

INTRODUCTION 9

Chapter 1

**SCIENTIFIC BASES OF FORMATION AND ENSURING OF
COMPETITIVENESS THE ECONOMIC ENTITIES 10**

Bezpartochnyi M., Britchenko I., Jarosz P.

Economic diagnostics in ensuring of competitiveness the economic
entities 10

**Meidutė-Kavaliauskienė I., Vasilienė-Vasiliauskienė V., Vasilis
Vasiliauskas A.**

Analysis on barriers to a collaborative supply chain 20

Smerichevskiy S., Kniazieva T., Ramenska S.

Methods of management by enterprise corporate social responsibility
development: ecological component 30

Tarasenko I., Verhun A., Nefedova T., Borolis I.

Methodological approach to the formation of the monitoring system
for the competitiveness of institutions of higher education 42

Topleva S.

The competition structure and social responsibility in the Bulgarian
economy 55

Chapter 2

**ORGANIZATIONAL-ECONOMIC MECHANISMS
FORMATION OF COMPETITIVE ADVANTAGES THE
ECONOMIC ENTITIES 63**

Borowska M., Zadworny W.

Modelowanie przepływu strumieni ładunków a problem kolejek w
systemach logistycznych 63

Kolbushkin U., Shevchenko A., Britchenko I.	
Information environment of international marketing	85
Kononenko A., Kugai K.	
Competitive market types development and market concept for competitive position formation	93
Olshanskiy O., Kovyakh I.	
The concept of improving trade enterprises' business process management	102
Pohludka M., Stverkova H.	
A new distribution logistics network in a prism of customer satisfaction	111
Chapter 3	
ENSURING COMPETITIVENESS OF RESOURCE POTENTIAL THE ECONOMIC ENTITIES	121
Kovalenko V., Sergeeva E., Radova N.	
Deposit policy and its impact on ensuring of competitive advantages of bank	121
Paliukas V., Savaneviciene A.	
Artificial Intelligence based Human Resource development for ensuring the competitiveness of economic entities	131
Serdyuk V., Serdyuk T., Franishyna S.	
Modern management tools for increase energy efficiency level	140
Smerichevskiy S., Byezgina O.	
Coal producer's energy efficient potential assesment	148
Trifonova O., Trushkina N.	
Application of information technologies in logistic activities of enterprises	161

Chapter 4
PRACTICAL ASPECTS MANAGEMENT OF
COMPETITIVENESS THE ECONOMIC ENTITIES IN
VARIOUS SECTORS OF THE ECONOMY 173

Ilichenko V., Bondarenko V.

Competitiveness management of a company operating at the travel services market 173

Laptiev S., Sidak V., Mihus I., Koval Y.

Threats to economic security of Ukrainian emitents after placement of shares on foreign markets 186

Širá E., Radvanská K.

Competitiveness of tourism on the example of the Slovak Republic 195

Yatsiv I., Yatsiv S.

Social functional strategy to secure competitive capacity of agricultural enterprises 204

Chapter 5
DEVELOPMENT OF STRATEGIES TO ENSURE EFFECTIVE
MANAGEMENT OF COMPETITIVENESS THE ECONOMIC
ENTITIES 213

Borowska M., Zadworny W.

Strategiczne uwarunkowania zarządzania zapasami w przedsiębiorstwach produkcyjnych i handlowych 213

Dudko P.

The ways of implementation of strategic model of higher educational institution management on the basis of competitive advantages 228

Maliuk L., Varypaiev O., Varypaieva L.

Serviceology in the hospitality industry 242

Skachkova I., Skachkov O.

Applying project management tools in the implementation of lean production techniques 251

Vasilienė-Vasiliauskienė V., Vasilis Vasiliauskas A., Meidutė-Kavaliauskienė I.

Prerequisites for implementing sustainable development and its links to green logistics 261

CONCLUSION 271