

CONTENTS

Andrzej Pawlik, Paweł Dziekański, Urszula Karpińska Smart specializations in the strategies of medium-sized cities. Experiences of the Świętokrzyskie Province	1
Helga Kristjánsdóttir, Fjóla Björk Karlsdóttir UK Foreign Direct Investment in the OECD, Culture and Geography	8
Paweł Dziekański, Magdalena Wrońska Diversity of economic safety of rural communes of Eastern Poland in 2009-2018	15
Paweł Dziekański Spatial diversity of infrastructure and its impact on the development process of rural communes in Eastern Poland in 2009-2018	23
Marta Barna, Bohdan Semak Main trends of marketing innovations development of international tour operating	33
Liudmila Batchenko, Maryna Dielini, Liliia Honchar A value-oriented polyparadigmatic approach to the development of management education in the conditions of transformation change	42
Borys Burkynskyi, Valeriy Goryachuk, Julia Nazarenko Concept of "hidden assets" and methodological bases for their assessment	54
Volodymyr Velychko, Dmytro Prunencko, Evgeniy Grytskov Corporate social responsibility in the system of interaction between stakeholders of construction enterprises	64
Oleh Poshedin, Tetiana Palamarchuk, Larysa Gaievska Milestones vs. percents: how do we really measure Ukraine's European integration progress?	73
Viktoriia Gura, Vitalii Novytskyi, Alim Sizov FinTech tools to regulate gray exports of military and dual use goods and technologies	83
Anzhela Ignatyuk, Inna Honcharuk, Bohdan Yakymchuk Price optimization model for platform's goods and services in multi-sided markets	89
Yaroslav Kvach, Nataliia Piatka, Viktor Koval Management of sustainable entrepreneurship adaptation to tax changes in environmental investment	96
Tetiana Kolomoiets, Oleksii Makarenkov, Georgiy Samoylenko "Quality" of standardization of admission to municipal passenger transportation as a corruption risk "filter" in activity of public servants	106

Ganna Iefimova, Andrey Labartkava, Oleksiy Pashchenko Methodical support of assessment of the development of economic security of the region	113
Oleksandr Laiko, Sergey Kovalenko, Oleksandr Bilousov Prospects for the development of cluster forms of entrepreneurship in Euroregions	118
Serhii Makarenko, Nataliia Oliinyk, Tetiana Kazakova Features of assessment and forecasting of socio-economic development of regions in Ukraine	129
Nina Pavlishyna, Liudmyla Kot The preconditions for the emergence and drivers of marketplaces development in e-commerce	137
Olga Pokatayeva, Mariia Diachenko, Volodymyr Kravchenko Problem of professional training of future economists for development of national economy under conditions of European integration	148
Alla Silenko, Vira Bezrodna, Olga Nikogosyan Digital economy as a factor in the development of a social state	155
Olga Galtsova, Tetiana Pulina, Oleh Holovko The use of swot analysis methodology for complex evaluation of enterprises' cluster association development under globalization	163
Andrii Hrona Foreign currency refinancing as a new element of stimulating the economic development of transition economies	171
Inna Irtyshcheva, Antonina Trushliakova, Ihor Sirenko Strategic human capital management in the context of digitalization	178
Svitlana Kovalivska, Andrii Shcherbyna, Vsevolod Nikolaiev Intensification of investment in the renovation of residential real estate in the context of the sustainable development goals	184
Lyudmila Levkovska, Inna Irtyshcheva, Iryna Dubynska Current trends in the development of the water management complex: Ukrainian realities and international experience	196
Iryna Mazur, Ramil Aliyev, Yuliia Zhelizko The safety and security of the tourism entrepreneurship potential realization in modern conditions	203
Yevheniia Polishchuk, Alla Ivashchenko, Anna Kornyliuk Regional SMART specialization: microbusiness impact	209

Tetiana Stroiko, Vitaly Burkun, Andrii Mulenko

Development of electronic commerce
in Ukraine and in the world

216

Tetiana Shkoda, Mariia Tepliuk, Mykhailo Sahaidak

Intellectual potential management in forming strategic partnership
of science-business-education

221