

**SOCIAL
AND ECONOMIC
PROBLEMS
OF AGRIBUSINESS
AND RURAL
DEVELOPMENT**

*international
research and practice
conference*

**PROGRAM
OF THE
CONFERENCE**

Tavria State Agrotechnological University

14-15 June 2018, Melitopol - Kyrylivka

ORGANIZERS OF CONFERENCE



Ministry of Education and Science of Ukraine

Tavria State Agrotechnological University (Ukraine)

National Science Center «Institute of Agrarian Economics» (Ukraine)

Belarusian State of the Orders of the October Revolution and the

Order of the Labour Red Banner Agricultural Academy (Belarus)

Kazakh National Agrarian University (Kazakhstan)

State Higher Vocational School

Memorial of Prof. Stanislaw Tarnowski in Tarnobrzeg (Poland)

University of Warmia and Mazury in Olsztyn (Poland)

Tashkent State Agrarian University (Uzbekistan)

Dnipro State Agrarian and Economical University (Ukraine)

Zaporizhzhia National University (Ukraine)

Berezhnagrotechnical Institute (Ukraine)



SCIENTIFIC COMMITTEE

Kyurchev Volodymyr	D.Sc., Professor, Excellence in Agricultural Education and Science of Ukraine, Excellence in Education of Ukraine, Honored Educator of Ukraine, Rector of TSATU, Corresponding Member of NAASU (Chair)
Nadykto Volodymyr	Vice-Rector for Science, D.Sc., Professor, Corresponding Member of NAASU (Co-chair)
Zhuk Valeriy	Dr. Sc. (Econ.), Professor, academic, vice-president of NAAN of Ukraine, chief researcher of department of account and taxation of NNTs "Institute of Agrarian Economy"
Petryvych Eduard	Ph.D. in Agricultural sc., Professor of the Belarusian State Agricultural Academy (Belarus)
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Britchenko Igor	Dr. habil., Professor of faculty of technical and economic science of the State Higher Vocational School Memorial of Professor Stanislaw Tarnowski in Tarnobrzeg (Poland)
Borawski Piotr	PhD habil., Lecturer of the agrotechnology, agricultural production management and agrobusiness department of the University of Warmia and Mazury in Olsztyn (Poland)
Adylov Sanzhar	Head of the Office of the international Relations, Tashkent State Agrarian University (Uzbekistan)
Vinichenko Igor	Dr. Sc. (Econ.), Professor, head of the department of economy, Dnipro State Agrarian and Economic University
Cherep Alla	Dr. Sc. (Econ.), Professor, academic of the Academy of economic sciences of Ukraine, academic of the Academy of Sciences of the Higher school of Ukraine, dean of economics department, Zaporizhia National University
Sudomyr Svitlana	Dr. Sc. (Econ.), Associate Professor, head of the educational and scientific and innovative activity department of SU NUBIP "Berezhansk agrotechnical institute"

ORGANIZING COMMITTEE

Prus Yurii	Ph.D. in Economic Sc., Associate Professor, chief of a research department, Tavria State Agrotechnological University (chair)
Yavors'ka Tetiana	Dr. Sc. (Econ.), Professor, head of the business, trade and exchange activity department, Tavria State Agrotechnological University (Co-chair)
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Kulish Tetiana	Ph.D. in Economic Sc., Associate Professor of the marketing department, Tavria State Agrotechnological University

ECONOMICS AND BUSINESS FACULTY
Tavria State Agrotechnological University

SCIENTIFIC RESEARCH INSTITUTE
*«Strategy of socio-economic development of agro-industrial production
in the South of Ukraine»*
Tavria State Agrotechnological University

CONFERENCE PROCEDURE:

13 June 2018

Participants
arrival,
registration,
occupancy

14 June 2018

8³⁰ - 9⁴⁵ – Registration

10⁰⁰ - 10³⁰ – Opening

10³⁰ - 13⁰⁰ – Plenary meeting
13⁰⁰ - 14⁰⁰ – Coffee break,
lunch
14⁰⁰ - 17⁰⁰ – Section work

15 June 2018

10⁰⁰ - 12⁰⁰ – Section work

12⁰⁰ - 13⁰⁰ – Summing-up

Departure of the participants

SECTIONS

- SECTION 1** *Formation and effective development of entrepreneurship*
- SECTION 2** *Theoretical and practical principles of the effective management system.*
- SECTION 3** *Development priorities of the internal and external sectors of the economy*
- SECTION 4** *Financial support for the development of agribusiness and rural areas*
- SECTION 5** *Accounting, analysis, tax administration and investment in agribusiness*
- SECTION 6** *Marketing strategy of agricultural enterprises*

