
SUMMARIES

Bazaliy V.V., Boichuk I.V., Larchenko O.V., Babenko D.V., Bazaliy G.G. The character of winter hardiness manifestation and productivity of soft winter wheat varieties of different types of development depending on growing conditions

The study finds that soft winter wheat varieties *Odesskaya 267*, *Dryada 1 Znahidka Odesskaya*, *Kharus* have high winter hardiness and stability manifestation in different growing conditions. Alternative varieties such as *Solomyia*, *Clarissa* showed optimal yields at late sowing, so they must be used at later seeding dates, and as substitute crops in case of winter wheat crop failure. They can also be used in spring sowing during warm spells in February and early spring.

Key words: variety, yield, wheat, winter hardiness.

Bazaliy V.V., Pankeyev S.V., Karashchuk G.V., Zhuzha A.A. Grain yield of soft and durum winter wheat depending on the nutrition background in the southern steppe of Ukraine

The paper presents the results of studies on the impact of varietal characteristics and agro-ecological factors on the yield of soft and durum winter wheat.

Key words: winter wheat, variety, nutrition background, yield, winter wheat.

Adamen F.F., Proshyna I.O. Effect of herbicides on the growth, development and yield of safflower in rainfed conditions of Southern Ukraine

The article features the results of field studies on the effect of soil herbicides on safflower crop. It shows that the use of herbicides *Harness* and *Treflan 480* delays the flowering phase for 4 days. It was determined that the highest yield of safflower (1.46-1.5 t/ha) is provided by presowing cultivation including such herbicides as *Goal 2E* - 1.0 l/ha, *Stomp 330* - 4.0 l/ha, and *Gezagard 500* - 3.0 l/ha.

Key words: safflower, herbicides, weed control.

Almashova V.S., Onischenko S.A. Ursal V.V. Agroecological aspects of growing of seeds of pea of vegetable on the south of Ukraine at irrigation on conditions of balanced nature management

The article covers the findings of the studies of the impact of pre-sowing treatment of seeds of field peas on crop yield and quality. The research shows that under irrigated conditions of Southern of Ukraine the application of the given technologies may result in a yielding capacity of field peas of 27-30 c/ha both under early (traditional) and late sowing, with the coefficient of reproduction of 17.5-18.8.

Key words: seed quality, phase of development, field peas, molybdenum, boron, risotorphine, yield.

Vasylenko N.E. Net photosynthetic productivity of castor oil plant

The paper presents the results of studying the agrotechnics of castor oil plant of different maturity groups. It determines optimum sowing dates, plant stand and the effect of the investigated factors on the dynamics of leaf area formation. An im-

portant element of agrotechnics is that the study determines the period of sowing and plant density of castor oil plant depending on the type of branching.

Key words: castor oil plant, variety, sowing time, plant stand, yielding capacity, oil yield.

Vyshnevska Y.S., Adamen F.F. The influence of fertilization systems on the fiber productivity of oilseed flax

The study finds that the highest yield of fiber of Kivik (0.95 t/ha) and Blakitno-orange (65 t/ha) varieties is formed at the background of $N_{30}P_{60}K_{90} + N_{15}$ fertilization. Fiber content under this system is the highest and amounts to 19.0 and 13.2% respectively.

Key words: fiber content, fiber yield, plant stand, technology elements, oil seed flax, variety, fertilization system.

Vozhegova R.A., Granovska L.M., Myronova L.M., Klubuk V.V., Verdysh M.V. Economic efficiency of soybean varieties developed at the Institute of irrigated agriculture of NAAS of Ukraine

The article analyzes soybean production in Ukraine, including the varieties selected at the Institute of irrigated agriculture of NAAS of Ukraine. It investigates the infrastructure of the oil crop market, legislative and normative regulation of the industry, and determines the economic efficiency of soybean production.

Key words: soybean, varieties, breeding, infrastructure, oil crop market, economic efficiency.

Demianova O.O. Status of agricultural lands in the Kherson region

The paper considers the causes of changes in the status of land resources in the Kherson region and problems of irrigated lands located in the basin of the Inhulets river.

Key words: agricultural land, land reclamation, flooding, irrigated land, irrigation systems, water erosion, soil degradation.

