

CONTENTS

Julius Ramanauskas, Sarunas Banevicius	
Principles of organizational wisdom in the health tourism industry	1
Ding Xin, Tetiana Koliada, Ganna Muzychenko	
Assessment of the impact of budget decentralization on sustainable development of territorial communities in Ukraine	8
Josef Reitspís, Martin Mašľan	
Possibilities of prevention and reduction of threats affecting the safety and fluidity of land transport	18
Marián Mesároš	
Migration in the context of the principles of terrorism	24
Oleg Bolgar, Liudmyla Bogush	
Implementation of the state policy registration of property rights using benchmarking methods	35
Iuliia Gernego, Tetiana Shkoda, Oleksandr Savych	
Marketing tools in strategic management of young scientists' human capital	43
Tetiana Hushtan, Anatoliy Kolodiychuk	
Defining conditions for increasing innovation activity in the industrial complex: essence, systematization, identification	54
Maryna Dielini, Marja Nesterova, Iryna Dobronravova	
Social responsibility and social cohesion as drivers in the sustainable development of universities	63
Natalia Yevtushenko, Tatiana Halimon	
Consulting in the Ukrainian market of services and its competitive advantages	72
Liudmyla Zaitseva, Kseniia Sieriebriak	
Development of an approach to determining the level of capitalization of corporate enterprises on the basis of the evaluation mechanism	85
Oleh Karyy, Uliana Balyk, Nataliia Kara	
Tourism territorial branding in the conditions of the COVID-19 pandemic (on the example of Ukraine and Poland)	91
Liudmila Kozhura, Svitlana Zadereiko, Andrii Omelchenko	
System of economic means of state administration of the rights of people with disabilities to healthcare	101
Oksana Kopylyuk, Julia Tymchyshyn, Oleksandra Muzychka	
Formation and implementation of innovation policy of cross-border regions	108

Maryna Korol, Ihor Korol, Olena Zayats	
Monetary circulation and banks in the interpretation of the main economic schools	116
Valentin Myachin, Olena Yudina, Oleksandr Myroshnychenko	
Fuzzy-logical expert system for assessing the financial security of enterprises	123
Anatolii Mazaraki, Nataliya Kalyuzhna, Larysa Sarkisian	
Multiplicative effects of hybrid threats	136
Serhii Nenko, Nataliya Tyukhtenko, Tetiana Krasnopolka	
Administrative and legal support for the management of integrated economic structures in a globalized business processes	145
Zarina Poberezhna	
Conceptual framework for managing the formation of an effective business model of an airline company	153
Oleksandr Romanovskyi, Yuliia Romanovska, Oleksandra Romanovska	
Academic capitalism as a driver of transformational change in the complex system of higher education and science	165
Yurii Safonov, Viktoriia Borshch, Oleksandr Rogachevskyi	
Health care as a system-creating element of human capital: strategies of its development by the case of Ukraine	176
Yurii Safonov, Valeria Marichereda, Ievgen Bazhenkov	
Economic tools of realization strategic management in universities	182
Veronica Silinevicha	
Characteristics and trends of indicators of export, import, and electricity consumption in Latvia. Wind power consumption characteristics and trends	188
Tetiana Stroiko, Natalia Danik, Dmytro Prokofyev	
Development of financial decentralization as a basis for self-sufficiency of territorial communities	196
Svitlana Khalatur, Nataliia Kuprina, Larysa Kurbatska	
New business strategies formation of enterprises and outsourcing development as a condition for increasing competitiveness in the markets of Europe and Ukraine: comparative analysis	203
Yuriy Kharytonov, Serhii Slobodian, Marina Podaienko	
Development of models of technology transfer for public works	214
Liliia Khorishko	
Poland's energy security in the context of EU environmental initiatives	226
Alla Dunska, Kateryna Boiarynova, Maryna Kravchenko	
Scientific approach to determining the vectors of innovative development of industrial enterprises	231