

CONTENTS

ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

Hrymalyuk Andrew, Nesenenko Pavlo, Sukhova Tetyana

Creative class and problems of public administration under the fourth industrial revolution.....7

Zhyliakov Sergii

Economic model of outsourcing marketing expenses and sales expenses in the context of ensuring competitiveness.....14

ECONOMICS AND MANAGEMENT OF THE NATIONAL ECONOMY

Bilous Olena

Assessment of the innovation ecosystem of Ukraine in the context of the "open innovation" concept.....23

Mylashko Olha

Statistical assessment of the formation and movement of income of non-financial corporations.....31

ANALYSIS, AUDIT, ACCOUNTING AND TAXATION

Orlov Evgeniy, Krivosheina Elizaveta, Sirenko Anna

Analysis of large amount of data and its visualization in R.....37

Samotoenkova Elena

Assessment of the efficiency of business entities on the market of information services.....44

Starenka Olha, Shatokhina Yelyzaveta

Modern practice of applying the internal audit system in the activities of the enterprise53

FINANCE, BANKING AND INSURANCE

Супруненко Валерій

RUBY ON RAILS - популярний вибір для фінансових технологій.....59

Azarenkova Galyna, Tsovma Bohdan, Tomarovych Tetiana

Theoretical and methodological principles of compliance control in the corporate management system of the bank in modern conditions.....72

Varnalii Zakharii, Cheberyako Oksana, Miedviedkova Natalia

Institutional foundations for forming the state policy for ensuring human social security during the war period.....81

Serhieieva Olena

Financial security of banks at the payment card market in Ukraine.....90

Sholoiko Antonina

Actualization of cyber insurance under digitalization of the economy.....98

MANAGEMENT AND BUSINESS ADMINISTRATION

Zvarych Lyubov

Innovative technologies in personnel management.....107

Shymanovska-Dianych Lyudmyla, Ishchejkina Tymur, Voronina Viktoriia

The specific of export and import transactions in the agricultural sector under the conditions of marital state.....114

Levchenko Serhii

Evaluation of efficiency of scientific activity of higher educational institutions in Odesa.....120

MARKETING, ENTREPRENEURSHIP, TRADE AND EXCHANGE ACTIVITIES

Babitsky Roman, Ohrenych Dmytro

Discussion issues determining the essence of a startup.....127

Rachynska Galina

Challenges for small and medium-sized businesses in electronic commerce.....135

ECONOMICS OF TOURISM, HOTEL AND RESTAURANT BUSINESS

Orlov Evgeniy, Shinkarenko Volodymyr, Shynkarenko Larysa

Direct problem of forming a markowitz portfolio to optimize tourism activities.....142