

## CONTENTS

---

|   |    |
|---|----|
| <b>Yevhen Borshchuk, Yurii Dumiak</b>   |    |
| Reformation of customs service of Ukraine<br>to achieve the goals of sustainable development  | 1  |
| <b>Liliya Ignatovich</b>  |    |
| Use of innovative technologies by insurance market entities.<br>Telematics in car insurance   | 7  |
| <b>Olena Kopyl</b>  |    |
| Conceptual bases of improvement of the organizational and economic mechanism<br>of increase of investment attractiveness of the sphere of culture | 12 |
| <b>Oleksandr Likhota</b>  |    |
| Features of enterprise development management by indicators of imbalances   | 19 |
| <b>Kateryna Malinoshevska, Maryna Korzh</b>   |    |
| Marketing strategies of development on the example of green tourism   | 25 |
| <b>Olga Sunigovets</b>  |    |
| The influence of ownership structure on the development<br>of international activities of international business entities                         | 35 |
| <b>Larysa Turova, Tetiana Gavrilkо</b>  |    |
| Diagnostics of crisis conditions of the aviation enterprise   | 42 |
| <b>Nikolai Fateev, Iryna Zaporozhets</b>  |    |
| Organization of the project management office of ship repair enterprise   | 48 |
| <b>Volodymyr Shevchenko</b>   |    |
| Economic shocks of the pandemic impact: the European case   | 53 |
| <b>Oleksandr Shelest, Bella Holub</b>   |    |
| OLAP systems as the modern data preparation tools<br>for outdoor advertising data mining  | 60 |
| <b>Valeriy Shiposha</b>   |    |
| The role of clusters in modern global economy   | 67 |
| <b>Oleh Holovko, Ihor Biriukov</b>  |    |
| Reasons and consequences of hidden entrepreneurship in Ukraine  | 71 |