

# TABLE OF CONTENTS

---

<b>Ivan Anisimov</b>	
Innovation policy features in the OECD countries	4
<b>Iryna Antonova</b>	
Market analysis of hotel services in Ukraine	10
<b>Yuliia Bashynska</b>	
Why is it reasonable to invest in renewable energy in Ukraine?	17
<b>Aleksandra Biletskaya</b>	
Practical aspects of OSAI methodology in assessing the organizational culture of an engineering company	24
<b>Artem Bilous</b>	
Contemporary prospects for the railway engineering industry in Ukraine in the view of economic crisis	30
<b>Olha Bilskaya</b>	
Origins of formation of social innovation in transition economy	35
<b>Nadezhda Bova</b>	
Role of deposit policy for Ukrainian banking institutions	42
<b>Mykola Bondar, Natalia Iershova</b>	
Strategic management object as an object of scientific research	47
<b>Kostiantyn Vozianov</b>	
Main trends of derivatives' market development in Central and Eastern Europe	55
<b>Dmytro Gladkykh</b>	
European chemical industry competitiveness: historical trends and development prospects	62
<b>Mariia Holub</b>	
Ecotourism certification programs: standards and benefits	67
<b>Nataliya Demchenko, Olena Kozryryeva</b>	
Strategic partnership of Ukraine: declarations and realities	75
<b>Valeriy Dudnyk, Ludmila Lozovska</b>	
Indicator system for measurement of financial and economic activities in public institutions	81
<b>Sergii Illiashenko, Oleg Olefirenko</b>	
Estimation of the innovative projects investment potential at the machine builders (evidence from LLC "Turbomash")	86
<b>Inna Kanashkina</b>	
Economic essence of modern investment processes in the grain processing industry	91
<b>Denis Kislov, Yevgenia Horobei</b>	
Advertising agency marketing management	98
<b>Olga Korol, Nataliya Cherkas</b>	
The economic impact of foreign debt in Greece	105
<b>Nataliia Kostiuchenko</b>	
A challenge of trust: can distrust kill the euro?	113
<b>Svetlana Lanets</b>	
Financial stability of banks in times of crisis	122
<b>Oleksandra Lysiuk</b>	
Employment of population as a basic index of economic development of country	126
<b>Svitlana Malyuk</b>	
Methods of determination the interior potential of enterprise in making strategical assortment decisions	131
<b>Solomiya Ohinok</b>	
State regulation of franchising in the EU member countries	137
<b>Iryna Prykhodko</b>	
The institutional barriers' impact on the economic growth in the international economic integration	141
<b>Roman Rudyk</b>	
Features of influence of macroeconomic measures of transformation on the state debt policy	147
<b>Mariana Syvntukh</b>	
Directions for effective use of forest resources in Ukraine	154
<b>Maryna Shumaieva</b>	
Strategy features of informatisation society in the countries of the world	160