Zhuikov A.G. Agroecological substantiation of introducing white mustard in non-irrigated crop rotations in the dry steppe

The paper presents the results of rating and selection of optimal forecrops for white mustard crop rotations in southern Ukraine, considers the influence of white mustard on other crops in agrophytocenoses, determines the expedient return period of the crop in the same field, and examines the phyto-ameliorative properties of white mustard.

Key words: white mustard, crop rotation, predecessor, re-seeding, phyto-ameliorative properties, seed yield.

Zayets' S.O., Vasilenko R.M., Stepanova I.M., Shatalova V.V. Productivity of winter rape, depending on the effect of different compositions drug Mochevin-K in the Southern Steppe of Ukraine

The results of three years of research on the effects of different compositions drug Mochevin-K on forage and seed production of winter canola in Southern Ukraine.

Key words: rape, urea-K, performance, meal, oil.

Zvyahintseva A. N. The main productivity elements of spring barley and their relationship with resistance to a complex of pests

The article features the results of a four-year-long evaluation (2009-2012) of samples of spring barley according to a range of valuable utility characters. It determines the nature of the relationship between the character of resistance to a group of biotic factors and key elements of plant productivity. The study singles out samples 02-587 and *Inclusive* that combine resistance to pests and diseases with high indices of valuable economic characters.

Key words: spring barley, helminthosporiosis, root rot of barley, frit flies, productivity, correlation.

Kvitko G.P., Protopish I.G., Kovalenko O.A. - Perennial legumes - no alternative PRECURSORS winter wheat in Biological Agriculture Forest Right Bank

The results of studies of the impact of perennial legumes as predecessor winter wheat productivity and grain quality.

Key words: winter wheat, yield, quality, gluten.

Lavrynenko Y.A., Vozhegova R.A., Klubuk V.V., Marchenko T.Y. The manifestation and variability of the characters "plant height" and "the lower bean's position" in soybean varieties and hybrids of different maturity groups under irrigation

The study shows that increased variability in F3F is characteristic of plant height and the lower bean's position, which should be considered when planning the intensity of selection in specific hybrid generations. The height of soybean plants showed a high positive correlation with the following characters: the number of beans on the main stalk, number of grains per main stalk, number of seeds per plant, weight of seeds per plant. Selection on productivity without considering the height of plants may lead to excessive loss of height and certain adaptive traits.

Key words: soybean, breeding, irrigation, plant height.

Lavrinenko Yu.A., Mihalenko I.V., Ruban B.V. Productivity and harvest corn humidity of the hybrids of corn different groups of ripeness in the conditions of irrigation of the South Ukraine

Most high productivity of corn – 7,26 t/ha was formed at sowing of corn on May 5. Exceeding, by comparison to the first term of sowing – on April 25, made 0,58 t/ha, by comparison to the third term (On May 15) – 1,48 t/ha. On the aggregate of economic signs the middle-early hybrid Borisfen 250 MV, which provided a high

mean yield – 6,95 t/ha, was selected, and at sowing on May 5 - 7,37 t/ha with humidity of the corn 12,7%.

Keywords: corn, irrigation, hybrid, humidity of corn, terms of sowing.

Lykov S.V., Izotov A.M. Productivity of winter and winter-spring barley varieties in the foothill zone of the Crimea

The paper examines the problems of productivity formation and the yielding capacity of different varieties of winter barley (typically winter and winter-spring ones) in the foothill areas of the Crimea. It provides recommendations for the optimal combination of winter barley varieties for this area.

Key words: variety, barley, winter-spring variety, Crimea.

Makukha O.V., Fedorchuk M.I. Specific features of generative development of *Foeniculum vulgare* Mill. introduced in the arid conditions of Southern Ukraine

The article highlights the features of generative development of fennel at the following levels: sowing, one plant, one inflorescence and individual flower buds, flowers, fruits. It also specifies the duration of the main phases of generative development in the arid conditions of Southern Ukraine. The studies carried out allow taking into account biological characteristics of the plant in the process of medicinal and melliferous agrocenoses formation, in determining optimal dates of tops and seeds harvesting, and in the regulation of the duration of the main phases of generative development and seed production.

Key words: fennel, generative development, phase of development, budding, flowering, fruitification, inflorescence, flower bud, bloom, ovary, fruit.

Morozov V.V., Pysarenko P.V., Suzdal A.S., Bulyhin D.A. Linear development of new varieties of soybean plants depending on the irrigation mode and plant population

The paper highlights the results of studies on the reaction of new soybean varieties to different types of irrigation and plant population.

