisun, Mariya Naumenko, Nadiya Bortnyk	
Price of the efficiency of functioning of organizational systems using expert methods	325
Nataliia Shalimova, Iryna Androshchuk	
Approaches to the interpretation of the term "historical financial information"	
as the criterion for the classification of audit, review, and other assurance engagements	333
Artem Shevchyshen, Olha Kryshevych, Olena Lepei	
Correlation between the system of remuneration of police officers	
and their professional performance: foreign experience	343
Serhiy Shkarlet, Maksym Dubyna, Olena Zhuk	
Determinants of the financial services market functioning in the era	
of the informational economy development	349
Oleksandr Yunin, Volodymyr Sevruk, Sergiy Pavlenko	
Priorities of economic development of Ukraine	
in the context of European integration	358
Kseniya Yurtayeva, Yevhenia Hladkova, Alona Shcherbakova	
Role of mass media in combating drug-related crime	366
Oleksandr Yankovyi, Lydmila Sotnychenko, Angelina Petrashevska	
Determination of optimum of capital-labour ratio within two-factor production	
functions with non-zero substitution by the principle of equal margin	372