

#### **4.5. □ Nadiya Ivashova, Liudmyla Saher, Liubov Syhyda. Methodical aspects of enterprise's marketing distribution policy diagnostics.**

It is determined that marketing distribution policy permeates all activities of the enterprise and integrates its supply, production and distribution areas. Also, stages of enterprise's marketing distribution policy diagnostics are proposed. They include 1) analysis of factors of internal and external environment; 2) analysis of the internal system of marketing distribution policy at the enterprise; 3) identifying sales risks that affect or may affect marketing distribution policy.

#### **4.6. □ Sergiy Koverha, Roman Zgodenko. Models of effective management for industry enterprises integration and diversification.**

The features, typology and major trends in the development of industrial enterprises production integration and diversification are revealed. And it allows to determine the state and the main ways to improve the efficiency of process management. The specified diagnostic elements of production integration and diversification efficiency are based on models to optimize the use of all resources, management subjects and objects, subject-object relations.

#### **4.7. □ Hanna Kucherova. Methods of evaluating taxpayers' tax consciousness.**

The work represents an attempt to evaluate the level of tax consciousness of taxpayers based on the methods of sociological survey and methodology of fuzzy mathematics. The article offers an understanding of tax consciousness as a resultant of tax awareness level, attitude to taxation and tax behavior. The results of taxpayers' survey were analyzed. The fuzzy model was created based on the tuple of tax consciousness parameters and results of preceding scoring. Fuzzy simulation scenarios were developed and analyzed establishing paramount importance of forming positive attitude towards taxation in order to raise the level of tax consciousness. The suggested fuzzy model is comprehensive and universal as to its structure and set of parameters which makes it an effective information analysis tool in managerial decision making in terms of raising tax consciousness of both individual taxpayers and their groups.

#### **4.8. □ Volodymyr Panteleiev. Methods of human resources in terms of sustainable development of group companies.**

Based on the review of the theoretical and practical bases of consolidation companies disclosed the content of consolidated statements of companies, the basic procedure for the preparation of social reporting groups shown basic techniques of human resources in terms of sustainable development of companies as part of the reporting of collective social responsibility: a plan of action on social issues, the system of accounting, reporting, internal reporting proposed report on the results of social enterprise, noted unresolved issues.

#### **4.9. □ Helena Kharun. Methodological government of enterprises labour potential bases are at the terms of eurointegration.**

General and specific conformities to law of management of enterprises labour potential are distinguished. Principles of forming and development of labour potential of enterprise are described. The functions of management labour potential are distinguished. The methods of management of industrial enterprises labour potential are considered and innovative methods are distinguished. Offered intercommunication of structural custom of enterprise labour potential controls.

#### **4.10. □ Olena Chukurna. Ecological factor in the concept of market pricing policy.**

The article substantiates the relevance of taking into account of ecological factors in the pricing of the marketing concept. Formulated by notion of strategy of price differentiation on the environmental properties of the product, which means the price differentiation on the basis of ecological of product. It proposed on the basis of the formation of an additional price premium prices for markets with high demand for environmentally friendly products. This approach assumes that the goal of maximizing the value of the product for the consumer at the expense of ecological factors or purpose of leadership on indicators of quality due to the