Key words: soybean, irrigation mode, total water consumption, yielding capacity, plant population.

Onufran L.I. Productivity of spring barley depending on the variety, sowing and fertilization rates

The article presents data on the effect of seeding and fertilizer rates on grain yield of different varieties of spring barley in southern Ukraine.

Key words: spring barley, variety, seeding rate, fertilizers.

Rudakov Y.N., Fedorchuk M.I., Gonchar N.V., Kozechko V.I. The influence of predecessors and fertilizers on the quality of grain of the winter wheat in conditions of the Northern steppes of Ukraine

The data are given about influence of predecessors and fertilizers on such qualitative factors: contents of the protein in grain of the winter wheat, damp gluten ,

fullscale mass, power of flour and volume of bread. The Best results have got after clear field and lucernes. Amongst fertilizers follows to note organic-mineral.

Key words: predecessors, fertilizers, winter wheat, the quality of grain, clear field, lucerne, pea.

Semen D.T. Effect of irrigation rates and nutrition background on the yield and biochemical composition of pumpkin seeds

The study addresses the problems of developing optimal irrigation modes, mineral nutrition rates in order to obtain maximum yields of the *Volga grey 92* pumpkin variety with a quality chemical composition of seeds under the conditions of Southern Ukraine.

Key words: pumpkin, biochemical composition, yield, seed oil content, food and pharmaceutical purposes.

Ushkarenko V.A., Filipova I.M. Influence of elements of technology of growing on the productivity *Silybum marianum* at growing on the irrigated lands of South Ukraine

The results of three-year researches with *Silybum marianum* at growing on the irrigated earths of south of Ukraine are resulted in the article. The optimum value of depth of treatment of soil, terms of sowing, width of spaces between rows and doses of mineral fertilizers on productivity of the explored culture is set. By dispersion and correlation-regressive analyses by shares influence of factors is set on the indexes of productivity, the optimum range of width of spaces between rows and doses of nitric-phosphoric fertilizers is certain.

Key words: *Silybum marianum*, till of soil, width of spaces between rows, terms of sowing, mineral fertilizers, productivity

Tsytsyura T.V. The duration of the interphase periods of the growing season of oilseed radish depending on abiotic factors and technological methods of cultivation in the right-bank forest-steppe

The paper provides the results of studying the effect of seeding rates, method and fertilization on the length of the interphase periods of the growing season of oil radish under the steppe conditions of the right bank of the Dnieper. It identifies the impact of abiotic factors, and specific features of phenological development of oil radish plants.

Key words: oil radish, seed rates, sowing method, fertilizer, growing season.

Chernobay L. N., Muzafarov N. M., Sikalova E. V., Kytayova S. S. Ecological flexibility of corn hybrids in the steppe zone of Ukraine

The study analyzes the adaptability and plasticity of twelve hybrids of Kharkiv selection belonging to early, mid-early and mid-mature groups in the context of their productivity and profitability of cultivation in the steppe zone of Ukraine.

Key words: corn, hybrid, maturity group, ecological flexibility.

Chernyshenko P. V. Specific reactions of modern varieties of soybeans to basic fertilization elements in the eastern steppe of Ukraine

For the conditions of the eastern steppe of Ukraine, the study optimizes basic fertilization elements that provide high quality seed production combined with high yields of modern varieties. It shows that the lowest production cost, the highest net income and profitability at the organic-mineral background were reached on plots with manure application of 30 t/ha.

Key words: soybeans, variety, seeds, nutrition background, productivity, laboratory germination, germinating power, thousand-seed weight, protein, oil.

Fedorchuk M.I., Filipov E.G. Effect of sowing dates on irrigated safflower productivity in southern Ukraine

The paper contains the results of studies on the effect of planting dates on the growth, development and characteristics of productive processes of safflower plants. It shows that for reaching high productivity it is expedient to do the seeding in the early spring period (late March - second half of April).

Key words: safflower, sowing date, crop, cultivation technology, plant productivity.

Yarchuk I.I., Gorschar V.I., Bozhko V.J., Moroz A.A. The influence of the main technological methods on the elements of the winter barley's structure

There is given a dependence of special features of the winter barley's productivity formation on the main technological methods. The interrelation between separate elements of the harvest structure and their main formative regularities are determined.