SECTION 1

Formation and effective development of entrepreneurship

Section Head:

Yavors'ka T.I., Dr. Sc. (Econ.), Professor, head of the business, trade and exchange activity department, Tavria State Agrotechnological University

ANALYSIS OF DEVELOPMENT OF BASIC ENTERPRISES

Andrievya L. O., Ph.D. in Economic Sc., Associated Professor, business, trade and exchange activity department, Tavria State Agrotechnological University

ANALYSIS OF THE MAIN INDICATORS OF DEVELOPMENT OF TRADE ENTERPRISES

Bolianska L.O., Ph.D. in Economic Sc., Associated Professor, business, trade and exchange activity department, Tavria State Agrotechnological University

THE MULTICRITERIAL DECISION SUPPORT PROBLEM IN THE SUPPLIERS CHOOSING

Vlasiuk Y. O., Ph.D. in Economic Sc., Associated Professor, business, trade and exchange activity department, Tavria State Agrotechnological University

DEVELOPMENT AND EFFICIENCY OF SOCIAL INVESTMENT IN THE AGRICULTURAL LOCATION

Grytsaenko G.I., Ph.D. in Economic Sc., Associated Professor, business, trade and exchange activity department, Tavria State Agrotechnological University

EFFICIENCY OF INVESTMENTS IN THE SOCIAL CAPITAL

Grytsaenko M.I., Ph.D. Economic Sc., Art. Professor, business, trade and exchange activity department, Tavria State Agrotechnological University

THE STATE OF THE EXCHANGE MARKET

Zavadskih H. M., Ph.D. in Economic Sc., Associate Professor, business, trade and exchange activity department, Tavria State Agrotechnological University

THE VALUE OF THE ELECTRONIC COMMERCE IN INCREASING THE COMPETITIVENESS OF THE BUSINESS

Lysak O.I., Ph.D. in Economic Sc., Associate Professor, business, trade and exchange activity department, Tavria State Agrotechnological University

EXTERNAL AND INTERNAL FACTORS OF BUSINESS ACTIVITY

Pedchenko G. P., Ph.D. in Economic Sc., Associate Professor, business, trade and exchange activity department, Tavria State Agrotechnological University

PROBLEMS AND TRENDS IN THE DEVELOPMENT OF DOMESTIC TRADE

Tebenko V.M., Ph.D. in Economic Sc., Associate Professor, business, trade and exchange activity department, Tavria State Agrotechnological University

FACTORS AND CHALLENGES FOR DEVELOPMENT OF SMALL BUSINESS

Yavors'ka T.I., Dr. Sc. (Econ.), Professor, head of the business, trade and exchange activity department, Tavria State Agrotechnological University

SECTION 2

Theoretical and practical principles of the effective management system.

Section Head:

Nesterenko Svitlana Anatoliivna, Dr. Sc. (Econ.), Professor, head of the management department, Tavria State Agrotechnological University

SELF-MANAGEMENT AS a SELF-MANUFACTURING TECHNOLOGY of a MANAGER

Ahieieva Iryna, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University

MODERN APPROACHES TO RECRUITING MANAGEMENT OF STAFF

Bocharova Nataliya, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University

THE ROLE OF THE BUSINESS ETHICS IN AGRICULTURAL ENTERPRISES MANAGEMENT

Liudmyla Iefimenko, Ph.D.in Public Administration, Senior Lecturer, management department, Tavria State Agrotechnological University

ECONOMIC-MATHEMATICAL METHODS IN MANAGEMENT of AGRICULTURAL PRODUCTION

Kravets Oleg, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University

COMPARATIVE CHARACTERISTICS OF SOFTWARE PACKAGES STATISTICAL ANALYSIS

Nazarova Olga, Ph. D. in Engineering Sc., Associate Professor, Tavria State Agrotechnological University

MANAGEMENT TECHNOLOGIES MARKET OF ENTERPRISE SUPPORT

Nesterenko Svitlana, Ph. D. in Economic Sc., Professor, Tavria State Agrotechnological University

MODERNIZATIONAL APPROACH IN THE PROCESS OF THE REALIZATION OF THE STATE POLICY OF ANTI-CRISIS DEVELOPMENT IN REAL ECONOMY SECTOR

Ortina Ganna, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University

FACTORS OF THE ADMINISTRATOR INFLUENCE ON MODERN PROBLEMS OF MANAGEMENT

Redko Ludmila, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University

LOCAL SELF-GOVERNMENT AND ITS ROLE IN PUBLIC ADMINISTRATION

Rozumenko Svitlana, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University

MANAGEMENT OF THE EFFICIENT WATER SUPPLY

Surzhenko Nonna, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotechnological University

**COMMUNITY RELATIONSHIP AS A POSITIVE IMAGE OF THE
ENTERPRISE**

*Plotnichenko Svitlana, Ph. D. in Economic Sc., Associate Professor, Tavria State
Agrotechnological University*

**PECULIARITIES OF STRATEGIES IN AGRICULTURAL ENTER-
PRISE DEVELOPMENT**

*Shevchuk Elena, Ph. D. in Economic Sc., Associate Professor, Tavria State Agrotech-
nological University*

SECTION 3

Development priorities of the internal and external sectors of the economy

Section Head:

Kalchenko S.V., Dr. Sc. (Econ.), Associate Professor, economy department, Tavria State Agrotechnological University

PERSONNEL CREATIVITY AS AN INNOVATIVE DEVELOPMENT FACTOR OF ENTERPRISES

Bakina T. V., Ph.D. in Economic Sc., Associate Professor of the economy department, Tavria State Agrotechnological University

FEATURES OF THE FORMATION OF PRICES FOR AGRICULTURAL PRODUCTS

Vasylchenko O.O., Senior Lecturer, Tavria State Agrotechnological University

LEGISLATIVE REGULATION OF THE ENTERPRISES ACTIVITY OF RURAL GREEN TOURISM

Demko V.S., Ph.D. student, Tavria State Agrotechnological University

PRINCIPLES FOR EXPORTS POTENTIAL DEVELOPMENT

Zakhachenko O.G., Ph.D. in Economic Sc, Senior Lecturer of the economy department Tavria State Agrotechnological University

CONCEPTUAL FACILITIES FOR DEVELOPMENT OF FARMING HOUSES

Zbarsky V.K., Dr. Sc. (Econ.), Professor, economy of the enterprise named after. prof. I.N. Romanenko department, National University of Life and Environmental Sciences of Ukraine

CONCEPTUAL BASES FOR DEVELOPMENT OF SELF-EMPLOYED HOUSEHOLDS ON THE PRINCIPLES OF SOCIAL RESPONSIBILITY

Kalchenko S.V., Dr. Sc. (Econ.), Associate Professor, economy department, Tavria State Agrotechnological University

DETERMINATION OF THE LEVEL OF ECONOMIC SECURITY OF UKRAINE

Karman S.V., Ph.D. in Economic Sc., Head of the economy department, Dean of the Faculty of Economics and Business, Tavria State Agrotechnological University

Prystupa T.S., Lecturer of the Economy department , Tavria State Agrotechnological University

PROSPECTS OF UKRAINE IN THE WORLD DAIRY DESSERTS MARKET

Krasnoded T.L., Ph.D. in Economic Sc., Associate Professor of the economy department, Tavria State Agrotechnological University

THEORETICAL PRINCIPLES OF ECONOMIC ACTIVITY OF HOUSEHOLD HOUSEHOLDS

Kibenko K.A., Ph.D. student , Tavria State Agrotechnological University

ANALYSIS OF HONEY MARKET CONJUNCTURE

Kukina N.V., Ph.D. in Economic Sc. , Associate Professor of the economy department, Tavria State Agrotechnological University

THEORETICAL ASPECTS OF USE OF RESOURCE POTENTIAL OF SMALL FORMS OF AGRICULTURAL PRODUCTION

Nikolaevich O.V., Ph.D. student, Tavria State Agrotechnological University

EXPORT POTENTIAL FORMATION AND DEVELOPMENT ON THE DOMESTIC MARKET OF VEGETABLES

Popova T.V., Ph.D. in Economic Sc. , Associate Professor of the economy department, Tavria State Agrotechnological University

HOUSEHOLD SAVINGS AS THE OBJECT OF MACROECONOMIC POLICY

Pochernina, N.V., Ph.D. in Economic Sc. , Associate Professor of the economy department, Tavria State Agrotechnological University

SECTION 4

Financial support for the development of agribusiness and rural areas

Head of section:

Yatsukh O.O., Ph.D. in Economic Sc., Associate Professor, head of the finance, banking and insurance department, Tavria State Agrotechnological University

MECHANISM OF ADMINISTRATION OF REAL ESTATE TAX, DIFFERENT FROM THE LAND OF PHYSICAL PERSONS

Ablyzova E.Z., Ph.D. in Economic Sc., Senior Lecturer of the finance, banking and insurance department, Tavria State Agrotechnological University

