

## International Competition of Student Scientific Works “Black Sea Science 2021”

### 1<sup>st</sup> stage results for the field of “Economics and Administration”

Country	Institution	Work Title	Author(s)	Supervisor(s)	Score
Ukraine	Odessa National Academy of Food Technologies	Development of human potential of Shabo united territorial community	Klevets Mariia Myronenko Bohdan	Kozak Kateryna Sedikova Iryna	97
Ukraine / Kazakhstan	Mykolayiv National Agrarian University / Karaganda State University named after academician Ye. A. Buketov	New Trends in Financial Reporting – Integrated Reporting	Tsybulkina Anastasiia Amanbekova Anel	Luhova Olha Syzdykova Elmira	96,5
Belarus	Belarusian-Russian University	System analysis of the management of the competitiveness of agricultural enterprises ' products	Nipatrak Darina Narkevich Ekaterina	Narkevich Larisa	96,5
Ukraine	Odessa National Academy of Food Technologies	Digital transformation of business in modern conditions: trends and prospects	Novikova Olga	Lobotska Lyudmila	96
Moldova	Academy of Economic Studies of Moldova	A comparative approach on human capital formation in the Baltic countries and countries from the eastern partnership. The determinants of human capital formation in the republic of Moldova.	Ruslan Mahmadbekov	Rodica Crudu	96
Ukraine	Kharkiv National Automobile and Highway University	Competition of higher education institutions in regional markets of educational services in Ukraine: is fair competition?	Tsema Valeriia Petryk Anastasiia	Shevchenko Inna	95,5
Ukraine	Odessa National Academy of Food Technologies	Aspects of formation and financial analysis of the company's equity in modern conditions	Velychko Olha Stupnytska Maryna	Kuprina Nataliia	95
Ukraine	Separated structural subdivision «Odessa Technical Applied College Odessa National Academy of Food Technologies»	Innovative student startup for the development of education in Ukraine: «Evrika» podcast page	Putrenok Yelizaveta	Korobkina Olena	95
Ukraine	Sumy State University	The economic and environmental issues of biopolymers production	Piven Vladyslav Yaremenko Anastasia	Kubatko Oleksandr Melynyk Leonid	95

Ukraine	Dmytro Motornyi Tavria State Agrotechnological university	Covid-19 impact on world globalization and national localization within sustainable development	Shcherbakov Kirill	Sokil Oleh	<b>94</b>
Ukraine	Kryvyi Rih National University	Usage of information and communication technologies in personnel management of public service in Ukraine	Maneliuk Denis Danilevska Arina	Iarova Alla	<b>93</b>
Ukraine	Vinnitsia Institute of Trade and Economics of Kyiv National University of Trade and Economics	Recycling of old engine vehicles to electric cars	Shkvarko Alina	Menchynska Olena	<b>92,5</b>
Belarus	Belarusian-Russian University	Business model of developing innovative product (for forage production of the Republic of Belarus)	Kurzakova Ekaterina	Ivanouskaya Iryna Drahun Mikalai	<b>92,5</b>
Ukraine	Simon Kuznets Kharkiv National University of Economics	Indoor Mapping: Improve the Quality of Life by Forming a Smart Office Spaces	Kravchenko Daria	Salun Maryna	<b>92</b>
Ukraine	Odessa National Academy of Food Technologies	Marketing research of the Ukrainian chewing gum market aiming to improve the product promotion strategy of the company Mars Ukraine	Mykhalchuk Valeriia Mykhalova Valeriia	Braiko Maryna	<b>92</b>
Ukraine	Chernihiv Polytechnic National University	Fintech: trends and prospect of development in the transition to a touchless economy	Nahorni Pavlo	Hnedina Kateryna	<b>92</b>
Ukraine	Odessa National Academy of Food Technologies	Improving the activities of PJSC "Bolgrad Winery" on the basis of industrial diversification	Bondarchuk Dariia	Sokoliuk Kateryna	<b>91,5</b>
Ukraine	Kharkiv Petro Vasylenko National Technical University of Agriculture	Model of professional and creative competence agricultural specialist	Serdyk Anna	Nagaev Viktor	<b>91</b>
Ukraine	Odessa State Agrarian University	Marketing strategy of agricultural enterprise development (on the example of se «EF «Tairovske»)	Grekova Taniya	Naida Iryna	<b>91</b>
Belarus	Belarusian-Russian University	Systematic approach to sustainable development agro-industrial processing enterprises	Hrebtovich Yana Galanchenko Ekaterina	Narkevich Larisa	<b>91</b>
Moldova	Academy of Economic Studies of Moldova, (ASEM)	The role of smart specialisation in regional development	Rodica Pisica	Rodica Crudu	<b>90</b>

