

## CONTENTS

<i>Reviews</i> .....	10
<b><i>ECONOMICS AND MANAGEMENT OF THE NATIONAL ECONOMY</i></b>	
<i>Yatsenko Olga</i>	
Economic diplomacy in the formation and development of a national brand.....	14
<b><i>DEMOGRAPHY, LABOR ECONOMICS, SOCIAL ECONOMICS AND POLITICS</i></b>	
<i>Hvizdova Eva, Tatiana Minx</i>	
Motivation and integration of employees - a prerequisite for increasing work performance.....	31
<b><i>ANALYSIS, AUDIT, ACCOUNTING AND TAXATION</i></b>	
<i>Patsarniuk Alexey</i>	
Methodological aspects of analysis of efficiency of the enterprise's innovative project.....	41
<b><i>FINANCE, BANKING AND INSURANCE</i></b>	
<i>Volokhova Irina</i>	
Foreign and domestic experience of pension system reform.....	50
<i>Kovalenko Victoria</i>	
Macroeconomic factors of motivation of households to savings.....	59
<i>Onyshchenko Yulia</i>	
Evolution of theoretical approaches to the bank Essence as the background for the bank business model formation .....	69
<i>Sergeeva Elena</i>	
Efficiency evaluation of investment in banking staff under modern conditions.....	82
<b><i>MANAGEMENT AND BUSINESS ADMINISTRATION</i></b>	
<i>Kuznetsova Inna, Bigunovich Anastasia</i>	
Performance management mechanism of logistic enterprise.....	90
<i>Misko Anna</i>	
The essence of the concept of effectiveness and efficiency in management .....	97
<b><i>MARKETING, ENTREPRENEURSHIP, TRADE AND EXCHANGE ACTIVITIES</i></b>	
<i>Gorovyi Dmytro, Ivakhnenko Andriy</i>	
Application of innovative business models in innovation management at enterprises in risk conditions.....	103
<i>Piddubna Lyudmila</i>	
Competitiveness of international travel insurance services .....	111
<i>Djedjula Vyacheslav, Yepifanova Iryna</i>	
State and prospects of development of energy service companies in ukraine .....	124
<i>Manoylenko Oleksandr, Gorovyi Dmytro, Stokov Ievgen</i>	
Business process outsourcing as a way to increase the capitalization of an enterprise .....	132
<i>Sergienko Olena, Bilotserkivskiyi Oleksandr, Kryvoruchko Natalya, Nikitenko Stanislav</i>	
Assessment of the quality management impact on total efficiency and efficiency of innovation.....	140
<b><i>INTERNATIONAL ECONOMIC RELATIONS</i></b>	
<i>Derbentsev Vasily, Bezkorovainyi Vitalii, Ovcharenko Andrey</i>	
Modeling of short-term dynamics of foreign exchange rates using deep neural networks .....	153