PROBLEM OF DAMAGE OF BUSINESS ENTITIES AND MAIN DIRECTIONS OF THEIR SOLUTION

Demchenko I.V., Ph.D. in Economic Sc., Associate Professor of the finance, banking and insurance department, Tavria State Agrotechnological University

LEVERS OF MANAGEMENT OF THE ENTERPRISES' PROFIT

Zakharova N.Y., Ph.D. in Economic Sc., Associate Professor of the finance, banking and insurance department, Tavria State Agrotechnological University

FINANCIAL SUPPORT OF SOCIO-ECONOMIC DEVELOPMENT OF THE RURAL AREAS: PROBLEMS AND PERSPECTIVES

Kogut I.A., Ph.D. in Economic Sc., Associate Professor of the finance, banking and insurance department, Tavria State Agrotechnological University

PROBLEMS OF THE APPLYING OF THE SIMPLIFIED TAX SYSTEM BY AGRICULTURAL PRODUCERS

Kostornoy S. V., Ph.D. in Economic Sc., Associate Professor of the finance, banking and insurance department, Tavria State Agrotechnological University

THE PROBLEMS OF FINANCIAL SUPPORT OF LOCAL GOVERNMENT IN THE CONDITIONS OF DEVELOPMENT DECENTRALIZATION OF THE POWER

Osypenko S.O., Ph.D. in Economic Sc., Senior Lecturer of the of finance, banking and insurance department, Tavria State Agrotechnological University

PROBLEMS OF FORMATION OF CAPABLE TERRITORIAL COMMUNITIES IN THE CONDITIONS OF DECENTRALIZATION OF FINANCIAL RESOURCES

Syzonenko O. V., Assistant of the finance, banking and insurance department, Tavria State Agrotechnological University

LEGISLATIVE SUPPORT OF THE REFORMS IN THE BANKING SECTOR

Radchenko N. G., Ph.D. in Economic Sc., Associate Professor of the finance, banking and insurance department, Tavria State Agrotechnological University

INSURANCE OF THE FUTURE HARVEST OF AGRICULTURAL CULTURES AT THE CONCLUSION OF A FORWARD CONTRACT

Rubtsova N. M., Ph.D. in Economic Sc., Associate Professor of the of finance, banking and insurance department, Tavria State Agrotechnological University

PROBLEMS OF INSURANCE PROTECTION OF BUSINESS ENTITIES IN AGRARIAN SECTOR OF THE ECONOMY

Chkan I.O., Ph.D. in Economic Sc., Associate Professor of the of finance, banking and insurance department, Tavria State Agrotechnological University

PROBLEMS OF ATTRACTION ADDITIONAL CAPITAL IN ECONOMIC ACTIVITY OF BUSINESS ENTITIES IN AGRARIAN SECTOR OF THE ECONOMY

Yatsukh O.O., Ph.D. in Economic Sc., Associate Professor, head of the finance, banking and insurance department, Tavria State Agrotechnological University

SECTION 5

Accounting, analysis, tax administration and investment in agribusiness

Section Head:

Trusova N.V., Dr. Sc. (Finance), Associate Professor, Head of the Accounting and Taxation department, Tavria State Agrotechnological University

THE ROLE OF MANAGERIAL ACCOUNTING IN THE ENTERPRISES' ACTIVITIES

Bezverknia Yu.V., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University

ANALYSIS OF CUSTOMERS' BENEFIT FORMATION

Voronyanska O.V. Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University

FINANCIAL ACCOUNTING OF NON-MATERIAL ASSETS

Golub N.O., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University

LIABILITY FOR DELAY IN DISMISSAL SETTLEMENT FROM THE BUDGETARY INSTITUTION

Demchuk O.M., Ph.D. in Economic Sc., Senior Lecturer of the accounting and taxation Department, Tavria State Agrotechnological University

ADVANTAGES AND PROBLEMATIC ASPECTS OF THE UNIFIED SOCIAL TAX ADMINISTRATION

Zagoreeva O.M., Assistant Professor of the accounting and taxation department, Tavria State Agrotechnological University

THE ORDER OF STATISTICAL REPORTING INDICATORS' FORMATION

Ilyashenko K.V., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University

ACCOUNTING AND REPORTING IN THE FORMATION OF EFFICIENT INFORMATION AND ANALYSIS OF THE enterprises' MANAGEMENT SYSTEM

Kostyakova A.A., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University

INFORMATION AND ACCOUNTING SUPPORT OF EXPENSES IN THE FIELD OF FRUIT-GROWING

Kotova S.O., Assistant Professor of the accounting and taxation department, Tavria State Agrotechnological University

