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**23rd FAI International Conference – 2021**

**on**

**Emerging Trends & Adaptation of Spirituality in  
Management, Artificial Intelligence, Education,  
Health, Tourism, Science & Technology**

**23rd FAI-ICS 2021**



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**(As per Indian Standard Time)**

**Editors**

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Zinaida Zhyvko, Arceloni Neusa Volpato,  
K. S. Joseph Wilson, M. George Joseph,  
Roberta Somavilla, Soeli Araldi Zembruski**

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## **Message from the Editors Desk**

Dear participants of 23<sup>rd</sup> FAI International Conference, The theme of 23<sup>rd</sup> FAI-ICS 2021 is focused on Emerging Trends & Adaptation of Spirituality in Management, Artificial Intelligence, Education, Health, Tourism, Science & Technology will greatly benefit the participants from across the world. Editorial board received a very good number of articles concerned with the current issue of 2021 and we hope that the three day schedule that includes delivery of talks by eminent academicians from Ukraine, Brazil ,Thailand ,Philippines ,Malaysia and research paper presentation in oral format under online mode will provide platform to accelerate knowledge discovery in the rich diversities of the topics and subject interests in the proceedings.

We are indeed indebted to our reviewers who have spared their valuable time and contributed towards this academic endeavor. Our heartfelt sincerity and gratitude to everyone participating in taking 23<sup>rd</sup> FAI-ICS 2021 to the success.

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**ABSTRACT**

**of**

**Keynote**

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# **AI-Paradigmatic Guided Systems to Solve Socio-Business Problems: A Spiritual and Science Connection**

**Chai Ching Tan**

Mae Fah Luang University, Thailand

Spirituality and science should go hand in hand, but it is not clear how one can make use of it to deal with uncertain and rapidly changing worlds. It is known that spirituality can provide the tranquil state of mind and the corresponding calmness, and the insights not biased by our own prejudices. Science is obvious in making progresses towards approximation of truths, which also aims to improve the power of theoretical and conceptual explanation of the reality of a phenomenon. Thus, a coupling of spirituality and science makes sense, especially in dealing with today's VUCA (volatile, uncertain, complex and ambiguity) world. Underpinning on this premise, in aiming to strengthen our ability to embrace future trends and research, this study proposes three interrelated research objectives, and each of the objectives also attempts to fill some of the gaps in the extant literature. Specifically, an epistemological perspective is demonstrated, by borrowing the concepts of Karl Popper in the three worlds – World 1, World 2, and World 3. Empirical examples illustrated in this paper include community-based organic farming, and a study focusing on comprehending the tourists' attitudes and behaviors toward a hot spring destination in Chiang Rai, Thailand through neural network simulation supports, as mechanism to expand human consciousness, which is a core issue in spirituality domain.

**Keywords:** Science, spirituality, epistemology, neural network, structural equation model, research paradigm

# Using Analytics to Enhance Marketing and Sales

**Dr. Cheng Boon Liat**

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Solid data has been regarded as an important foundation to every business decision. With this, data analytics is typically applied as the analysis of data sets that draws conclusions concerning the contained information used to discover, interpret, and communicate meaningful patterns. It provides organizations with key insights that enable sound and well-informed decisions in serving their businesses and customers through the interpretation of data patterns. Particularly in such competitive era, analytics is often required by diverse business functions towards quantifying the implications following an adopted change; further improving and optimizing their strategic execution as accordingly. The predictive algorithm has, thus, prevailed as a practical tool that ensures effectiveness in the aspects of product development and marketing, market segmentation, consumption analysis, pricing, customer engagement and operational responsiveness. Likewise, organizations would be able to provide timely responses through utilizing the collected data to improve customers' experience; which in turn, ensures customer retention. The benefits of analytics would be essentially reflected through a firm's business performances, as well as its prevalence in promoting market positioning.



# **A Conceptual Framework of Internal Factor, Engagement, and Anxiety Influence Work Happiness of Hotel Employees in the Covid-19 Pandemic in Thailand**

**Dr.Pichyada Pheunpha**

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## **Abstract**

Nowadays, the world has been a Covid-19 pandemic for over a year. It has spread rapidly across the globe, causing human calamity and tremendous economic damage. By mid-February 2021, there had been over 109 million cases of COVID-19 globally, with over 2,370,000 deaths. With the rapid spread of COVID-19, all countries have to prevent its spread by social distancing, wearing the mask in public, and closure school, community, and businesses, especially hotels. Most hotel staff have to work from home. Some don't have payment or tips, so there is an effect on their work happiness. Happiness at work refers to how pleasant moods and stable, well-being, and positive attitudes with their work. Satisfaction at the workplace is essential for improving productivity in any organization and hotels. This paper reviews the definition, causes, and consequences of happiness at the hotel staff's work in Ubon Ratchathani province, Thailand, in the Covid-19 pandemic. However, are the factors affecting their satisfaction different from typical or new-normal situations in the same way? What factors could effectively affect employee happiness to enhance happiness at the workplace, but research on employee happiness, especially in the hotels, was rarely seen in the past and the Covid-19 pandemic. This paper selects staff's traits, internal organization factors, engagement, and anxiety to know what factors could affect employee happiness in the Covid-19 pandemic and to maintain long-term satisfaction at the workplace of hotels could probably enhance and prolong productivity. This research builds a theoretical model of comprehensive happiness at the workplace of staff in hotels that could give a valuable contribution to both individuals and organizations in the covid-19 pandemic era.

**Keywords: Internal Organization, Engagement, Happiness at Workplace**

## **Business and well-being are reflections of spirituality.**

Beatriz Lucia Salvador Bizotto, Dr. Unifacvest-Brazil

### **Abstract**

If we know how to take advantage of spirituality in the workplace, the daily task and obstacles become mild. Because the body and mind are constantly in balance. To achieve this balance, it is necessary to know how to distinguish what is the workplace and what is particular. Thus, the body needs balance both physically and spiritually. For physical care it is necessary to have quality of life and leisure. As for the spiritual, it is necessary to have the moment of gratitude and to speak to your “Higher Being”, of cooperation, collaboration, emotional intelligence, resilience, persistence. Having skills like Lifelong Learning! It is possible to infer that business and well-being are reflections of spirituality. People with negative thoughts, attract other negative thoughts. In organizations and Universities, it is important to reserve a place or even a few minutes for reflection and spirituality. Regardless of your belief or religion. Because Spirituality is only achieved when there is a set of harmonies between people and organizations. In the 21st century there is a shortage of professionals who have soft skills. When the professional has these skills, the work is productive, and people and organizations are satisfied, the probability of people working depressed and dissatisfied is practically nil. Van Horn, J. E., Taris, T. W., Schaufeli, W. B., & Schreurs, P. J. (2004). They emphasize that affective, professional, and cognitive well-being are also related to well-being at work and the absence of exhaustion, and free from emotional overload.

**Key words:** spirituality, soft skills

# **Cardiovascular risk calculator using Machine Learning.**

Juliana Facchini de Souza, Msc. Unifacvest-Brazil

## **Abstract**

According to the World Health Organization, cardiovascular diseases are the biggest cause of death in the world. It is estimated that, annually, there are about 17.9 million deaths caused by these pathologies, with a third of these occurring in individuals who have not yet reached 70 years of age. Cardiovascular diseases are defined as a set of diseases that include coronary heart disease, vascular disease from brain, peripheral arterial disease, rheumatic heart disease, congenital heart disease, deep vein thrombosis and pulmonary embolism. Risks for cardiovascular disease include, but are not limited to, high blood pressure, high blood glucose and cholesterol (especially LDL), overweight and obesity. Behavioral risks include sedentary lifestyle, poor diet, smoking and excessive alcohol use. Currently, there is a concern in the population's awareness of these factors, especially those that result from the individual's lifestyle. The risk scores aim to predict these episodes in time for therapeutic decisions to be taken to avoid them, increasing the life quality of individuals, their life expectancy and productive capacity for society. The objective is to make a comparison between the current scores and the risk predictions generated by the Machine Learning models.

**Keywords:** Machine Learning, Cardiovascular Disease, Risk Scores

## **Educational management in exceptional settings**

**Ricardo Leone**, Msc. Unifacvest, Brazil

**Arceloni Neusa Volpato**, Dr., Unifacvest, Brazil

### **Abstract**

In the year 2020 the pandemic broke out abruptly on the planet caused by the spread of SARS 19 that causes COVID-19 disease. Social isolation and the use of masks became part of the narrative of all people in all settings and in all activities. Total disruption of what was considered normal up to March 2020 until the new scenarios applied even to Brazilian higher education. This work narrates the processes implemented from the educational management of the classroom in its transition to remote activities, which took place at the Centro Universitário Facvest through Ministry of Education Ordinance 343, published on March 17th, 2020. Some actions were contemplated with students, professor and employees as well as governing body, creating new perspectives and new actions based on the existing technology at Unifacvest and adding the knowledge and experience of Unifacvest EaD, which came to support the synchronous and the activities at EdTech teaching and learning. Considering reports presented at academic events in the second semester of 2020, the data obtained in the Institutional Evaluation CPA carried out at the end of 2020 results show satisfaction in the model implemented by this institution.

**Key words:** Educational management; Exception scenarios; Perspectives.

## **Correlation between health and spirituality**

**Rejane Dutra Bergamaschi,**  
Msc., Unifacvest-Brazil

### **Abstract**

The health area has been showing important changes in several aspects, such as disease prevention and treatment. In this sense, it is observed that spirituality is also being seen as another aspect of the subject. In this holistic view in accordance with the most current precepts of the World Health Organization, we have the bio-psycho-socio-spiritual subject, a subject that must be seen in its entirety, not just as someone who brings a disease. We will present a brief bibliographic study with important scores regarding the correlation between health and spirituality.

**Keywords:** well-being, spirituality, subject.

## **Spirituality and tourism**

**Leonardo Broering Groff, Dr., Unifacvest, Brazil**  
**Fatima Regina da Silva Pereira, Dr., Unifacvest, Brazil**

### **Abstract**

The debates on spirituality have grown so much in recent years in the academic environment, due to the observation of the interference exerted on the individual or collective behavior of the human being. When understood as an individual search for answers to minimize existential questions, whether about the meaning of life, about the relationship with the sacred or with the mystical, it enhances the development of rituals, esoteric and or religious ceremonies reaching the formation of communities with unique objectives. These communities become polarizing centers of pilgrimages for people looking for a different lifestyle and or calming for their pains, whether physical, emotional, or spiritual. Therefore, the purpose of this work, in addition to differentiating the concept of spirituality and religiosity, is to demonstrate the tourist movement resulting from this process characterized by faith, highlighting Brazil and the Island of Santa Catarina where Florianópolis is located. It also highlights the similarity between the pilgrimage movement and the tourist movement. This process that begins in the generation of products and services aims to meet the movement of this social phenomenon during the trip as well as while staying at the destination. Regardless of the reason for the displacement, it is still a different manifestation of contemporary spirituality in the most diverse societies.

