CONTENTS

ECONOMIC SCIENCES

Baldzhy Maryna, Mryk Maryna	
Proposals for creating a «passive house» based on the old housing fund	.10
Hrinchenko Raisa, Koshelek Halina Differences of adaptation from other theoretical approaches to enterprise management	.27
Danisko Yuliia, Manzhula Svitlana Analysis of the impact of motivation factors on increasing employment satisfaction	.45
Klievtsievych Nataliya Public-private partnership as a mechanism of activation of modernization processes in the housing and communal economy of Ukraine	.61
Kryvtsova Marina, Perepelchuck Tetiana Analysis of demographic factors for the formation and development of human potential of the region (on the example of the Odessa region)	.82
Samotoenkova Elena Condition and trends of development of the market of consumer goods in Ukraine	104
Semenova Valentyna Diversification of activity as a factor of innovative development of the enterprise	119
Smentyna Nataliia, Fialkovska Anastasiia, Izhko Igor Current situation and prospects developing of Ukrainian IT-industry in the context of state regulatory policy	129
Ukhanova Inna Transport infrastructure of the Odessa region as a factor of providing foreign goods trade	143
Sherer Igor, Belinskaya Olga Modern approaches to the organization of costs and marketing accounting of the trade enterprise	162
AUTHODS	175