Ukraine	Kyiv National Economic University named after Vadym Hetman	Competitiveness management on the basis of customer-oriented approach	Huk Anastasiia Buhrina Oleksandra	Sobolieva Tetiana	<b>90</b>
Ukraine	National Aviation University	Assessment of Ukraine's international competitiveness and identification of its growth factors	Moroz Iryna Sychevska Kateryna	Ovsak Oksana Kyrylenko Oksana	<b>89,5</b>
Ukraine	Lviv Polytechnic National University	Assessment of sustainable development of the hotel industry of Ukraine	Zakalyuzhna Christina	Ilnytska-Hykavchuk Halyna	<b>89</b>
Ukraine /Poland	Lviv Polytechnic National University / International University of Finance / University of Economy in Bydgoszcz (Poland)	The impact of social media advertising on the consumer buying behaviour	Kindrat Serhii / Lytvak Tetiana / Sutcharit Patchareeporn	Hrynkevych Svitlana / Ilyash Olha	<b>89</b>
Ukraine	Lviv Polytechnic National University	Features of organizing the work of tourism influencers in Ukraine	Kyianytsia Maria	Senkiv Mariana	<b>89</b>
Ukraine	Mykolayiv National Agrarian University	Rural green tourism as a factor in the development of rural areas	Matvieieva Mariia Antypova Svitlana	Velichko Olena Andriushchenko Iana	<b>89</b>
Ukraine	Lviv Polytechnic National University	Urgency of the condition research and development of marketing communications in the Ukrainian Internet space.	Korinovskiy Vladyslav	Farat Oleksandra	<b>88</b>
Ukraine	Kyiv National Economic University named after Vadym Hetman	Development of the project to increase the level of competitiveness of an innovation-active company	Rodionova Kateryna Zrazhevskiy Mykhailo	Lazarenko Yuliia	<b>88</b>
Ukraine	Kyiv National Linguistic University	The image of the institution of higher education: its components and ways of improvement	Avtonomov Olexii	Danchenko Liudvyla Olena Vasylenko	<b>87,5</b>
Ukraine / Belarus	Mykolayiv National Agrarian University / Sukhoi State Technical University of Gomel	Social leave as employee motivation method	Miroshyn Nazar Gudeeva Anna	Cheban Yuliia / Trusevich Iryna	<b>87,5</b>
Ukraine	Odessa National Academy of Food Technologies	Marketing research of the ice cream market and consumers in Ukraine	Mamrenko Valentyna Savchenko Anastasia	Golodoniuk Olga Milchewa Victoriia	<b>87,5</b>
Ukraine	Lviv Polytechnic National University	Development of strategies for further development of confectionery enterprise (on the example of JSC "Lviv confectionery factory (LCF) "Svitoch")	Yarychevska Yaryna Oprysk Olga	Kosar Natalia	<b>87</b>

Ukraine	Kharkiv National Automobile and Highway University	Innovation and investment potential of the automotive industry of Ukraine	Plakhtii Anastasiia Shchekleina Alina	Shevchenko Inna	<b>86,6</b>
Ukraine	Uman National University of Horticulture	Areas of effective development of small entities in agricultural sphere	Kucher Veronika	Barabash Lesia	<b>86,5</b>
Ukraine	Sumy State University	The influence of brands on consumer behavior. COVID-19 pandemic adjustments	Kolesnyk Daria	Saher Liudmyla	<b>86,5</b>
Ukraine	Taras Shevchenko National University of Kyiv	What is the role of COSO framework in practice? Case of SpareBank 1 Nord-Norge	Mendryk Diana	Prukazyk Nataliia	<b>86,5</b>
Ukraine	Odessa National Academy of Food Technologies	Optimization of costs for shipowners	Hryhorenko Mykyta Artemenko Bohdan	Drozdova Valeriia	<b>86</b>
Ukraine	Pavlo Tychyna Uman State Pedagogical University	Use Of World Practice Of Insurance Activity In Management Of Insurance Companies Of Ukraine	Humeniuk Nikita	Melnychuk Yuliia	<b>85,5</b>
Ukraine	Pavlo Tychyna Uman State Pedagogical University	Insurance companies investment portfolio management in Ukraine: current state and priorities	Guk Natalia	Chvertko Liudmyla	<b>85,5</b>
Ukraine	Vinnitsia Institute of Trade and Economics of Kyiv National University of Trade and Economics	Indicators of foreign economic security of Ukraine	Voitsytska Oleksandra	Menchynska Olena	<b>84</b>
Ukraine	Lviv Polytechnic National University	Research on the Ukrainian banking system capitalisation	Kud Anastasiia	Kots Olha	<b>84</b>
Kazakhstan	S. Seifullin Kazakh Agro Technical University	Development and introduction to the market of a new brand of vegetable oil based of the s. Seifullin Kazakh agro technical university	Rabiga Ramazan	Rassul Karabassov	<b>83,5</b>
Ukraine	Sumy State University	Attraction of foreign investment to Ukraine: challenges and solutions	Perederii Tetiana	Kurbatova Tetiana	<b>83</b>
Ukraine	Vinnitsia Institute of Trade and Economics of Kyiv National University of Trade and Economics	Crisis management of restaurant business in modern conditions	Redchits Marina	Postova Valentina	<b>82,5</b>
Ukraine	Kyiv National Economic University named after Vadym Hetman	Ukraine's creative industries in the conditions of the COVID-19	Makukha Kateryna	Lopukh Kseniia	<b>80,5</b>