**Key words:** Religious motivation; Pilgrimage; Quality of life

## **Literature and scientific development**

**Soeli Staub Zemruski**, Dr. Unifacvest  
**Rosangela Martins Carrara**, Dr. Unifacvest

### **Abstract**

This work promotes reflections about the contribution of art and literature in the field of technological advances. It presents evidence of experiments idealized in the imaginary of writers like Mary Shelley, Julio Verne and Stratemeyer Syndicate publications, and concretized through equipment, procedures and methods that greatly assist modern life, considering in these contributions the artistic forms of expression as an inherent conductor to technologies. The inspiration comes also from different forms of art: a text, a painting, an engraving, a drawing, which has stood out in modernity from literary and imagery records. For that, we used a bibliographic review of authors such as Arthur C. Clarke (1917-2008), Isaac Asimov (1920-1992), JCR Licklidge (1960), Jimenez, José (1990), Koesler, Arthur (1995), Laplantine, François; Trindade, Liana. (1996), Longo, W. P (1984) in addition to scientific articles and other relevant publications that lead to the way that art, especially literature, influences human creation and transforms our lives.

**Keyword:** art, literature, technology

# HUMANISTIC MANAGEMENT AS A MANAGEMENT PARADIGM OF THE XXI CENTURY

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Rapid changes in the modern world require a new, modified theory of management that would reflect the realities of the twenty-first century. Entering the 21st century, it has become clear that we have begun to live in a completely different world. In the world that is "not entirely known", like the famous American professor Nassim Taleb said.

This one reality greatly changes the perception of management methods in various spheres of society. Modern Ukrainian society is characterized by tendencies to globalization, democratization, which are the defining field of implementation of theories of humanistic management

At the heart of the concept of humanistic management is a person with all the needs and prospects, interests and actions. (Table 1) Currently, the concept of humanistic management is the first catalyst for optimizing the development of society, which in turn forces to structural transformations in society and human consciousness. The main purpose of such governance is to form a society in which the principles of equality, social justice and solidarity are observed.

Humanitarian management includes both organization management and personnel management. Table 1 presents the main differences between technical and economic management and humanistic management.

Table 1

Differences between socio-humanitarian management and technical and economic management

Technical and economic management	Humanistic management
Focus on organization and production tasks	Focus on employees and social issues
Establishing barriers to meeting needs	Assistance in meeting needs
Directive-command management style	Interactive (which involves listening and persuasion) management style
Coercion to carry out the order	Delegation of powers
Creating an atmosphere of tension and fear	Establishing relationships based on trust and mutual understanding

Therefore, it should be noted that humanitarian management is focused on motivating people by choosing the best way for a person to act, and the manager himself acts as an advisor, consultant.

Thoughtful research is dictated by the problem of norms in humanistic management, the complexity of which is due to the transitive nature of Ukrainian statehood, the transitional type of society. At a time when the old norms are lost, and the new ones have not yet been formed and consolidated.

Humanistic management as a management paradigm of the XXI century is a multiparadigmatic field of knowledge, based on several independent paradigms, which are determined by the following factors Figure 1.



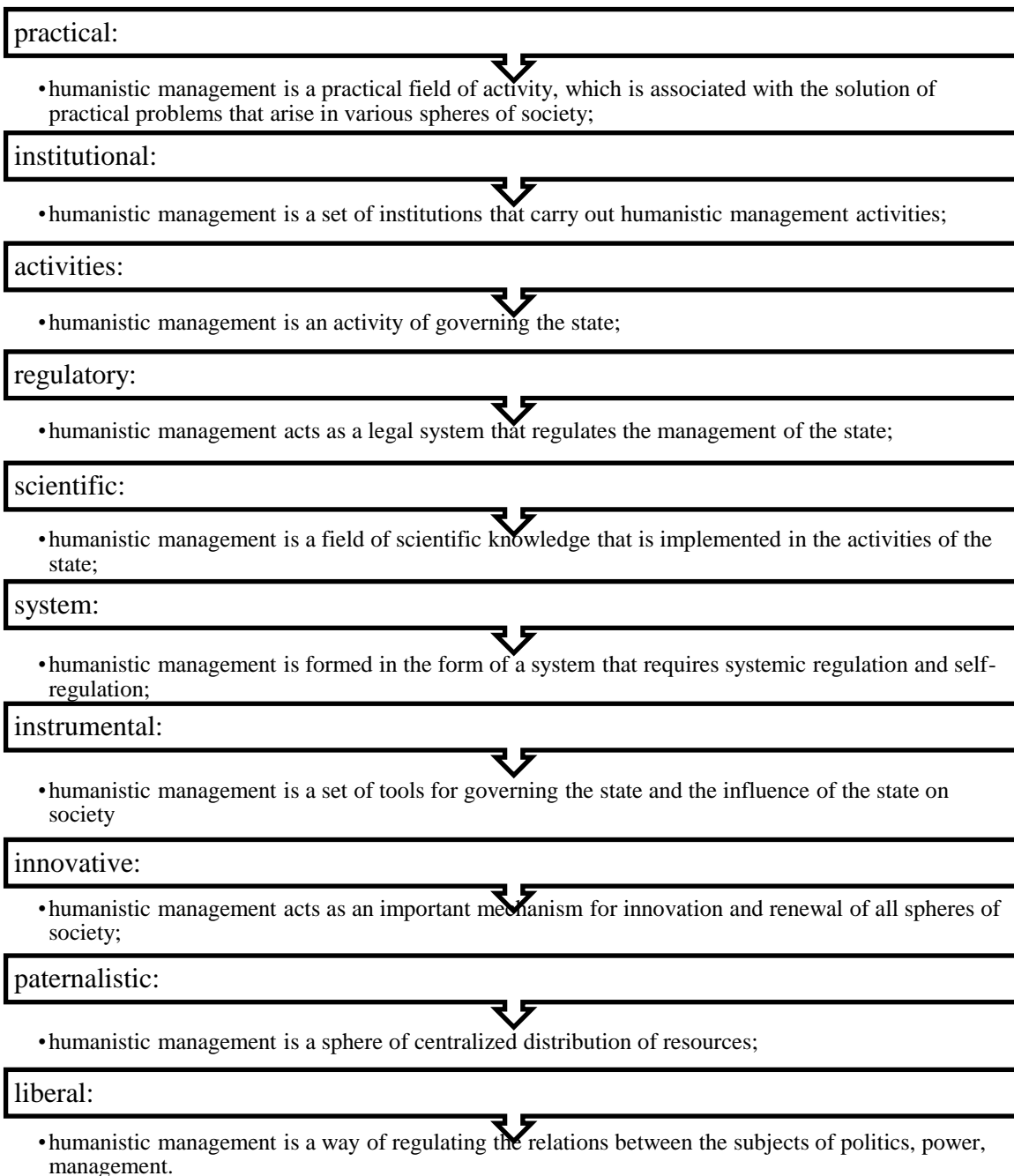


Figure 1. Humanistic management like a multiparadigmatic sphere

The analysis shows that in modern conditions there is a transition from one management paradigm to another.

The effectiveness of humanistic management, its social adequacy pre suppose such moral characteristics of activity as honesty and justice, the understanding that ultimately the main value is only man.

Humanistic management as a type of activity is considered on the basis of a system model, which covers descriptive, evaluative, and instrumental clusters Figure 2.

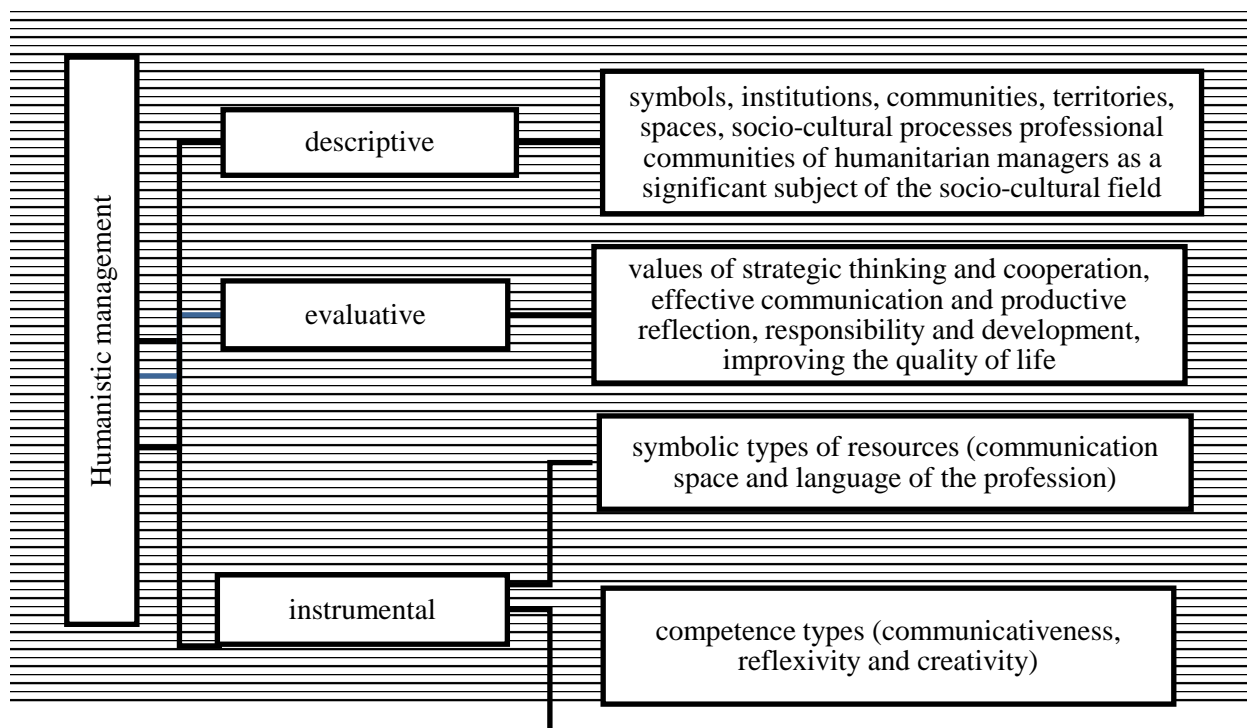


Figure 2. System model of humanistic management

In the humanistic approach, the main emphasis of the management system is based on the history and theory of human relations. In today's world of dynamic variability, the management system demonstrates bureaucratization, leading to inefficiency and sometimes inertia of many managers and management structures. This, to a large extent, slows down the speed of making and implementing many decisions, slows down the process of transformation and improvement of management approaches. But it should be noted that the bureaucratization of management structures is a process quite natural for many centuries, as it contributes to a certain stabilization of social relations and consolidates power for some time, facilitating the management of both the economy and the public sphere.

Thus, bureaucracy is an excellent tool for control, but is a brake on the development and improvement of the management system.

Features that include humanitarian management Figure 3

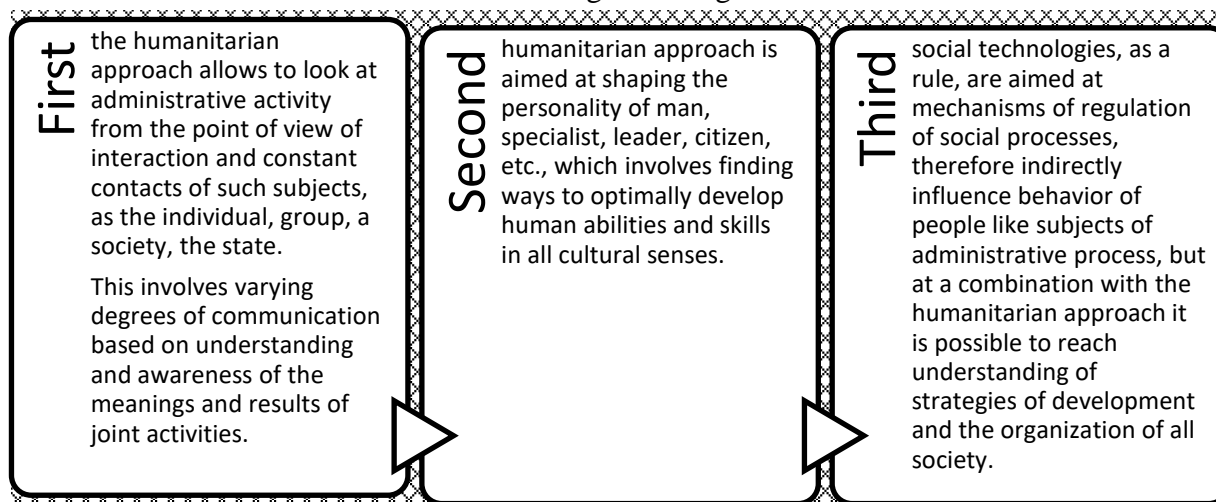


Figure 3.

Features of humanitarian management

Thus, humanitarian management is able to build human potential to improve the management of all spheres of human society. As a result of a clear understanding by people of the end result of their efforts, it is possible to achieve a high degree of optimization of all types of human activity, to make them meaningful and aware.

Since the driver of these changes can be the sphere of "small" enterprise, and a large corporation, and the state as a whole, it is necessary to start from the top, ie the nation-state, which in turn should encourage

humanistic means of governance to begin in its governance structure, and then at the general entrepreneurial level.

Thus, we can conclude that the humanistic direction in the theory of management acts as a "defender" of human rights, reveals the relationship between personal satisfaction of individual employees and the success of the enterprise. After all, whatever management method the corporate community chooses, our society as a whole will develop in this direction.

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## ADVANTAGES AND DISADVANTAGES OF EXISTING METHODS FOR ASSESSING INTELLECTUAL CAPITAL IN MODERN ENTERPRISES

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Intellectual capital components are heterogeneous. Despite the fact that they are generated by the human intellect, some of them exist in the form of knowledge, inseparable from people possessing them, and others form objective conditions of application of this knowledge to increase enterprise competitiveness.

In scientific literature the concept of "intellectual capital" is used relatively recently. It was introduced in 1990 by Griliches relative to those intangible values, which define the difference between the market cost of the corporation and replacement value of its assets. It was only in 2000 when the intellectual capital was spoken about as a key resource of a modern enterprise. Leif Edvinsson and Michael S. Malone defined the intellectual capital value as a difference between the market cost of the company and the value of its net assets. At the present stage of research in the field of the intellectual capital theory the following scholars are engaged: E. Brooking, V. Geits, Galbraith, M. Castells, A. Toffler, V. Inozemtsev B. Leontyev, L. Miller etc. L. Edvinsson was the first to define the intellectual capital as the knowledge and information which can be converted into cost. This opinion is shared by B. B. Leontyev, who defined the intellectual capital of the organization as the value of available intellectual resources. These scholars single out the following components of the intellectual capital: human capital and structural capital, which consists of organizational and client capitals. As soon as the intellectual capital was put on a par with other factors of production, there arose the problem of its measurement. The most comprehensive review of the methods of IC measurement is presented by Karl-Erik Sveiby on his personal website (Sveiby K.E. (2004)). He identifies 25 methods for measuring intellectual capital, grouped into 4 categories.

Methods for the direct measurement of intellectual capital are called Direct Intellectual Capital methods (DIC). This category includes all the methods based on the identification and evaluation of individual assets in money or individual components of intellectual capital. Once individual components of intellectual capital or even individual assets are evaluated, integral evaluation of intellectual capital is derived. In this case it is not necessary to add the evaluations of individual components. More complex formulas can be applied.

Market Capitalization Methods (MCM). The difference between the market capitalization of the company and of its ownership assets is calculated. The obtained variable is considered as the cost of its intellectual capital, i.e. the cost of intangible assets.

Return on Assets methods (ROA). The relationship of the average income ratio of a company before tax deduction for a certain period to the company tangible assets (ROA) is compared to the similar indicator for a sector as a whole. To calculate the average excess return on intellectual capital the obtained difference is multiplied by the physical assets of the company. Further on, by direct capitalization or discounting of received cash flow, it is possible to obtain the cost of the company intellectual capital.

Scorecard Methods (SC). Various components of intangible assets or the intellectual capital are identified and generated; indicators and indices are generated and reported in the form of scoring of points or as graphs. Application of SC methods doesn't assume monetary assessment of the intellectual capital. These methods are similar to the methods of diagnostic information system.

All known methods of IC assessment fall easily into four categories listed. Besides, there should be noted relative proximity of DIC and SC methods, as well as MCM and ROA methods. In the first case the movement is on the identification of individual components of the IC, in the second one it is of the integral effect.

The first three methods are designed to carry out the cost assessment of IC. Unfortunately, such assessment is complicated. This is due to the absence of effective market structures, capable of determining the real market price of information and intellectual resources. Besides, it is not always useful for economic

analysis. Dynamics of indicators of the same enterprise for a number of years or relative performance of similar businesses are more informative. Application of SC methods doesn't assume monetary assessment of IC. These methods are similar to methods of a diagnostic assessment of information system. Such (non-financial) assessment of IC is performed for the analysis of enterprise competitiveness as well as for the analysis of the factors of this competitiveness.

Techniques, such as ROA and MCM methods, offering monetary estimates, are useful at a merger, in situations of purchase and sale of business. They can be used for comparison of companies within one sector. They are also very good for illustration of financial cost of intangible assets. They are based on established accounting rules; they are easy to impart to professional accountants. Their disadvantage is in being useless for non-profit organizations, internal departments and public sector organizations. This is especially true for the MCM techniques, which can be applied only to public companies.

Advantage of diagnostic information system and SC methods is being applicable to any level of the organization. They operate closer to the event; therefore the obtained message can be more exact than purely financial measurements. They are very useful for non-profit organizations, internal departments and public sector organizations, for environmental and social goals. Their disadvantage is the context-dependency of indicators and the need for the indicators to be customized for each organization and each goal, which makes comparisons very difficult. Besides, these methods are new and hardly accepted by the public and managers, who are used to treat everything from a purely financial point of view. In addition, integrated approaches generate large amounts of data, which are difficult to analyze and connect.

Most often in literature in one way or another connected with intellectual capital there are two methods: Direct Capitalization Method and Leontyev's method. Direct Capitalization Method (DCM) is a more widespread one.

Conclusion. All the foregoing methods are based on unilateral view of the intellectual capital. These methods consider it either as a product and calculate its prime cost (cost-based) or consider it as the capital and count profit from its use (profitable). Comparative methods have a more complex approach to the measurement of intellectual capital value. However, the owner of the enterprise is required to search and compare his business to a certain analog, but analysis of the market of intellectual capital is costly. The most important disadvantage of these methods is that the intellectual product is almost always artificial and is appreciated just for its uniqueness; therefore the use of these methods is impossible under current conditions. An integral evaluation of the company intellectual capital is required. It should reflect multifaceted activity of an enterprise as a whole. Each enterprise should determine its own metrics of indicators for intellectual capital calculation.

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# MODERN GREENING TRENDS IN THE SPIRITUAL SPHERE OF SOCIETY

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**Abstract.** Modern environmental problems and threats have become so large that they need a restructuring of the way of thinking, acting, and behaving in ecological and economic systems to solve them and to combat environmental problems. Because greening is considered a complex phenomenon, and to avoid the negative consequences of greening, it is necessary to identify the fundamental principles that serve as its theoretical basis. The formation of new areas of scientific knowledge and the expansion of the horizons of mankind led to the emergence of the concept of environmental ethics, moral norms on which the relationship between man and nature.

To understand the essence of greening as a safe activity, it is necessary to consider the motivational mechanism of greening, ie motives, needs, interests, and incentives that motivate the implementation of greening. Environmental behavior can be understood as: a system of conscious actions that reflects human existence in the environmental sphere; the form of interaction between man and the environment. Within the framework of our research, we will understand ecological behavior as a form of human-environment interaction. Thus, environmental behavior significantly affects greening and is part of the motivational mechanism.

Motives are formed based on human needs and values due to environmental awareness, as well as under the influence of incentives. The system of values is the result of human social existence, education, upbringing, and other influences of a society that shape the ecological consciousness of man. Again, the motives will be formed depending on the levels of greening (global, national, local) and the subjects of greening.

Change and development of the economic system and social institutions cause a change in environmental consciousness and human behavior. Some researchers identify stages that involve a change in human attitudes to nature and, accordingly, the formation of different types of environmental consciousness. In particular, the opinion is expressed that ecological consciousness is formed depending on the change of human lifestyle and organization of work - predator, herder, farmer, discoverer, inventor, spendthrift, and creator. It is worth agreeing that the change in human lifestyle and organization of work had a significant impact on the motives of attitude to nature. Today we can observe the manifestations of different types of consciousness, formed under the influence of evolutionary development, social change, the development of environmental needs, and the growth of their role in the structure of needs. For example, the dominance of economic interests determines the type of consciousness (predator, discoverer, wasteful), which is characterized by the desire to meet their needs and neglect other types of needs (including environmental needs). The dominance of environmental needs and interests, which is manifested in the desire to preserve and restore the environment, involves the realization of economic interests without harming the environment. It is believed that the ecological worldview is the basis for the formation of ecological consciousness and human behavior. That is why it is advisable to identify types of environmental behavior depending on the dominant needs. Due to their structuring, the types of ecological behavior were distinguished.

Thus, the type of ecological consciousness shapes the ecological behavior of man. In turn, the dominance of certain needs affects the type of environmental behavior. We believe that ecologically compatible and eco-rational type of behavior to a greater or lesser extent contributes to the prevention and

elimination of environmental threats to the economic system, as it involves the dominance of environmental needs. Based on this, it is advisable to build a model of motivation for the formation of eco-rational behavior through the development of environmental needs and environmental awareness. We believe that eco-rational human behavior is a form of human-environment interaction that involves minimizing its harmful effects.

In general, environmental behavior is formed under the influence of many factors. Also, an important element of the study of the motivational mechanism of greening is to clarify the essence of environmental needs and interests. The dominance of environmental needs will help to improve the environment by deliberately limiting the consumption of products that harm the environment. Thus, the formation of environmental needs of consumers will contribute to the greening of supply, as producers will reorient production under the requirements of the "environmental market". Therefore, a certain set of motivational measures and appropriate tools is needed for the formation of environmental awareness, which involves the dominance of environmental needs. Interests are formed depending on human needs, respectively, environmental interests are formed based on environmental needs.

At the national level, the consideration of interests is conditioned by the state's desire to ensure a safe state of the environment for all citizens and to ensure its reproduction in the context of the requirements of sustainable development. At the regional level, the consideration of interests is conditioned by the desire of the population (especially those regions where the environmental situation is critical) to ensure the proper state of the environment and safe living conditions. At the local level, the interests of individual social groups and entities are considered, including enterprises aimed at improving the environmental situation and reducing the anthropogenic impact on the environment. At the personal level, a person's interests in the state of the environment and measures aimed at its preservation and reproduction are considered.

Incentives must be used to form environmental awareness. Incentives promote the formation of interests. For example, information about the environmental characteristics of a new product contributes to the formation of the need for this product and, accordingly, the formation of interests. Incentives are also a determining factor for the formation of motives - the use of economic incentives contributes to the formation of a motive for the purchase or production of a particular product. The system of fines and payments for pollution contributes to the formation of economic motives for greening, as reducing the damage to the environment, reduces costs, and so on. Incentives should be considered in two aspects: as an internal driving force and external incentives. Internal incentives are formed due to the system of education and science, greening of the information space, raising the level of culture and environmental awareness.

Summarizing the results of the study, we can consider that greening involves the existence of security mechanisms for the formation of incentives for the internal environment (greening of education, science, information, etc.) and incentives for the external environment (economic tools). The essence of greening is to counter environmental threats to the economic security of the state. Previously carried out structuring of greening involved the separation of goals and objectives, determining the directions of greening and methods of greening as an activity. The implementation of these stages will make it possible to counteract environmental threats. It is proposed to economic entities that implement greening measures to use the developed scientific and methodological approach to strategic planning of greening as a safety activity, which identifies threats that greening can pose to the economic security of the state, and helps counter environmental threats by avoiding de-greening, pseudo-greening, extensive and radical greening.

*Key words:* ecological ethics, greening, greening tools, stimulus, security.

# FEATURES OF STAFF MOTIVATION TO IMPROVE THEIR SKILLS IN ENTERPRISES

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## **Abstract**

One of the key problems of restructuring is the creation of a mechanism for retraining and further motivating staff to improve their skills, which implies the following tasks:

- improvement of retraining programs, training of employees aimed at their general and professional development, as well as ensuring the continuity of knowledge;
- ensuring quality interaction between state and public bodies for staff retraining, creation of unified training centers;
- motivation of staff to acquire new knowledge, study of more advanced technologies;
- training of specialists in training and retraining;
- creating conditions for attracting foreign specialists;
- research of possible problems / shortcomings of existing training programs and their improvement;
- monitoring the activities of organizations for professional development.

Let's move on to consider the personal factors that affect the motivation of staff in the field of training:

- professional experience that affects learning and its significance;
- the desire to achieve a certain goal through training in professional knowledge and skills;
- the desire to apply the acquired knowledge directly in their activities.

The importance of psychological comfort in obtaining new knowledge is quite important. Internal motivation is a set of motives and aspirations generated by the individual. Regarding work: an internally motivated employee finds satisfaction in performing the task assigned to him to get a good result or enjoy the solution process. It is necessary to ensure the development of intrinsic motivation, as this can contribute to the awareness of the importance of learning and at the same time arouse the desire to apply the acquired knowledge in practice. It can even be argued that the inner influence of the individual can provide a sense of satisfaction not only through the acquisition of knowledge, but also because of the learning process itself. Thus, the right motivation, applied in the process of training for the individual, can have a great impact on staff, and at the same time interest him in more informed and quality work in the future.

The essence of internal motivation is as follows:

- Realization of a dream, achievement of the purpose, self-realization;
- The desire to be healthy, to provide children with a healthy and happy future;
- Creative implementation, the need to be needed;
- The need to communicate, love and be loved
- Interest in new knowledge.

In order for an employee to have internal motivation to take a refresher course, it is necessary to:

- if possible, take into account the personal, individual characteristics of the person, which can affect both the final result of the program and the motivation in the learning process;
- to interest the listener (this can be done due to active teaching methods (business game, training) or due to the personality of the teacher);
- to provide psychological safety and comfort.

Let's move on to consider staff as an object of motivation, because without it there will be no learning process. Entering the retraining program, each employee has purely personal goals. These include: acquiring professional skills, learning new techniques; for the authorities, for the "tick" (such people in the first place must be interested so that the process could be fun, otherwise this retraining will be ineffective); for the purpose of self-development. According to the goals of the listener, it is necessary to choose an individual system of motivation. For category 1, it is important to indicate the knowledge they can gain in the learning process and also pay special attention to how the knowledge can be applied directly in the process of professional activity (for example, through a business game). For people who are not interested in the retraining program itself, it is necessary to apply a creative approach, ie to motivate them. In this case, it is



important not only the charismatic personality of the teacher, but also important to determine the advantages and disadvantages of the system. For 3 categories of people it is important to motivate to maintain interest in the program. From the objectives of training we can conclude that there are different types of personalities of workers (enthusiasts, office plankton, self-developing, seeking self-development), which depend not only on individual characteristics, but also on the atmosphere in the team, the production sphere in the organization. Thus, the learning process is influenced by: professional experience; attitude to advanced training courses; values and expectations.

Thus, there is a contradiction between the comfort of existing knowledge and the fear of new ones. This may be due to the fact that the employee wants to learn, to master something new, but at the same time worries that he will not be able to do it or will not need it at all.

The last stage is to consider the personality of the teacher of the retraining program. First of all, he must have: high competence in his subject; ability to interest listeners; creative approach; professional experience; psychological qualities that would help to assess the individual characteristics of man and based on this be able to apply a certain approach to motivation for everyone.

Much depends on the personality of the teacher. If he has the lowest motivation to provide knowledge, it can have a significant impact on employee motivation, thereby "reflecting" the desire to learn. To prevent this from happening, the teacher must play the following roles: psychologist; a specialist who knows his business; consultant. This will help to create a relaxed, emotionally positive atmosphere for learning, will help to solve problems that arise and better master the material. Thus, the stimulation of labor is a process of regulatory influence on the employee of environmental factors in order to increase his work activity to achieve the goals of the organization. Stimulation is associated with the actions of the administration, motivation of work - with the actions of staff, ie its reaction to the actions of the administration, and is an internal process that occurs under the influence of needs and is expressed in the formation of motive for personal behavior to intensify work.

*Key words:* management, creative workers, team, motivation, mechanism for retraining.

## **SPIRITUALITY AS A COMPONENT OF LAND RELATIONS MANAGEMENT**

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### **Abstract.**

The study focuses on the role of spirituality in the management of land relations. The authors emphasize that an important issue in the context of sustainable development is the improvement and conservation of land resources as the object of land relations. Besides economic and environmental components of land management, the authors emphasize the importance of such a social and psychological component as spirituality. This component gains special importance in Ukrainian realities, where agricultural enterprises use land under lease. Thus, the landholder, leasing his, relies solely on the good faith of the lessee in terms of maintaining its quality, as otherwise not stipulated by current legislation.

Land resources are the object of land relations, which are extremely important for the economic development of any country. In a market economy, ensuring the financial interests of economic entities is the priority, whereas the need of improving the environment, implementing innovations, as well as developing spirituality and national consciousness are minor issues. However, any economic model must be grounded on a combination of economic, environmental, and social components to ensure the rational use of natural resources and environmental protection, as well as the growth of human well-being. These provisions formed the basis of the concept of sustainable development, which was proclaimed in 1992 at the UN conference in Rio de Janeiro.

An acute issue in terms of sustainable development is the improvement and conservation of land resources. The land is the main means of production in agriculture; it is the spatial basis for the allocation of productive forces and social facilities, mineral reserves, as well as a universal factor of human activity, an objective condition for the existence and functioning of any production. Given the special role of land resources, researchers note that land is of a natural origin, it is subject to certain laws of development and exists independently of human will. However, knowing more about the laws of nature and changing nature relying on these laws, man expands his influence on it; at the same time, in the course of its development, society comes into closer contact with nature. Every society tries to change the natural environment, using the achievements of previous epochs, and in turn, passes it to future generations, turning the wealth of natural resources into a means of cultural and historical life.

V. I. Vernadsky who created the doctrine of the noosphere (anthroposphere) proceeded from the fact that man today has become a planetary force capable of its actions to destroy or harmonize the processes occurring in nature. He notes that humanity as a whole is becoming a powerful geological force, and humans can and must radically restructure the sphere of their life with their labour and soul. He opens up many creative opportunities.

Land quality is an extremely relevant and important issue in the field of land management. One of the main factors that objectively affects the assessment of land resources is the performance of the human factor. From the moment of his existence, from the moment of the appearance of life on earth, man interacts with the natural environment. Economic and environmental aspects of human impact on nature in general and on land resources, in particular, follow from his social and psychological characteristics such as level of education, qualifications, upbringing, intellectual abilities, spirituality, and others. That is, the management of land relations is influenced not only by such components as profit, profitability, environment, and rationality but also by human impact in terms of his social and psychological characteristics listed above. Thus, it is logical to assume that a symbolic person – a farmer –, who grows crops, affects the land resources that are under his control depending on his qualifications, level of education, and intellectual abilities. Thus, if he has special

education, a high level of intelligence, a good upbringing, as well as a high code of ethics the level of management will be higher, profits will increase, etc.

Attention should also be paid to such a social and psychological characteristic of man as spirituality. This concept is associated with the inner mental life of man, his moral world. Also, the word can be related to an axiological category and is associated with religion.

According to M. V. Shchuryk, spirituality as a philosophical, as well as to some extent economic category is the basis of revival and development, which requires the restoration and introduction of institutions of its leaders at the micro, meso, and macro levels. Without the creation of such superstructures and legal structures, the diversification of spirituality at all levels and stages of social development is doomed to failure.

The spiritual source of the land is confirmed by the biblical history of the Creation. Although this argument is devoid of scientific character, it is no secret that in science and praxis, the applied form of the phenomenon manifestation often differs from its scientific justification.

Concurrently, human activity forms a certain spiritual aura associated with the actions, thinking, and emotions of land users, which are passed down from generation to generation. Conducting business activities, developing social and natural conditions of their existence, people most fully and comprehensively express themselves in terms of land use. Spirituality is the background of the quality of land use, which reflects its internal integrity and land values.

Studying the substance of land relations, it is worth noting that they reflect both material and spiritual aspects of human life. Thus, well-known Ukrainian physiocrat scientists M. Rudenko and S. Podolynsky connect the process of land reclamation not only with the material but also with spiritual factors, with human existence. One of the signs of the crisis in economic thought, according to them, is the separation from the laws of nature, i.e. neglecting the natural laws of economic existence. Thus, S. Podolynsky traces the relationship of natural, biological, and social processes with cosmoplanetary ones. Scientist M. Rudenko considers the process of social existence, reproduction of land resources through the energy of the Sun. He believes that not only human as a subject affects energy flows; it is the Spiritual matter, who is the first to affect human with energy, providing or, conversely, preventing the existence.

In terms of land relations management, property relations, which include possession, disposal, and use, are of key importance. As claimed by M. O. Berdyaev, "property by its nature is a spiritual principle, not a material one. It involves not only the consumption of material goods, but also a more stable and consistent spiritual life of the individual in the family and clan". W. Ern spoke out against any property, because "the motive of property, especially private one, contradicts the principles of Christianity, Orthodoxy". S. Bulgakov disagreed with this position, saying: "The idea of the unity of the spiritual and material world, and grace made it possible to resolve the question of the fundamental approval of the whole sphere of economic production, consumption, and political economy as a science that studies these industries". In this context, S. Frank emphasized the need for righteous management of man on earth: "Man is not the owner, but only the manager of the property entrusted to him by God and therefore obliged to dispose of this achievement, not at its discretion, but to establish God's truth on earth". Ye. Podolska says: "Property is a complex dynamic formation, which is manifested in the results of the material and spiritual activity of the individual; affects the general condition of the individual; determines the principles and norms of his life, determines the activity, as well as life, leisure – all the processes associated with the life of the individual and constitute its essence". This idea deserves approval because the need for the property directly determines the essence of the individual, his spiritual world.

Currently, in Ukraine, the main form of land relations is lease relationships, because most agricultural enterprises lease land, concluding agreements with landowners. Thus, the land is owned by some people and used by others. In such a situation, the methods of management have a very significant impact on such a component of land management as spirituality. Many lessees indeed use the land they lease carelessly. They do not care about the quality of the land; do not adhere to crop rotations; overuse mineral fertilizers depleting the land with their activities. This is because lessees do not own the land and they do not care about the condition of the land they will pass to the landholder because the quality control of land in our country is not carried out. If the landholder were engaged in economic activity, he would unlikely conduct his activity in such a way, realizing it was his property and worrying about the prospect of using his land and making profits in the future.

Besides, agricultural workers usually live in the nearby countryside, so the social and economic aspect of rural development is significant. The head of the agricultural enterprise should take care of the development of the adjacent rural areas as he uses the labour of residents of these areas; he should also consider the

settlement infrastructure (road network, water supply, electricity supply, etc.). Thus, the spirituality of the head of the enterprise is rather important among the incentives of his activity.

Therefore, spirituality is a very important component of land relations management under current conditions. This component is especially relevant for the realities of Ukraine, where land is used by agricultural enterprises on lease and the landholder, providing his land for use relies solely on the good faith of the lessee in maintaining the land quality, as otherwise not stipulated by current legislation.

*Keywords:* spirituality, land relations, land resources, lease relationships, property.

# MANAGERIAL INTELLIGENCE AND THE NEW REALITY: BATTLE OR COMPETITION?

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Management is a complex process that is constantly evolving. Features of the current stage of management (both vertically and horizontally) are its "spiky" trajectory, uniform speed of change (for example, in public and private sectors of the economy), "gigantomachia" of artificial intelligence with a simultaneous high demand for "implantation" of emotional intelligence and other factors, mostly provoked by globalization and digitalization. Therefore, the requirements for participants in this process change significantly. Most often it is a question of what new knowledge and skills participants of the managed subsystem of management should possess. At the same time, the subjects of the control subsystem are forced not only to accumulate new knowledge, significantly update skills and acquire new skills to perform, modernize and/or significantly transform management processes, functions, and technologies but also to form fundamentally new approaches to forming a holistic management system.

The situation is complicated by the fact that in the modern system of formal management education there are still many shortcomings, and non-formal and informal education gives only local impetus to transformation.

Management capital among domestic scholars is considered very modestly. It is attributed to the sign of "meta-capital", adequate quality of the management system, the derivative of human capital, the functionality of which is "narrowed" to the optimality of the management system of the enterprise [1, 2, 3].

The author's view of managerial capital has a "hexagonal" shape and is the product of such components as broad knowledge, deep (special) knowledge, emotional intelligence, social capital, managerial intelligence, and spiritual intelligence. And such a "hexagon" has intersections at which there are zones of productivity. For example, Carson Tate in the book "Work easily. An Individual Approach to Improving Productivity" offers an understanding of one's own style of productivity aimed at increasing personal efficiency. The author offers four main styles of performance: prioritize, scheduler, arranger, and visualizer.

At the same time, the accelerator of managerial capital is currently education 4.0, and the hardener is managerial intelligence. Political intelligence (PQ) is interpreted differently in different sciences. Psychologists first spoke about this type of intelligence. J. Owen was one of the first to try to consider political intelligence as an independent type of intellectual activity. Based on many years of experience in organizational psychology and the development of criteria for assessing the effectiveness of the manager, he concluded that at the cognitive level, the effectiveness of management determines the development of general, emotional and political intelligence, which together constitute "managerial intelligence" (management quotient).

Under managerial intelligence, J. Owen understands the ability of the manager to use his power to solve current production problems, as well as the ability and ability to organize people for joint activities under his leadership [4]. And although J. Owen limits the study of the phenomenon of political intelligence exclusively to the organization, its conclusions and role model can be applied in other areas of public life, such as family, sports team, school class, and, of course, "political organization". Thus, the subject of political intelligence, J. Owen considers the ability and ability to accumulate authority and exercise power, which contributes to a clearer separation of this issue among related issues.

Management intelligence is seen as a combination of crystallized (inherited) ability to see and understand the political landscape with the acquired mobile skills of "maneuvering" political minefields. Of course, interpretations can be different, the proposed construction is based on elements of the theory of R. Kettell [6], who divided intelligence into mobile and crystallized. The first is the ability to think logically, analyze and solve problems that go beyond previous experience; the second includes experience and the ability to use the acquired knowledge and skills.

Signs of managerial intelligence are integrity, impartiality, the ability to curb personal managerial (and not only) passions, and curb power (and not only) appetite. Of course, this is not a complete and somewhat idealized formula, but it should be the key to forming a healthy ecosystem of the enterprise or organization. The pandemic is expected to plunge most countries into recession in 2020, with per capita income contracting in the largest fraction of countries globally since 1870. Advanced economies are projected to shrink 7 per cent. That weakness will spill over to the outlook for emerging market and developing economies, which are forecast to contract by 2.5 per cent as they cope with their own domestic outbreaks of the virus. This would represent the weakest showing by this group of economies in at least sixty years [1]. Every region is subject to substantial growth downgrades. East Asia and the Pacific will grow by a scant 0.5%. South Asia will contract by 2.7%, Sub-Saharan Africa by 2.8%, Middle East and North Africa by 4.2%, Europe and Central Asia by 4.7%, and Latin America by 7.2%. These downturns are expected to reverse years of progress toward development goals and tip tens of millions of people back into extreme poverty.

The Global Economic Prospects describes both the immediate and near-term outlook for the impact of the pandemic and the long-term damage it has dealt with prospects for growth. The baseline forecast envisions a 5.2 per cent contraction in global GDP in 2020. Over the longer horizon, the deep recessions triggered by the pandemic are expected to leave lasting scars through lower investment, an erosion of human capital through lost work and schooling, and fragmentation of global trade and supply linkages.

Ukraine will be easier than most other countries in the world. The reason: agriculture suffers the least. For Ukraine, the main export products are agricultural. The negative factor Ukraine is very much dependent on international funding.

Thus, according to the State Statistics Service of Ukraine, the index of industrial production in April 2020 to March 2020 was 87.2%, and by April 2019 - 83.8%. At the same time, the index of agricultural products in April 2020 to March 2020 was 109.7%, and by April 2019 - 99.8% [2].

That is, in the short run we can trace the resilience of the Ukrainian economy to the coronary crisis. So Ukraine's economic weakness may become its strength in the context of the corona crisis.

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# THE ROLE OF THE CORPORATE SECRETARY IN ENSURING THE ECONOMIC SECURITY OF THE JOINT STOCK COMPANY

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## Abstract

The role of corporate secretary in ensuring the economic security of joint stock companies are considered. The task of the study is to establish the role of the corporate secretary in ensuring economic security in modern conditions of corporate governance. Carrying out a business by a joint-stock company within the legal field is a professional duty of a corporate secretary. Such schemes are complicated several times and become unprofitable for fraudsters. The main threats to economic security related to deficiencies of corporate governance. Systematized of corporate secretary to neutralize these threats.

**Keywords:** Joint Stock Company, Corporate Secretary, economic security, threat, corporate governance

**Introduction.** Taking into account the interests of a wide range of persons interested in the activities of the company, regardless of the share of shares owned by them, is the main guarantee of investment processes, ensuring confidence and increasing investor confidence in joint stock companies of Ukraine.

One of the main features and contradictions of the management system of joint stock companies is that the highest governing body - the general meeting of shareholders - has the greatest authority, while the least access to prompt, accurate and complete information about the results and real state of affairs in the company. In addition, the shareholders participating in the general meeting must agree that the information provided to them has been censored by the company's board, and therefore in most cases, this is exactly the information that the executive body considered necessary for them. present in the form that suited the information provider, rather than taking into account the individual needs of a particular recipient.

An integral prerequisite for the effectiveness of corporate governance is transparency and proper disclosure of information about the company's activities, which allows shareholders and potential investors to make an objective assessment of the financial and economic condition of the company to make informed decisions about purchasing or disposing of securities. shareholders' meeting [1].

On the other hand, the corporate secretary is an official who, earlier than others, can diagnose threats to the economic security of joint-stock companies in interaction with shareholders, the government and potential investors.

**Literature review.** Research of such domestic and foreign scientists and practitioners as: R. Vishny, L. Zingales, D. Caprio, O. Kostyuk, R. La Porta, L. Levin, K. is devoted to the development of theoretical and organizational-methodical approaches to the development of corporate governance. Mayer, L. Ross, J. Stiglitz, A. Schleifer and many other scientists.

The works of such scientists as: Azoev G., Arefeva O., Bandurka O., Baranovsky O., Blank I. are devoted to the issue of creation and functioning of the system of economic security of subjects of economic activity: Zhyvko Z., Zaichkovsky A., Zerkalov D., Zakharov O., Kozachenko G., Lyashenko O., Mak-Mak V. , Oleynikov E., Sidak V., Yarochnik V. and many others.

However, the issues of determining the officials responsible in the joint-stock company for ensuring its economic security remain insufficiently studied.

**Aims.** The task of the study is to establish the role of the corporate secretary in ensuring economic security in modern conditions of corporate governance.

**Results.** A study of foreign experience has shown that in many countries (UK, USA, Canada, Australia, as well as in Hong Kong, Singapore, Bulgaria) in the organizational structure of the corporation necessarily has the position of corporate secretary, or director or specialist in investor relations . The introduction of such a position was caused by the growing information needs of investors, which forced the company to pay more

attention to the level of corporate governance, improving the quality of interaction with shareholders, especially small ones.

The position of corporate secretary in the 90s of last century has become a profession: in the developed world there are unions of corporate secretaries or unions for investor relations (for example, in the UK - the investor relations union, in the US - the National Institute of Communications. relations with investors). In some post-socialist countries, the law also requires public companies to introduce the positions of corporate secretaries or directors of investor relations [2].

The undisputed leader among them is the British Institute of Certified Secretaries and Administrators (ICSA). The institute was established in 1891 and now has 44,000 members and 27,000 students. ICSA has offices in more than 70 countries. In training highly qualified corporate secretaries, the Institute believes that these individuals have the ideal qualifications to meet the growing needs of business. After all, a corporate secretary is a person who has training in management, finance, administration and law. A corporate secretary, according to ICSA experts, is a person who provides support to both the board and the supervisory board in such a way that all officials are confident that they are performing their duties properly. CCCA has its own code of conduct, and therefore, the corporate secretary is not only subject to the rules established in the company, but also to the rules established by a specialized organization, which, of course, improves the quality of his work.

Despite the fact that the work of corporate secretaries has become commonplace in the world, is recognized as very important and there is no doubt about the effectiveness of its introduction to strengthen investor confidence in securities of public corporations, in joint stock companies in Ukraine has not yet become widespread, as well as the creation of special departments that are responsible for relations with shareholders.

The Principles of Corporate Governance of Ukraine approved by the NSSMC of Ukraine [2] also recommend the introduction of the position of corporate secretary for effective organizational and information support of the management bodies of the joint-stock company, proper informing of shareholders and stakeholders.

The principles of corporate governance for joint-stock companies of Ukraine refer the corporate secretary to the officials of the joint-stock company, who is appointed by the supervisory board and subordinated to it.

The coordination functions of the corporate secretary include ensuring the connection of the supervisory board with other management bodies of the company, shareholders and investors, including providing them with information and ensuring its exchange between the management bodies of the joint-stock company, control over the protection of information with limited access.

Having access to information about the joint-stock company, the corporate secretary carries out primary diagnostics:

- changes that occur in the registers of shareholders and indicate the persons buying the company's shares;
- changes made to the charter of the joint-stock company and their compliance with the decisions adopted at the general meeting of shareholders;
- changes in the agenda of the annual and extraordinary meetings of shareholders, the reasons and their initiators;
- the reasons for convening an extraordinary meeting of shareholders and their initiators;
- and other.

In order to prevent the raider seizure of a joint-stock company, the corporate secretary identifies threats to economic security and takes measures to neutralize them. Consider the main threats associated with the seizure of society through methods such as:

- purchase of shares by one person or a group of related parties;
- forgery of internal documents;
- forgery of shareholder registers;
- conflict in a joint stock company;
- violation of the law [3].

Carrying out a business by a joint-stock company within the legal field is a professional duty of a corporate secretary. Such schemes are complicated several times and become unprofitable for fraudsters.



**Conclusions.** Thus, the corporate secretary plays an important role in ensuring the economic security of the company. The joint efforts of the economic security service and the corporate secretary to timely identify threats and develop measures to neutralize them will ensure a stable state of the economic security system of the company.

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## INNOVATIVE DEVELOPMENT AND HUMAN CAPITAL AS DETERMINANTS OF ECONOMY COMPETITIVENESS PROVIDING OF THE COUNTRY

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Modern social and economic development is characterized by the transition from the industrial age to the post-industrial formation, which is associated with accelerating development of scientific and technological progress, the growth of labor productivity and the importance of information technologies, intelligence and scientific knowledge embodied in human capital, which undoubtedly becomes the main determinant in providing innovative development and the formation of a qualitatively new economic system - the knowledge economy in Ukraine and in the world. Actualization of scientific knowledge, human intelligence, high level of education of the population determine the level of development of the country, its competitiveness and serve as a prerequisite for structural changes and restructuring of the labor market, due to the growth of non-productive sectors, services, growth of knowledge as a production factor.

It should be noted that during the years of Ukraine's independence in the field of scientific and technical activities were accumulated many problems that have not been solved for a long time and caused stagnation of the national innovation system, a significant reduction in the number of scientists due to low levels of material support and migration, the closure of scientific schools, the decline of material, technical base of research institutions due to underfunding. Ukraine's position in the high-technology export rankings in 2018 [1] confirms the mentioned above conclusions, the country is behind China's world technology leader more than 652 times (as of 2017), Germany more than 208 times, leaders in exports of high-technology products in 2018 in addition to the following were: Korea, USA, Singapore, France, Japan and others (Table 1.)

Table 1.

High Technology Export Countries Rankings 2018 (US \$) [1]

Rank	Country	The Volume (US \$)
1	China*	654,188,000,000.00
2	Germany	209,610,000,000.00
3	Korea	192,790,000,000.00
4	USA	156,366,000,000.00
5	Singapore	155,447,000,000.00
8	<u>Malaysia</u>	90,395,900,000.00
12	<u>Vietnam*</u>	74,113,940,000.00
22	<u>India</u>	20,273,090,000.00
46	Greece	1,754,802,000.00
47	Latvia	1,747,648,000.00
48	Ukraine	1,247,556,000.00
50	Croatia	1,011,940,000.00

\*data of 2017 year

The rating is based on a comparison of exports of high-tech products among 167 countries. High technology products are defined as the sum of the following products: Aerospace, Computers-office machines, Electronics-telecommunications, Pharmacy, Scientific instruments, Electrical machinery, Chemistry, Non-electrical machinery, Armament.

For a better understanding of the situation regarding the state and evaluation of innovative, scientific and technical development of Ukraine, it is necessary to refer to the European Innovation Union Scoreboard (IUS), that consists of a system of evaluation of indicators of scientific, technical and innovative activity, on the base of which a Summary Innovation Index (SII) is calculated. It should be noted that Ukraine is not listed

in the IUS, but indicators of its scientific, technical and innovative activity are covered in the report. The IUS scoreboard consists of 27 key indicators, which are organized into 10 groups, for each of which a generalized value (indicator) is calculated, and the arithmetic mean of the generalized indicators forms a consolidated innovation index [2].

The results provide an opportunity to rank the countries and assign them to one of four groups: “innovation leaders”, “strong innovators”, “moderate innovators” and “modest innovators”. The aggregate innovation index of the EU, Ukraine and potential countries-competitors in 2018 is shown in Figure 1.

Thus, from the assessment of the Summary Innovation Index, we can conclude that Ukraine belongs to the group “modest innovators” with an index value of 26.8. It should be noted that 4 years ago, Ukraine was ahead of Bulgaria by the index value and was a close competitor to Romania, but in 2018, we note the decrease of the index in comparison to the closest countries-competitors. At the same time, it should be noted that the average value of the EU Summary Innovation Index was 108 in 2018, almost three times higher than in Ukraine. The highest values of the index were obtained by the Netherlands - 135, Denmark - 140.9, Finland - 145.6, Sweden - 147.7 and Switzerland - 170.6, these countries are in the group “innovation leaders”.

The performance of China shows that the country is a Strong Innovator with an index value of 95 in 2019. Performance has increased strongly since 2012. Relative strengths are in Business R&D expenditures and Trademark and Design applications.

The performance of Brazil shows that the country is a Moderate Innovator with an index value of 64 in 2019. Performance has increased since 2012. Brazil’s relative strengths are in Marketing and organizational innovation and Trademark applications.

The performance of India shows that the country is a Modest Innovator with an index value of 29 in 2019. Performance has decreased since 2012. Relative strengths are in Exports of knowledge-intensive services.

It is necessary to analyze the value of Ukraine in the rating of innovative development on the basis of comparison of generalized values of indicators of the main groups. Therefore, we can conclude that Ukraine is significantly behind the main indicators that form a Summary Innovation Index. The highest indicator is observed in the group “Human Resources” - 100.8, which indicates a strong staff component, while low values in the group “Attractive Research Systems” - 15.0 and “Finance and Support” - 7.6 indicate a poor operating environment of human resources.

According to the indicators of the groups “Firm Investments” - 52.9 and the “Employment Impacts” - 77.4, Ukraine can be attributed to the countries-group “moderate innovators”, however, all other indicators are consistently located in the group “modest innovator”. The worst situation is observed in the group “Linkages” the indicator is 3.0, while the same indicator is almost ten times higher in Poland and Bulgaria. The low value of the indicator shows the low level of innovative cooperation of small and medium-sized businesses with the subjects of research and innovation activity, the low level of start-ups support, the low level of co-financing of state research works, etc.

The indicator of the group “Innovation friendly environment” is 6.0, which indicates a low level of innovation implementation and entrepreneurial orientation, lack of state support for innovation, scientific and technical activities and favorable conditions for its results implementation.

The number of researchers plays the important role in ensure scientific, technological and innovative development. For example, the highest density of researchers in the world in Israel - 8337 people per 1 million people, in the United States - 3984, the United Kingdom - 4108, South Korea - 6533, Japan - 5195 people. 72 % of researchers worldwide live in five countries: China, EU, Japan, USA, and Russia. About 33 % of all researchers in the world live in Europe, with a population of 11.4 % of the world population [3, P. 165].

Therefore, it should be understood that the development of science and innovation depends on state scientific and technical policy, as well as on measures in the field of entrepreneurship support, especially creating favorable conditions for the development of innovative entrepreneurship, which in turn can ensure the stability of economic development, high level of competitiveness and the ability to respond to the challenges of the sixth technological order in a timely manner.

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**Keywords:** social and economic development, According, potential countries

## STRATEGIC ASPECTS OF INTENSIFICATION OF UKRAINE'S INVESTMENT POLICY IN THE CONTEXT OF ECONOMIC MODERNIZATION

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The development of the modern economy is influenced by global changes, the spread of information and communication technologies, the introduction of innovations, the emergence of new challenges and threatening phenomena, increasing contradictory trends in the global and macroeconomic environment. To solve key problems, to form the basis for sustainable long-term development of the national economy, it is necessary to modernize the economy as an unalterable way to update the socio-economic system. The problem of modernization of the economy and society is at the center of scientific and socio-political discussions in Ukraine.

Solving the problem of investment, development and implementation of a balanced investment policy in the face of uncertainty and acute challenges of today is a vital pressing issue of modern modernization of the economy. The complexity and versatility of the studied problem involves the creation and further deepening of the theoretical and methodological basis based on the use of integrated and systematic approaches, non-standard practical proposals.

To analyze the state of investment activity in the country, the investment attractiveness of Ukraine's economy was assessed on the basis of world investment ratings. The investment attractiveness of the country according to the index is at a fairly low level, which in 2020 fell to 2.51 against 2.95 in the previous period. This was reported by the European Business Association (EBA). Unsatisfactory state of investment activity in Ukraine, unattractive investment climate require significant improvement of investment policy of economic modernization.

The strategic direction of investment policy is the development of models and methods of state influence on investment processes and phenomena aimed at achieving strategic goals of ensuring the competitiveness of the economy, national welfare, social orientation, environmental protection. Scientifically sound investment policy should be aimed at modernizing the economy in compliance with the requirements of resource and environmental security of the country and social responsibility of investors, timely responses to current challenges, quality economic development. An important area of preparation, development and implementation of investment policy of economic modernization is the development of a paradigm of investment policy.

A feature of the investment policy paradigm is to ensure an integrated combination of high efficiency of economic modernization, economic efficiency, social responsibility of investors, the state, resource and environmental balance, national and environmental security. The main general scientific (methodological) principles of investment policy in the context of modernization of the economy include innovation, intelligence, creativity, environmental friendliness, national and resource-environmental security, system, efficiency.

A significant place is occupied by the focus of investment policy of modernization of the economy on the introduction of innovations, the ability to borrow and use the latest technologies. Modern research in the field of innovation determines the state of development of innovation in the world. Cornell University, together with the INSEAD School of Business and the World Intellectual Property Organization (WIPO), annually compiles the Global Innovation Index, which assesses elements of the national economy from the standpoint of innovation development. Ukraine ranks 47th in the Global Innovation Index 2019, entering the TOP-3 countries of the economic group lower-middle income.

The main directions of the investment policy paradigm based on the latest innovation trends at the national level under the influence of global processes are presented in Table 1.

Table 1.

Strategic directions of the investment policy paradigm in modernization of the economy

Content of the trend of innovation and investment activity:	Characteristics of the trend of innovation and investment activities:
- strengthening the socio-economic role in the development of society of information and telecommunication technologies, technologies for the production of medical equipment and pharmaceuticals, etc.;	Development of nano- and biotechnologies, technological transformation of the system of agricultural production; application of nano-materials in the industry sector, achievement of new technological standards in the field of medicine, in particular, in diagnosis, treatment and prevention of diseases and more.
- changes in industry, in particular the structure, scale, location and organization of production;	Innovation has become a means of increasing profits and capturing a wider market segment; accelerating economic growth.
- internationalization of knowledge, technologies and innovations;	Research, innovation, production and value creation are no longer geographically localized.
- increasing the scale of market commercialization of embodied and unrealized components of progressive world scientific and technological achievements;	Strengthening the general level of financial and economic requirements for the result of investment support for the implementation of research and development projects by both the state and the private sector.
- priority areas of innovation are the development of high technologies, production on their basis of products (goods, services), access to world markets, the expansion of international integration in this area;	The most important research is information technology, alternative energy sources and energy conservation, medical topics, artificial intelligence, superconductivity, nanotechnology and micromachines, the use of solar energy, deep waste processing.
- improvement of the innovation management system;	Increase in management costs and increase in production efficiency, strengthening of state support, managerial innovations, information support of the management system.

The development of investment policy of economic modernization contributes to the growth of the national economy, competitiveness, and the overall positive impact on society. Strengthening the greening of innovations aimed at combining nano- and information technologies, reducing harmful emissions, improving the quality of the environment is important for achieving sustainable development.

Unsatisfactory state of investment activity and insufficiently attractive investment climate of Ukraine requires decisive action, formation of a balanced methodological base, designing a paradigm of investment policy of modernization and its practical implementation. The main promising areas are in the context of adaptation of European experience: promoting the development of knowledge, innovation; environmental protection, rational and efficient use of resources, including limited environmental goods and services; increasing energy supply; fighting poverty and improving the welfare of the people; economic growth; national and environmental security.

## ESSENCE AND TYPES OF FINANCIAL FRAUD IN BANKING INSTITUTIONS

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### Abstract

Banking system of the state is a defining link of economic system of the country, which unites all sectors of economy, various segments of population, private and public sectors. Low incomes, development of information technology and use of large sums of money by commercial banks have created the basis for development of banking fraud. Banking fraud is a covert process of systematic damage to bank's financial security, which leads to financial losses, loss of trust and reputation among customers and in some cases can lead to the bankruptcy of banking institution. Fraud in banking sector is characterized by a wide range of manifestations and is associated with the emergence of threats, risks, and dangers for both the banking institution and its customers. During 2015-2019, most banking institutions from around the world reported an increase in fraud and an expansion of the typology of fraud.

The spread of banking fraud undermines the credibility of banking institutions as financial intermediaries that guarantee the safety and accumulation of customers' funds: individuals, the state and businesses. In today's world, scams are changing. Information technology is changing the lives of modern man. The banking sector is no exception. Today, more than a quarter of banking products and services are provided through digital channels. The spread of information technology in banking sector has both positive (reduction of bank branches, simplification of banking operations) and negative consequences (spread of fraud).

The specificity of banking fraud is that the actions of attackers can be aimed at financial institution itself, as well as its customers or partners. In view of this, commercial bank can be a victim of fraud or just a tool in hands of criminals. Bank employees are often malefactors. Therefore, it is advisable to distinguish between external and internal banking fraud.

Banking fraud is not a situational act, but a carefully planned and organized activity with a clear purpose to obtain material benefits. Financial fraud is characterized by goal setting, repetition, sequence of implementation and postponement of manifestation, and so on. Such characteristics allow us to consider this phenomenon as having a pronounced cycle with clear stages: design and preparation of fraudulent activities, implementation of manipulations aimed at organizing the seizure of financial and monetary funds, fraudulent seizure of funds, concealment of traces and concealment of bank financial consequences, fraud, creating a kind of good faith acquisition of funds, that is money laundering, open use of funds acquired as a result of bank fraud.

A wide range of people can be involved in banking fraud. In addition, they can be both conscious participants in fraudulent activities and persons who were not aware of their role in fraud, in other words those who were used by fraudsters. Fraudsters in financial fraud try not to associate themselves directly with money that is seized. In the first stage, money is directed to intermediate people. Only later, after legalization, money received through fraudulent activities goes directly to the fraudster.

Financial consequences arise for the deceived person as a result of funds loss. In this context, fraudsters try to influence the deceived person so that he is not aware of fraud and is not able to inform others. Traces of financial fraud remain in commercial bank in form of tangible and / or intangible assets. In order to conceal the committed fraud, fraudsters use methods of concealing or destroying evidence that confirms the connection of a particular person with the operation.

The level of damages from fraudulent actions is quite low – less than 25% of stolen customer funds can be returned. Therefore, the main role in detecting fraud in banking institutions is played by customers themselves. Yes, 89% of fraudulent actions are detected due to customer reports.

Financial fraud leaves its mark on the work of a banking institution, which is associated with the emergence of threats, risks, dangers, etc. For banking institutions, financial fraud has a number of negative consequences, including: disruption of operating activities, direct financial losses, imposition of sanctions, payment of fines, and in case of repetition – the loss of banking licenses and bankruptcy. However, this list indicates only financial losses, and the real cost of financial fraud for the bank is much higher. Thus, a bank involved in financial fraud loses customers' trust and reputation, motivation of bank's employees decreases, partners interrupt commercial relations, and, as a result, the bank loses its share of banking market and prospects. And this is only part of the "non-monetary" consequences of financial fraud for commercial bank.

Ukraine is one of the leading countries in field of banking fraud and is among the top five countries where banking payments are unsecured. Note that 19% of transactions suspected in fraud were indeed fraudulent. This figure exceeds the volume of fraud in other countries.

The share of products and services sold by banks through digital channels is growing every year. Banking payment systems that have weak protection can lose customers because they can be subject to fraud. Involving large sections of population in non-cash transactions and the possibility of losses among them turn banking fraud not only into a problem of banks, but into a social problem. This problem needs to be solved comprehensively with involvement of the state, population, banks, and investors.

The largest share of bank fraudulent transactions carried out using social engineering methods (41%) was carried out using fittings and pre-extinction. The essence of such fraudulent actions is to extract payment card data from customers and gain access to accounts and stolen funds. The victims of social engineering are usually people of retirement age (55 and older) – 15% and middle-aged people (35-44) – 13%.

The largest number of cases of bank payment fraud in Ukraine was carried out using social engineering methods implemented in the Card-Not-Present environment (operations without a card and the physical presence of user). This can be explained by the fact that the attackers receive bank card data and customer identification data. The popularity of social engineering is due to the fact that this method of fraud is quite simple to implement. Despite the fact that bank employees warn customers not to disseminate information on the bank card over the phone, but fraudsters have many ways to influence the victim. Thus, the weakest method in payment systems is the customer himself. Here, banking institutions are powerless. Therefore, for this case of fraud, it is necessary to use a set of tools based on methods of intellectual analysis and information technology.

Banking fraud has negative consequences for state financial system stability as a whole. The negative impact is manifested in the slowdown in spread of non-cash payments, the spread of public distrust in banks, shadowing of financial transactions.

**Key words:** financial fraud, banking fraud, social engineering, manipulation, consequences.



# MODELING THE PROCESS OF ENSURING THE FINANCIAL SECURITY OF ENTERPRISE

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Today, the engineering industry in Ukraine is characterized by a crisis development, formed due to the fact that domestic enterprises can operate in such political and economic conditions, which are characterized by significant instability. The last five years have been extremely difficult for the Ukrainian economy, and all the events taking place in the country (depreciation of the hryvnia, hostilities, loss of the Russian market) have a very acute impact on the financial security of domestic enterprises. So, the issues of diagnosing the crisis state of mechanical engineering enterprises are very relevant today, since a large number of existing models and methods were simply not formed for the Ukrainian reality.

In international practice and scientific literature, time has lasted to determine when it is necessary to apply anti-crisis management, methods of forecasting the onset of bankruptcy have been applied (despite its legal status, bankruptcy remains a phenomenon, it is formed precisely for financial reasons).

In the international scientific literature, various methods for assessing the level of financial security are considered, thanks to which it is possible to establish when it is roughly necessary to apply anti-crisis management. Such methods, for example, include: cost, strategically target, program-target, indicator, ranking method, resource-functional, method of the "golden rule of financing". But, unfortunately, they do not always show themselves effectively in practice. Let's consider each of the methods in more detail:

1. The cost method. This method was most used precisely in the study of the methodology of financial security at the enterprise. The cost method differed from others in that it provides for the process of managing the financial security of an enterprise due to the total maximization of the value of the enterprise. This requires a high level of profit from the enterprise, which, unfortunately, our domestic engineering enterprises simply hide in order to reduce tax payments.

2. Program-target method. The method presupposes the use of mathematical analysis, which is why it is too difficult to be applied in practice by a domestic enterprise.

3. Indicator method. This method involves assessing the level of financial security of the enterprise by comparing the actual performance of the enterprise (for example, capital productivity, labor productivity, etc.) with the existing system of indicators. Unfortunately, this method is not fully formed for assessing the financial security of the enterprise levels, since it imposes such established limit values of indicators that can differ significantly in different industries where the enterprise operates.

4. Ranking method. This method consists in determining the level of economic security of an enterprise using an established point scale, that is, the assessment is due to the use of certain rank indicators. In our opinion, the ranking method is very superficial and its effectiveness suffers due to the fact that the management of the enterprise will be in constant uncertainty in the formation of those very rank signs, since there is no general idea of how to form "ranks".

5. Strategic target method. The method assumes a constant process of adjusting the financial strategy for the development of an enterprise in accordance with changes in the level of financial security. Its problem is similar to the previous method, it requires the maximization of profits and the consistency of the financial interests of all participants, which forever coincide and are aimed precisely at the development of the enterprise.

6. Resource-functional method. This method provides for assessing the level of financial security of an enterprise through assessing the state of use of corporate resources according to special criteria and covers almost all areas of the enterprise. That is why the coverage of all the activities of the enterprise, the method may not give the desired result, since financial security is not everything that the enterprise does, this concept

is narrower and the assessment of its level will be more effective if you focus only on a certain component of the enterprise.

7. Method of "Golden rule of financing". This method involves calculating the level of financial security of an enterprise by setting the terms for which financial resources are mobilized, coincides with the terms for which financial investments are made. Thanks to this, you can set the level of financial security of the enterprise for the short term.

Consequently, it can be argued that the presented methods are ineffective for domestic engineering enterprises in assessing the level of financial security at which it is necessary to apply anti-crisis management.

To date, there is no holistic and practically-proven method for assessing the level of financial security, the calculation of which would provide information on the need to apply anti-crisis management at a domestic engineering enterprise, taking into account the specifics of their activities.

In our opinion, the assessment of the level of financial security, at which it is necessary to apply anti-crisis management at the enterprise, should be holistic and based on indicators that fully reflect the current financial condition and take into account the specifics of the industry. To do this, it is necessary to attract relevant experts in the field of domestic mechanical engineering, whose experience and knowledge will make it possible to form the necessary groups of indicators and calculate an integral indicator, the results of which would signal the absence or need to apply anti-crisis management.

To calculate the integral indicator, it is necessary to form a group of indicators that fully reflect the financial condition of the enterprise and determine the current level of financial security: "desired", "acceptable", "recommended", "acceptable"; "pre-crisis"; "crisis". The level of financial security established by us will allow the management of enterprises to better understand when there is a need to apply anti-crisis management.

To establish the main indicators and their threshold values, at which the threat of a financial crisis in engineering enterprises, and there is a need to apply anti-crisis management, we conducted a survey with the involvement of experts working in this field and are leading experts in the issue of financial and economic security of the enterprise.

**Keywords:** security, financial security, enterprise, model

# **THE NEED OF DEVELOPING SOME INNOVATIVE APPROACHES TO THE FINANCIAL SECURITY STRATEGIC MANAGEMENT AT THE LEVEL OF THE STATE AND ECONOMIC ENTITIES**

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The financial and economic situation in the world today, characterized by the periodicity of crisis phenomena, the frequency and strength of which affect the global economic system over time, directs the scientific community to further attempts to develop innovative approaches to financial security state regulation. The inability of national economies to withstand global financial crises always proves that traditional approaches to financial security management at the state level do not take into account the specifics of different types of economic structures, the effective operation of which is the basis of financial security of market economies and are not able to guarantee the proper state of realization of financial interests of business entities and the population of the country. Therefore, in order to maintain a high level of financial security of the state and economic security of economic entities as a prerequisite for its provision, it is necessary to create innovative methodological tools for use by regulators.

As of the beginning of 2021, a number of fundamental problems can be identified in the context of financial security strategic management of national economies: weakness and inefficiency of regulatory influence on the formation of the system of economic security of financial market participants; uncertainty and lack of fixation of strategic imperatives to ensure economic security of economic entities at the level of state regulators; unformed conceptual foundations of ensuring the financial security of the state in the conditions of changing the nature of the environment of the financial market and the permanent growth of the number of threats that accompany its progressive development.

Analysis of a significant number of well-known domestic and foreign scientific papers on financial security at the national level, at the level of individual businesses and government levers to influence this process shows the lack of comprehensive and innovative approaches to effective state regulation of financial security, for example, in Ukraine, in the conditions of intensification of influence on activity of participants of financial system of external and internal dangers and threats. Traditional methods and techniques of financial security in the current crisis of financial markets and national economic systems in general can not guarantee comprehensive protection of their participants from a wide range of risks inherent in their activities, and the conceptual model of public administration subsystem of financial security as a component of economic security for the national security of most countries is not developed. In view of this, there is a need to form non-traditional approaches to state regulation of financial security of the country as one of the stages of creating an effective strategy to ensure its economic security in the future.

Using the results of the formation of innovative approaches to state regulation of national financial security and management of economic security of economic entities will ensure the formation of highly functional effective systems of financial and economic security at both macro and micro levels, guarantee the financial interests of public authorities, industrial enterprises, financial institutions by providing a high level of comprehensive protection of their corporate resources and customer assets. At the state level, the use of developed tools to ensure and control the financial and economic security of business structures is appropriate in the process of monitoring their activities at the governmental level in order to better diagnose their condition and performance, to develop norms and standards also as a scientific and methodological basis for developing strategies for the development of the national economic system and its individual elements in order to stabilize the state of financial markets.

Scientific and methodological tasks for solving the outlined problem can be combined into three main vectors:

- study of the current state of financial security of the country and regulation of the level of financial security of the national economy;

- analysis of factors influencing the process of ensuring the financial security of the country through mechanisms of control and monitoring of the state of economic security systems of economic entities;
- development of innovative methods of state regulation of financial security of the country for a strategic perspective.

Within the three outlined directions, the following actions are necessary.

1. Concretization of theoretical and methodological principles of the process of ensuring the financial security of the state and participants of the financial system.
2. Establishing the place and role of economic security of participants in the financial system in the polystructural system of economic security of the national economy.
3. Formation of the methodological basis of strategic management of financial security of the country and regulation of its state.
4. Development of innovative methodological tools for assessing the level of financial security of the state and the state of financial and economic security of economic entities.
5. Systematization of the results of the analysis of tendencies of development of the domestic financial market and their influence on financial security of the state.
6. