

National Aviation University (Kiev, Ukraine)
Central Ukrainian National Technical University (Kropivnitsky, Ukraine)
American University of Culture and Education (Beirut, Lebanon)
Varna Free University Chernorizets Hrabar (Varna, Bulgaria)
Batumi Shota Rustaveli State University (Batumi, Georgia)
Batumi Navigation Teaching Institute (Batumi, Georgia)
Georgian Aviation University (Tbilisi, Georgia)
National Institute of Economic Research (Batumi, Georgia)



"MODERN PROBLEMS OF ECONOMY" MATERIALS

Of The IX International Scientific And Practical Conference

October 16, 2019

*Faculty of Economics and Business Administration
Department of Economics and Business Technologies*



Supported by:



**ФЕДЕРАЦІЯ
РОБОТОДАВЦІВ
УКРАЇНИ**



**АВАНГАРД
МАЙНІНГ**
Производство
конвейерных роликов



Kiev, NAU, 2019

UDC 338.242

JEL Classification: *A11, A13, B41, D11, D21, E20, H56, P40 F02, F54, F59, J08, M21, O10, O29*

Modern problems of economy: materials of the IX International scientific and practical conference (Kiev, October 16 2019 y.) - K.: NAU, 2019. – 265 p.

The Proceedings of the International Scientific and Practical Conference present abstracts of reports of scientists, teachers, graduate students and students on current problems of economy.

The publication is recommended for a wide range of professionals involved in scientific and practical activities in the sphere of economy and entrepreneurship.

EDITORIAL BOARD:

Ushenko Natalya (chairman), Doctor of Economics, Professor, Head of Department of Economics and Business Technology, National Aviation University, Ukraine;

Levchenko Oleksandr, Doctor in Economics, Professor, Vice-rector with Scientific Activities, Central Ukrainian National Technical University, Ukraine;

Tsiklashvili Natela, Doctor of Economic, Professor, Vice-rector of Batumi Shota Rustaveli State University, Georgia;

Goletiani Ketavan, Doctor of Technical Sciences, Associate Professor, Dean of the Faculty of Logistics, Batumi teaching University of Navigation, Georgia;

Gechbaia Badri, PhD in Economics, Associate Professor, Faculty of Economics and Business, Batumi Shota Rustaveli State University, Director of National Institute of Economic Research, Georgia;

Kuzmenko Halyna, PhD of Economics, Associate Professor, Associate Professor at the Department of Audit and Taxation, Honored Economist of Ukraine, Central Ukrainian National Technical University Kropyvnytskyi, Ukraine.

Tereshchenko Eleonora, PhD in Economics, Associate Professor, Associate Professor at the Department of Economics and Business Technology, National Aviation University, Ukraine.

TECHNICAL EDITOR - Sedlyar Mykhailo, PhD in Economics, Associate Professor at Department of Economics and Business Technology, National Aviation University.

Recommended for publication by the meeting of the Department of Economics and Business Technology of the Faculty of Economics and Business Administration of the National Aviation University, Minutes No.13 of 7.10.2019.

Printed in copyright. Authors are responsible for the accuracy of facts, citations, proper names, geographical names, business names, institutions and other information. The opinions expressed by the authors may not be in line with the opinion of the editorial board of the collection and impose no obligations on it. Translations and reprints are only permitted with the author's consent.

UDC 338.242

JEL Classification *A11, A13, B41, D11, D21, E20, H56, P40 F02, F54, F59, J08, M21, O10, O29*

© The author's team, 2019

© National Aviation University, 2019

CUSTOMS POLICY IN THE CONTEXT OF DEEPENING INTEGRATION PROCESSES

Shults Svetlana

REGULATORY PROVISION OF DEVELOPMENT BORDER INFRASTRUCTURE	176
--	-----

Gumeniuk Alla

WAYS AND PROSPECTS OF CUSTOMS POLICY DEVELOPMENT IN UKRAINE	178
--	-----

BUSINESS PROCESSES MANAGEMENT IN AVIATION

Kupriyanova Valentina

PROBLEMS OF DEVELOPMENT OF HELICOPTER INDUSTRY IN THE SYSTEM OF THE AVIATION COMPLEX OF UKRAINE	181
--	-----

Taran Nadiya

ANALYSIS OF THE AVIATION TRANSPORT STRATEGY OF UKRAINE TO 2030 YEAR	182
--	-----

Marchenko Kateryna

INTERNAL FACTORS OF THE INFLUENCE OF INTANGIBLE ASSETS OF THE AVIATION INDUSTRY ENTERPRISE	185
---	-----

ECONOMIC FOUNDATIONS OF THE DEVELOPMENT OF UNIVERSITIES AS SUBJECTS OF INTELLECTUAL ENTREPRENEURSHIP

Levchenko Oleksandr, Tsarenko Ilona

MANAGEMENT OF QUALITY OF PROVISION OF EDUCATIONAL SERVICES BY UNIVERSITIES	188
---	-----

Biloshkurska Nataliya, Biloshkurskyi Mykola

MARKETING COMPONENT OF HIGHER EDUCATION INSTITUTIONS COMPETITIVENESS	192
---	-----

Melnychuk Yuliya

THE NEED OF FINANCIAL INDEPENDENCE IN EDUCATIONAL INSTITUTIONS	195
---	-----

Yashchuk Tetyana

MARKETING STRATEGIC MANAGEMENT OF UNIVERSITIES	198
--	-----

SYNERGY OF EDUCATION, BUSINESS AND SCIENCE IN THE TRAINING OF SPECIALISTS IN ECONOMIC PROFILE

Demianyshyna Olesia

FORMATION OF STRATEGY FOR DEVELOPMENT OF HIGHER EDUCATION INSTITUTIONS IN CONDITIONS OF THE MODERN MARKET OF EDUCATIONAL SERVICES	200
---	-----

Petrovska Yulia, Zaichuk Elizaveta

STRATEGIC PLANNING ASPECTS IN HIGHER EDUCATION: INDICATORS AND FACTORS OF INFLUENCE	203
--	-----

: https://dspace.udpu.edu.ua/jspui/bitstream/6789/9200/1/Econ_dynam.pdf#page=109

Yashchuk Tetyana,
PhD in Economics
Lecturer, Department of Marketing, Management and Business
Management,
Pavlo Tychyna Uman State Pedagogical University, Ukraine

MARKETING STRATEGIC MANAGEMENT OF UNIVERSITIES

In an ever-changing competitive environment, the issue of continuous improvement in the management of marketing activities is of particular importance. The use of marketing concepts in higher education institutions indicates that there is a transition from traditional marketing to human factor-oriented marketing, new educational services are being developed to meet the individualized needs of customers, the interests of the university, and society.

The marketing activities of higher education institutions are activities aimed at studying consumer requests (offers) and their formation in the future based on the provision and receipt of educational services with the aim of developing the consumer's personality and raising education as a social value. The development of technology for the formation of a marketing strategy for an educational institution today is an urgent and promising area of development of the education system. This is due to the fact that the educational institution exists in the conditions of market relations, and therefore its main task is to ensure the quality of education [1].

The marketing strategy of a higher education institution should include the following activities:

- the provision (production) of only such educational services are and will be in demand in the market;
- conducting active communication activities aimed at specific target groups of consumers of educational services and at possible intermediaries represented in the form of various enterprises;
- the expansion of the range of educational services, taking into account the requirements of consumers, society and scientific and technological progress, is characterized by the flexibility and speed of transformation of the process of providing educational services.

Also, the need for a special unit, the marketing department, to function in the university's management structure is becoming increasingly apparent. Its high-quality work will help the university move faster from the traditional "career-oriented work" to a more modern marketing-oriented system of activity and management [2, c. 118].

The task of managers and specialists of higher education institutions responsible for marketing activities is to combine the elements of the marketing complex so that they more effectively, for competitors, influence the market of educational services and products and properly allocate material resources and human resources for this. The marketing strategy of universities should provide for a reorganization of the management structure, as well as the presence of a technological, pedagogical, methodological base that determine the necessary content of the educational process. Getting the maximum income from the institution's activities is a measurable criterion for the success of its marketing strategy [3, c. 60].

The use of marketing strategies guarantees the stability of the market position and the receipt of new profits, the growth of the welfare of the population. This is expressed in the form of a general increase in the level of education of workers and the subsequent increase in well-being, reduction of uncertainty.

References:

1. Ryabova, Z.V. (2012). Marketing Research in School Management. Retrieved from: https://www.narodnaosvita.kiev.ua/?page_id=977 (in Ukrainian).
2. Petrunya, Yu.E., Petrunya, V.Yu. (2018). University environment and marketing aspects of management. *Scientific view: economics and management*, № 2 (60), 115–121[in Ukrainian].
3. Dmitriev, V. (2013). University marketing strategy. *Higher education in Ukraine*, 2013, №1, 57–62[in Ukrainian].