

CONTENTS

ECONOMICS AND MANAGEMENT OF THE NATIONAL ECONOMY

Balabash Olha, Lazebnyi Vadim	
The it services market of Ukraine: trends and development prospects.....	7

ANALYSIS, AUDIT, ACCOUNTING AND TAXATION

Naida Andrii, Kryukova Irina, Shatskova Liubov, Volchek Ruslan	
Financial reporting of budgetary institutions as an instrument of state control: from npsas to IFRS (IPSAS).....	14

FINANCE, BANKING AND INSURANCE

Abramova Alla	
The tax system as an instrument of economic stimulation in the context of financial instability.....	23
Kovalenko Victoria, Serhieieva Olena, Azarova Kateryna	
Bank profitability: a comparative analysis by ownership structure.....	29
Kovalenko Victoria, Stoianova Oleksandra	
Corporate business lending under martial law in Ukraine.....	38
Nianchuk Natalia, Savelieva Svitlana	
Development of the banking sector of ukraine: challenges and adaptation in the conditions of economic instability and martial laworcid id.....	50

MANAGEMENT AND BUSINESS ADMINISTRATION

Karpenko Yuliia, Fabrika Natalia	
Modern management tools of an enterprise's functional subsystems.....	58
Lukianchuk Olena, Akuliushyna Maryna, Mashniahutsa Oleksii	
Communication and feedback as tools for enhancing employee loyalty.....	66
Moskaliuk Hanna, Vlasov Viktor	
Management of the performance of a restaurant enterprise under conditions of uncertainty.....	72

MARKETING, ENTREPRENEURSHIP, TRADE AND EXCHANGE ACTIVITIES

Basyurkina Natalya, Spassky Igor	
The system of entrepreneurial abilities training: economic and psychophysical aspects.....	81
Kichuk Nadiia, Yushyna Anna	
Specificities of the ethical component of social entrepreneurship in Ukraine.....	93
Daria Kravets, Kateryna Davydova	
Features of conducting marketing research during business Start-UP in small settlements.....	100
Saensus Maria, Kravets Daria, Semenchova Anna	
Lead generation in B2B Sales of IT services: strategies and digital tools.....	105
Our authors.....	112