## **CONTENTS**

## **ECONOMIC SCIENCES**

Basiuk Olga	
PROBLEM OF TOURIST TERRITORY BRANDING.	5
Bohlya Olga	
NEW BANKING PRODUCT: DEFENITION AND CLASSIFICATION	15
Vitkovška Kateryna	
HISTORICAL ASPECTS OF THE METIDOLOGY FOR THE STUDY OF MORTALITY	26
Dombrovska Sofiia	
TRENDS OF SYSTEM OF FORMATION FINANCIAL RESOURCES OF UKRAINE'S	
ENTERPRISES AND WAYS OF ITS IMPROVEMENT	42
Yemets Maria	
COMPARATIVE ANALYSIS OF INTERNATIONAL TOURISM IN CEE AND UKRAINE IN THE	3
CONTEXT OF INTEGRATION	54
Krupina Svetlana, Babiy Jan	
PRICING OF OBJECTS OF THE INTELLECTUAL PROPERTY	72
Kuspliak Igor	
THE INTERCONNECTIONS OF THE CONCEPTS OF THE NEW PUBLIC MANAGEMENT AND	
THE GOOD GOVERNANCE AND THE FORMATION OF THE E-GOVERNANCE	.81
Petrova Svitlana	
WAYS TO IMPROVE A PROCESS OF FORMATION OF THE PROFIT IN THE INTERPRISE	.91
Repina Inna, Haperskova Victoria	
ASSESSMENT OF ENTERPRISE VALUE IN CONDITIONS OF ITS RESTRUCTURING	114
Sivak Mariia	10/
BENCHMARKING AS A METHOD TO INCREASE A BANK PERFORMANCE	126
Teryoshkina Natalya	
STATE REGULATION OF INTRODUCTION OF REALIZATION MECHANISMS OF NATIONAL	
INNOVATIVE STRATEGY	154
Sharahova Iryna	
NATURE AND SOURCES OF FORMATION FINANCIAL RESULTS, ITS EFFECTIVE	
MANAGEMENT	162
Shevchenko Yana	
FEATURES OF THE LIABILITIES MANAGEMENT AT COMMERCIAL BANKS IN	
UKRAINE	171
Yablonskaya Natalia, Pogorya Yulia	
ANALYSIS OF RESERVER AND THE WAYS OF THE WINE INDUSTRY IN UKRAINE	180
Baluta Tatjana	
POLITICAL MODERNIZATION UKRAINE IN THE PROCESS OF MODER	
TRANSFORMATION	193
Popkov Basil, Popkov Angelica	
STR - CATALYST CHANGES IN SOCIAL CONSCIENCE	200
Rumyantseva Anzhelyka	
ACTIVITIES AND STATUS OF THE NOVOROSSIYSK UNIVERSITY'S STUDENTS IN 1905-19	
SOURCE BASE OF DENOTED PROBLEM	211