TABLE OF CONTENTS

Mariia Balytska Specifications of the sources of securing insurance company's financial stability	4
Iryna Budnikevych, Iryna Gavrysh Modern marketing concepts as the basis for formation and increase of the attractiveness of cities and territories	11
Mykola Bunchuk Financial instruments of the state policy for the prevention of terrorist acts in Ukraine	19
Oleh Dzoba, Liliya Marynchak, Oleksandra Romashko A new approach to the assessment of effective management of gas supply diversification	24
Lesia Dmytryshyn, Viktoriia Bushynska Spatial differentiation of the regions of Ukraine concerning the knowledge economy	31
Yuliia Zaloznova, Nataliia Trushkina Methodical support of improving the organization of marketing activity of the coal-mining enterprises of Ukraine	36
Roksolana Zapotichna Banking on multinationals: the determinants of cross-border credits to Central and Eastern Europe, 1990-2015	45
Roman Kalinovskyi The rationale for the application of the inflation targeting regime in Ukraine	52
Nataliia Kudriavska The model of interaction between insurance intermediaries and insurance companies in the assurance of sustainable development of the insurance market	58
Olha Odnoshevna Optimization of salary calculations and employees' labour productivity stimulation at the enterprise	64
Serhii Romaniuk, Halyna Studinska The country brand as a form of the state administration	69
Mariia Sadova The conceptual framework of forming the product quality control strategy of road-building engineering enterprises	75
Yurii Safonov, Yevhen Maslennikov, Artur Kashubskyi Time management and its implementation at production companies	82
Diana Tretiak Areas for innovative products implementation in the insurance market of Ukraine	88
Anna Khemii Implementation of modern foreign approaches to Ukrainian pension system reforming	93
Andrii Cherkasov, Iryna Kolesnyk The mechanism of strategic, political and process management of the quality of university services	99
Hanna Shevchenko Regulatory policy and optimization of investment resource allocation in the model of functioning of recreation industry	109