CHANGES IN TAX LEGISLATION AND THEIR INFLUENCE ON THE COMPANY'S ACCOUNTING POLICY

Kucherova S.O., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University

ANALYSIS OF STABILITY OF LAND TENURE OF THE AGRARIAN ENTERPRISES

Prus Y.O., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, chief of a research department, Tavria State Agrotechnological University

SANITATION AUDIT

Sahno L.A., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University

ANTI-CRISIS FINANCIAL MANAGEMENT OF AGRICULTURAL ENTERPRISES' SANATION ABILITY

Trusova N.V., Dr. Sc. (Econ.), Associate Professor, Head of the accounting and taxation department, Tavria State Agrotechnological University

Tereshchenko M.A., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University

THE PROFITABILITY ANALYSIS OF PRODUCTS PRODUCED USING ENERGY-SAVING AND ECO-TECHNOLOGIES

Sokil O.G., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University

THE CONCEPT OF INFORMATION SUPPORT FOR THE STATE AMORTIZATION POLICY

Trachova D.M., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University

ANTI-CRISIS FINANCIAL MANAGEMENT OF AGRICULTURAL ENTERPRISES' SANATION ABILITY

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Tereshchenko M.A., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University

COST MANAGEMENT TAKING INTO ACCOUNT LEGISLATIVE CHANGES IN THE METHODOLOGY FOR CALCULATING THE NORMATIVE MONETARY VALUATION OF LAND

Tsap V.D., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation department, Tavria State Agrotechnological University

METHODICAL APPROACHES TO THE QUALITY ASSESSMENT OF THE POPULATION LIFE

Sinyaeva L.V., Dr. Sc. (Econ.), Professor of the accounting and taxation department, Tavria State Agrotechnological University

PROVIDING COMPETITIVENESS OF FARM HOUSEHOLDS

Eremenko D.V., Ph.D. in Economic Sc., Associate Professor of the accounting and taxation, Tavria State Agrotechnological University

SECTION 6
Marketing strategy of agricultural enterprises

Section Head:

Darya Legeza, Dr. Sc. (Econ.), Associate Professor, Head of the marketing department, Tavria State Agrotechnological University

ANALYSIS OF DEVELOPMENT OF THE ADVERTISEMENT MARKET

T. Arestenko, Ph.D. in Economic Sc., Associate Professor of the marketing department, Tavria State Agrotechnological University

V. Arestenko, Ph.D. in Economic Sc., Associate Professor Kyiv State Maritime Academy named after hetman Petro Konashevich-Sahaydachniy

MODERN TRENDS IN THE DEVELOPMENT OF AGRARIAN MARKETING

S. Vertegel, Senior Lecturer of the marketing department, Tavria State Agrotechnological University

FEATURES OF WHOLESALE MARKETS OF AGRICULTURAL PRODUCTS DEVELOPMENT

S. Kapinos, Assistant of the marketing department, Tavria State Agrotechnological University

MARKETING SERVICES AS A SALES OBJECT IN THE HORTICULTURE INDUSTRY

I. Kolokolchikova, Ph.D. in Economic Sc., Associate Professor of the marketing department, Tavria State Agrotechnological University

BRAND MANAGEMENT AS AN INSTRUMENT OF INFLUENCE ON CONSUMER BEHAVIOR

A. Konovalenko, Ph.D. in Economic Sc., Senior Lecturer of the marketing department, Tavria State Agrotechnological University

MARKETING RESEARCH OF THE DAIRY PRODUCT MARKET AT THE MACRO-ENVIRONMENT

T. Kulish, Ph.D. in Economic Sc., Associate Professor of the marketing department, Tavria State Agrotechnological University

A CUSTOMER MODEL OF VEGETABLE PRODUCTS FOR CHILDREN

D. Legeza, Dr. Sc. (Econ.), Associate Professor of the marketing department, Tavria State Agrotechnological University

MARKETING ENVIRONMENT OF THE DAIRY MARKET FOR CHILDREN

A. Marchuk, Assistant of the marketing department, Tavria State Agrotechnological University

TRANSFORMATION OF THE CONCEPT OF MARKETING IN A DIGITAL ECONOMY

N. Serskykh, Ph.D. in Economic Sc., Associate Professor of the marketing department, Tavria State Agrotechnological University

JUSTIFICATION OF ENTERPRISES DEVELOPMENT THE STRATEGY OF THE VEGETABLE INDUSTRY

N. Shkvyria, Ph.D. in Economic Sc., Associate Professor of the marketing department, Tavria State Agrotechnological University