Ukraine	National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”	France experience of online education for Ukraine	Petrova Liudmyla	Simakhova Anastasiia	<b>80</b>
Ukraine	Kamianets-Podilskyi Ivan Ohiienko National University	Challenges for Ukrainian products in foreign markets	Rymar Maksym Pidopryhora Ruslana	Mazur Nataliia	<b>80</b>
Ukraine	Pavlo Tychyna Uman State Pedagogical University	Assessment of the activity of the tourist cluster «Western Cherkashchina»: regularities of formation and development orientations	Matushko Anna	Kyryliuk Iryna	<b>79,5</b>
Ukraine	National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”	Innovative transformations of the value chain of pharmaceutical enterprises	Zinchenko Kateryna	Kopishynska Kateryna	<b>79,5</b>
Ukraine	Flight Academy of the National Aviation University	Emotional intelligence ad neuroleader qualities as elements of improving the efficiency of enterprise management	Stennikova Vira	Kovalenko Nadiia	<b>79,5</b>
Ukraine	Odessa National Academy of Food Technologies	Business - plan to create a new ice cream production LLC "Silpo"	Nemazenko Yana	Yevtushok Olga	<b>79,5</b>
Ukraine	Odessa National Academy of Food Technologies	Forecasting demand for a new product on a food industry enterprise	Kostrova Anzhela	Kryvonohova Iryna	<b>79</b>
Ukraine	Vinnitsia Institute of Trade and Economics of Kyiv National University of Trade and Economics	Current trends of formation and development of the mechanism for currency regulation in Ukraine	Stepanova Anastasia	Melnichuk Oksana	<b>78,5</b>
Ukraine	Sumy State University	Ukraine –EU- trade in agriculture goods : problems and opportunities	Lysenko Daria	Kurbatova Tetiana	<b>77,5</b>
Ukraine	Odessa National Academy of Food Technologies	Research on the strategic development of enterprises of the food industry	Melnyk Anastasia	Ageeva Iryna	<b>77,5</b>
Belarus	Sukhoi State Technical University of Gomel	Virtual Shopping	Yatsukhno Maria	Karchevskaya Elena	<b>77,5</b>
Ukraine	Vinnitsia Institute of Trade and Economics of Kyiv National University of Trade and Economics	Public communicative interaction in the digital environment in Vinnitsia region	Leleka Yulia	Nikolina Iryna	<b>75,5</b>
Ukraine	Kharkiv National Technical Agricultural University named after Petro Vasylenko	Current state and trends of trading activity in Ukraine	Sklyar Anna	Ryasnyanska Alyona	<b>76</b>

Ukraine	Odessa State Agrarian University	Strategy of personnel management of an agricultural enterprise	Dermenzhi Anastasia	Yevtushok Olga	<b>76</b>
Kazakhstan	S. Seifullin Kazakh Agro Technical University	Development of marketing tools for the promotion of sausage products on the example of KAZATU named after s. Seifullina	Shevtsova Polina Omarova Gunel	Rassul Karabassov	<b>74</b>
Ukraine	Vinnitsia Institute of Trade and Economics of Kyiv National University of Trade and Economics	Characteristics of factors of the external environment of the enterprise	Novak Irina, Nechytailo Tatiana	Horshkov Maksym	<b>73</b>
Ukraine	Kyiv National University of Trade and Economics	How can a Ukrainian exporter hold its market positions in the time of Corona virus pandemic?	Churikova Olha	Piankova Oksana	<b>73</b>
Ukraine	Flight Academy of the National Aviation University	Business planning as a tool of management of aviation enterprises in the condition of the world pandemic crisis	Stennikova Vira	Kovalenko Nadiia	<b>72,5</b>
Ukraine	Odessa National Academy of Food Technologies	"Study of consumer behavior in the market of building materials"	Kotsar Igor	Sokolyuk Kateryna	<b>72</b>
Ukraine	Kyiv Cooperative Institute of Business and Law	The role of corporate culture in a business organization	Maksuyshenko Daria	Marchuck Valerii	<b>70</b>
Ukraine	Kyiv National Economic University named after Vadym Hetman	Essence and specific features of e-insurance in Ukraine	Kolomoiets Anna	Makhova Halyna	<b>67</b>
Ukraine	Kyiv National University of Technologies and Design	The role of controlling in the process of operative decision making	Murdza Anna Lebediev Marko	Matiukha Mykola	<b>64,5</b>