Key words: the winter barley, the structure of the harvest, the breeds, the sowing terms, the sowing norms, the mineral fertilizers.

Burak V.G., Ryapolova I.A., Zashchepkina N.N. Assessment of certification and standardization in an enterprise

The paper addresses the timely issue of the theoretical substantiation and development of policy recommendations aimed at improving the efficiency of the implementation and continuous improvement of product certification and standardization according to international standards.

Key words: quality, certification, standardization, ISO 9000, competitiveness.

Voronenko V.I., Pysarenko N.B. Monitoring of the genetic structure of butterfat types of Ukrainian Red dairy cattle

The article looks at the results of monitoring studies on the genetic structure of four generations of butterfat types of Ukrainian Red dairy cattle. Based on the analysis of the antigen- and allelpool dynamics, it determines the level of genetic consolidation of the type.

Key words: genetic monitoring, immunogenetic structure, antigens, alleles, frequency, consolidation, butterfat type.

Gekkiev A.D. Types of inheritance in components of phenotypic variation of milk production characters of cows

The paper presents the results of studies on phenotypic variation in milk production characters in the selective breeding of Red Steppe cattle. It determines specific features of the manifestation of the additive effect of genes and maternal effects for hybrids of different genotypes.

Key words: milk production, cattle, hybrids, additive effects of genes, heterosis.

Guzev J.V., Vinichuk D.T. Goast – perspective branches of animal husbandry of Ukrainian

Lighted genesis of this type of animals biological and represented of selection work.

Key words: goast, milk, breed, selection.

Guzeyev J.V., Papakina N.S. On the need to preserve domesticated farm animal biodiversity

The article describes a complex of problems associated with the need to conserve the gene pool of native animals, and proposes a method for comprehensive evaluation of new breeds on the basis of their intravital productivity and taking into account their versatile use.

Key words: domestication, biodiversity, breed, native breeds, genotype, environment, ecology, selection.

Derzhgovskiy O.O. Microstructure of the liver in pigs fattening foods of different cooking methods

The results of the study of the histological structure of the liver in breeding pigs to feed them different cooking techniques: dry crumbly, homogenized (in a ratio of 1:2 with water) and wet (with water at a ratio of 1:2) feed. The difference in the outer appearance of the liver and gall bladder (colour, texture and size) in animals of all groups has been established. The results of measuring the main function of the liver cells did not confirm a significant difference.

Key words: pigs, fattening, food technology, liver histology.

Ivanov V.A., Pankeyev S.P., Lipisivitskiy V.M. Evaluation of the reproductive qualities of sows considering the length of the gestation period

The study determines the efficiency of reproductive qualities of sows of the Large White breed of domestic and foreign selection depending on the duration of gestation. The period of pregnancy longer than 114 days proved to be the most effective according to such reproductive characteristics as polycarpic effect, milk production, litter weight at weaning. Sows of the English selection exceeded their counterparts in their reproductive capacity and the number of nipples.

Key words: reproductive capacity, length of gestation period, large white pigs of domestic and foreign selection, polycarpic effect, milk production.

Iovenko V.M., Ishchenko S.M. A comparative analysis of immunogenetic features of sheep in Southern Ukraine

The article provides the results of research into immunogenetic features of Askanian crossbred and Askanian blackhead sheep. The study finds 5 blood group systems with varying degrees of heterozygosity. The most complex system (B) is characterized by the lowest value (0.383), which is a specific feature of the given breed of sheep.

Key words: sheep, crossbred wool, genetic markers, systems of blood groups.

Nazarenko C.O. Features of light regime control for modern broiler chicken crosses

The article highlights the results of studies on the effect of different light regimes on the growth rate of broilers of foreign crosses and economic efficiency of meat production. The research has proven the effectiveness of a 18-hour light period per day for Cobb-500 cross chickens. It increases the survival rate, profits, and profitability of raising broilers in comparison to the traditional technology.

Key words: broiler chickens, light regime, weight gain, survival rate, meat productivity, meat production efficiency.

Nezhlukchenko T.I., Oboista T.V. Intra-breed features of the reproductive capacity of Askanian fine-fleece sheep

The article provides a retrospective analysis of indicators of the reproductive capacity of Askanian fine-wool ewes of the pedigree farm *Krasny Chaban* during the past five years. It determines specific features of the reproductive capacity of purebred rams and representatives of the Tavrian type, and evaluates offspring's sex ratio in polycarpic lambings.

