CONTENTS

Iryna Zamula, Dmytro Liudvenko Information support and development of organic production	1
Liubov Zgalat-Lozynska State innovation policy for green technologies support in construction	8
Olha Kovalchuk Branding as an effective marketing strategy for the competitiveness of the dairy industry	14
Oksana Prodius Trends and problems of innovative activities development of domestic industrial enterprises	20
Olha Alieksieieva Significance of cooperation for the development of organic agriculture	27
Liudmyla Bezuhla Impact of the macro environment on the ecotourism infrastructure	33
Oleh Holovko, Liudmyla Sakevych Analysis of the factors that determine the features of the organization of public-private partnership in the innovation activity of Ukraine	39
Halyna Hrynyshyn Venture investments as a prospective direction of activation of innovative activity	45
Svitlana Kushnir, Serhii Zasoba Analysis of the potential and opportunities for agricultural production and agricultural processing in Ukraine	52
Olga Palamarchuk The use of fuzzy logic while modeling the creditworthiness of legal entities	57
Oksana Sokolovska Directions of development of digital society in Ukraine	62
Ostap Khalavka Application of global models of eco-development in Ukraine	68
Oleg Chornyi Socio-economic aspects of the interaction of social authority during the COVID-19 pandemic in the context of public health of the population	75

Kostiantyn Shaposhnykov, Kateryna Okayanyuk	
Economic assessment of the investment climate	
in the process of ensuring sustainable development of Ukraine	83
Roman Humeniuk	
Determinants of the level of development of management capacity of enterprises in the digital economy	90
Yuliia Kovalenko, Tatiana Bilovus	
Activities of individual investors and institutions of joint investment	
in the securities market of Ukraine: macroeconomic aspect	96
Alexander Pishchenko	
Features of environmental safety of the agricultural sector:	
influence on leadership positions in the economy	103
Sergey Selyutin	
Imperatives of innovation and investment development	
of the livestock industry in Ukraine	109
Yuliia Honcharenko, Dmytro Ocheretin	
Assessing the usability of sites in terms of digitalization of the economy	115
Olga Oleshko	
Dynamics of mutual trade between Ukraine and the Russian Federation	
in the context of conflict's impact on national security:	
a concentration-based approach	124
Oleksandr Lukyanenko	
Global motivations and aquaculture development trends	132
Sergiy Drobot	
Forecasting the development of the nuclear industrial complex	140