CONTENTS

SECTION 1 WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS	
O. Vyshnevska, O. Niedova, L. Sokirke GLOBALIZATIONAL CHALLENGES IN THE GUARANTEE OF ECONOMIC SECURITY OF THE COUNTRY	5
T. Stroiko, T. Hordieieva, O. Yevdochenko STRATEGIC DIRECTIONS OF FUNCTIONING OF FINANCIAL INSTRUMENTS OF REGIONAL POLICY OF EU	7
SECTION 2 ECONOMY AND OPERATION OF NATIONAL ECONOMY	
M. Plotnikova BALANCED RURAL DEVELOPMENT BASED ON THE CONCEPT OF "ANCESTRAL HOME"	9
K. Shaposhnykov THE FEATURES OF FORMATION AND DEVELOPMENT OF INFOCOMMUNICATIONS MARKET IN NATIONAL ECONOMY	11
SECTION 3 ECONOMY AND ENTERPRISE MANAGEMENT	
O. Kvasha WORLD MODELS OF WORK MOTIVATION IN ENTERPRISES: LESSONS FOR UKRAINE	13
V. Krainii IMPROVEMENT OF THE SYSTEM OF WORK STANDARDIZATION IN MODERN CONDITIONS	15
O. Sarapina TRENDS IN DEVELOPMENT OF THE MARKET OF VEGETABLE PRODUCTION IN CONDITIONS OF ECONOMIC GLOBALIZATION	
SECTION 4 DEVELOPMENT OF PRODUCTIVE POTENTIAL AND REGIONAL ECONOMY	
Y. Boiko REGIONAL DEVELOPMENT AGENCY: MODERN REALITY	19
M. Pauk ANALYSIS OF INVESTMENT PROJECTS OF TOURISM AND RECREATIONAL SECTOR OF ZAKARPATTIA REGION	21

SECTION 5 MONEY, FINANCES AND CREDIT

Danik SINESS PLANNING AS A TOOL FOR THE IMPLEMENTATION FINANCIAL MANAGEMENT IN CONDITIONS OF MODERN VELOPMENT OF UKRAINE	93
N. Kornieva FORECASTING OF FINANCIAL STATEMENTS UNDER FINANCIAL AND ECONOMIC CRISIS	25