Key words: sheep, polycarpic effect, ram-producer, sex, Askanian sheep, Tavrian type.

Ryapolova I.A., Burak V.G. Experience of applying EM - technologies in livestock farming

The study carried out has found that the drug "Baikal" EM 1 U" is effective in increasing the biological value of feeds, and average daily gains. It also has a positive impact on the resistance of piglets: it improves their health, increases survival rate, and reduces adverse effects of diseases.

Key words: probiotics, effective microorganisms, piglets, live weight, survival rate, resistance.

Chalaya O.S. The influence of different levels of cadmium and lead in the diet of young pigs on their productivity and slaughter qualities

The article presents the results of studies on the effect of different doses of cadmium and lead, their individual and joint impacts on the fattening and slaughter qualities of pigs. It examines the application efficiency of the antitoxic premix under heavy metal intoxication in animals.

Key words: fattening pigs, heavy metals, cadmium, lead, average daily gain, live weight, slaughter qualities.

Andrusenko I.I., Zadnipryanyi K.A. Irrigation methods and modes for Crimean vineyards

The article specifies current zonal parameters of soil moisture content evaluation in the main periods of growth and development of grape plants on alluvial and chernozem soils of the eastern coastal zone of the Crimea. It proposes drip irrigation methods that use 2.5 times less irrigation water and provide similar crop productivity as furrow irrigation.

Key words: grapes, irrigation, energy efficiency, grape growth, drip irrigation, grape productivity.

Granovskaya L.N., Podmazka A.V. Indicators influencing the hydrogeological and ameliorative status of agricultural lands

The article substantiates the application of indicators influencing the hydrogeological and ameliorative state of irrigated and adjacent lands taking the Chaplynka district of the Kherson region as an example. It proposes eco-reclamation measures to reduce the negative impact on the lands in the area.

Key words: impact indicators, status indicators, hydrogeological and ameliorative status, environmental and reclamation activities.

Rokochinskiy A.N., Frolenkova N.A., Koptiyuk R.H. Investment evaluation of the projects of efficient water management of drained lands considering the main factors of influence

The article describes methodological approaches and the results of investment evaluation of efficient water management of drained lands considering terrain features as the main factor of influence on the efficiency of drainage systems performance.

Key words: investment evaluation, projects, water management of drained lands, terrain features, land-reclamation system

Adamen F.F., Pashtetskiy V.S., Plugatar Y.V., Strelchuk L.M. A forest in the steppe: features of farming practices and species composition

The article presents a complex of agrotechnical measures for the effective afforestation and efficient management of low-productive lands unsuitable for agricultural use taking the Steppe Crimea as an example.

Key words: afforestation, unproductive land, farming practices, agricultural use; Steppe Crimea.

Adamen F.F., Pashtetskiy V.S., Plugatar Y.V. Natural resources potential of the region: improvement of the evaluation and optimization of natural resources utilization

The study substantiates ways of improving the evaluation of natural resources potential of the region and providing efficient use of natural resources.

Key words: natural resources potential, region, evaluation, optimization, natural resources.

Adamen F.F., Plugatar Y.V. Typological classification of forests in Ukraine

The article describes the development of the typological classification of forests in Ukraine, proposes the category of loess typology, gives the definition of a taxon "forest typological area", and elaborates on forest typological zoning of Ukraine.

Key words: typological classification, categories of forest typology, "forest typological area"; forest typological zoning of Ukraine.

Gafiatullina E.G., Okhrimenko E.V. Hydrochemical monitoring of the Dnieper River in Kherson

The article provides the results of hydrochemical analysis of water samples in the Dnieper River in Kherson. It shows that the water is suitable for household use and fish culture, but does not meet quality standards for drinking water supply.

Key words: dissolved oxygen, pH, alkalinity, hardness, biogenic elements, oxidation, mineralization.

Lyashenko E.N. Application of Data Mining methods in the analysis of the parameters of natural emergencies taking forest fires as an example

The article describes the application of data mining (Data Mining), namely of cluster analysis of the parameters of such natural emergencies like fires with the help of artificial neural networks.

Key words: data mining, natural emergencies, fires, cluster analysis.

Pilipenko Y.V., Olifirenko V.V., Rachkovskiy A.V. Fishery problems of natural water basins and ways of their solutions

The paper highlights the problems of fishery exploitation of natural reservoirs of different types and origin in the process of their integrated use. It proposes ways of solving the problems of fisheries development.

Key words: fisheries, aquaculture, food supply, commercial fish products, the lower reaches of the Dnieper.

Averchev A.V., Avercheva N.A. Economic substantiation of growing irrigated cereal crops in southern Ukraine

The paper substantiates economic efficiency of the cultivation of cereal crops under irrigation in southern Ukraine. The best conditions for the formation of high yields were observed after peas that exceeded other forecrops by 16.1 (winter barley) and 8.2% (winter rape). Plowing to a depth of 20-22 cm showed a 4.4% advantage in comparison to disking to a depth of 8-10 cm.

Key words: buckwheat, millet, economic efficiency, bioenergy efficiency, profitability, cost, energy efficiency coefficient.

Avercheva N.A. Directions and effectiveness of public support for livestock farming

The paper examines major directions of government support for livestock farming in Ukraine and their impact on animal production. It determines the actual amount and structure of government subsidies in the sectors, and the share of live-

stock farming in budget allocations. The paper also proposes measures to improve the efficiency of using budget funds.

Key words: livestock breeding, production, government support, efficiency, competitiveness.

Bagorka M.A. The investigation of major approaches to defining the essence of marketing strategy

The article considers the nature and purpose of marketing strategy and systematizes approaches to the definition of the concept "marketing strategy". It identifies certain factors and principles that influence its formation.

Key words: strategy, marketing strategy, strategic planning, marketing objectives, competitive advantages, strategic components.

Boiko L.O., Nikolenko G.B. The current state of agricultural production in farming units

The paper analyzes the current state of the development of farms in Ukraine, and considers the share of crop and livestock farming in total agricultural production.

Key words: agricultural sector, agriculture, market relations, crop and livestock farming.

Granovskaya L.N., Sakun E.V. Theoretical generalization of the aspects of location and development of fruit and berries production

The article highlights theoretical principles of the location and development of commercial horticulture, outlines a number of measures to enhance its efficiency and create a competitive market of fruit and berries.

Key words: nature and economic potential, location of production, commercial horticulture, competitiveness.

Kiryushatova E.V. Aspects of overcoming banking crises

The paper highlights and generalizes the aspects of competitiveness of banks. The method presented is used in testing the competitiveness of LLC "Kredobank".

Key words: bank's competitiveness, competitive strategy, company's resources, competitive analysis.

Kobets V.M. Mechanism of stimulating efficient production by means of tax policy in a competitive market

The article describes the mechanism of introducing differentiated rates of indirect taxes to boost the efficiency of enterprises in a competitive market.

Key words: tax mechanism, indirect tax, scale effect.

Krikunova V.N. The current state and factors of development of technoparks in Ukraine

The article examines the nature and functions of technoparks in the present conditions, investigates parameters and factors of the performance of such parks in

Ukraine, and identifies areas of enhancing the efficiency of technoparks in the Ukrainian economy.

Key words: innovative infrastructure, technoparks, government support for technoparks.

Larchenko O.V., Loboda E.N. The information model of producers' optimal behavior in a competitive market

The article analyzes the types of different market networks. It considers producers' managerial goals, and presents a model of profit maximization in different market networks. The article also provides recommendations as to managers' behavior under different market conditions.

Key words: economic and mathematical modeling, managerial system, model, production functions, efficient management.

Lyubenko O.I., Mukhina I.A. Analysis of the use of labor potential of the Kherson region in the agricultural sector of economy

The solution to many economic issues related to the use of labor potential is based on a detailed analysis and synthesis of information on its current status and issues. The article examines the main factors affecting the employable population of the Kherson region.

Key words: labor potential, agricultural sector of economy, demographic situation, system of training specialists, supply and demand at the agricultural labor market, distribution of labor resources in the main branches of production.

Mikheyev E.K. Expert approach to the extraction and representation of knowledge in smart systems

The paper presents the materials on solving the problem of knowledge representation in expert information systems. It discusses the interaction between experts-carriers of expertise (professional knowledge) and experts-specialists in the field of knowledge organization (knowledge engineers).

Key words: abstraction, verification, information, knowledge, system, expert, artificial intellect.

Mynkina A.A. Ukrainian insurance market: problems and prospects

The article considers theoretical principles of the insurance market, problems and prospects for the development of the insurance market in Ukraine under market economy transformation, outlines the main ways of improving and further effective development of the insurance market in Ukraine. It also substantiates the possibilities of integration into the European insurance system.

Key words: insurance market, insurance companies, insurance agents, brokers, insurance forms, government regulation of insurance.

Moskalenko F.I. Software requirements and classification of computer audit programs in Ukraine

The article addresses the main problems of software application in auditing. It presents a classification of audit software products, and provides basic tips to auditors in using these computer programs.

Key words: audit, information technology, computer networks, information systems, data processing, system software, application software, operating systems.

Nakonechna K.V. Boosting the competitiveness of agricultural production

The article analyzes the competitiveness of agricultural production in Ukraine and explores factors influencing its increase. It identifies specific features of the competitiveness of agricultural production.

Key words: agriculture, competitiveness, transformation, innovative model for rural development.

Palapa N.V. The economic imbalances and social and environmental problems of rural settlements

Describes and summarizes the impact of the economic imbalances that emerged in the 90's of last century, the social living conditions of the population, demographics, natural population growth, the number of rural settlements, agro-ecological condition of the soil, the quality of agricultural products grown in the private households, and quality drinking water.

Key words: farm population, demographics, population growth, the quality of products and drinking water.

Petrova O.A. Causes of risks in agricultural activities

The article considers the timely issues of research on the factors and causes of risks in agricultural production. It examines specific features of agricultural production, determines the main causes of risk situations, and the need to identify and estimate risks.

Key words: risk, indices of qualitative and quantitative evaluation of risks, agricultural production, integrated approach to risk assessment, financial risk, production risk.

Podakov E.S. Current problems of financing the activities of agricultural enterprises

The paper analyzes current problems of the financing of agricultural producers. It proposes variants of their solutions under modern economic relations.

Key words: financing, government support, credit, taxation, agricultural enterprises.

Potravka L.A. Investment factors of structural transformations of Ukraine's economy

The paper looks at the structure and level of development of the national economy of Ukraine. It shows the impact of the investment factor on the structural changes of the national economy. The study identifies promising directions and trends in foreign investment attraction.

Key words: national economy, transformational changes, foreign investment.

Pristemskiy A.S. The essence of financial security and its place in the system of financial security of the state

The article investigates the essence of the financial system and its role in the system of financial security of the state and for business entities. It specifies the spheres of its influence, and examines the main problems facing the financial security of businesses. The study views the financial security of businesses as an important part of the country's financial security.

Key words: financial security, diagnostics, monitoring, economic security, control, evaluation, financial risks.

Sergeyeva Y.A., Zubriychuk A.A. Psychographic research on consumers of tobacco products and means of counteractive marketing

The paper presents a psychographic profile of consumers of tobacco products, identifies factors that contribute to smoking, and substantiates the necessity of introducing counteractive marketing in society.

The study provides some examples of such marketing in the sphere of tobacco smoking.

Key words: marketing research, means of counteractive marketing, psychographic consumer profile, segmentation, tobacco products, anti-tobacco advertising, promotion.

Sysoyenko I. A. Theoretical generalization of the understanding of the concept "business analytics"

The article considers some approaches to the definition of the concept "business analytics" from the point of view of well-known scientists, economists; identifies its main components; specifies the characteristics and problems of business analytics in companies; outlines its prospects.

The study analyzes some problem issues of differentiating between the concepts "analytics" and "business analyst" addressed in modern scientific literature.

Key words: analytics, business analytics, features of business analytics.

Fedorchuk O.M. The organizational and economic improvement of modern commercial infrastructure of the agro-industrial complex of Ukraine

The study generalizes and analyzes the essence, place and role of modern commercial infrastructure of the agro-industrial complex of Ukraine. It proposes means of solving the problems related to the organizational and economic development of modern commercial infrastructure.

Key words: infrastructure, commodity producers, consumers, state.

Fedorchuk E.N. Problems and prospects for the cultivation and sales of oil-producing crops in Ukraine

The article investigates and analyzes the volume of commodity oilseed production in Ukraine and in the Kherson region. It outlines the main marketing strategies used by local oil crop producers, identifies major factors of the industry's export policy, and forecasts the development of the seed oil production subcomplex.

Key words: seed oil production subcomplex, production, sales structure, processing, export.
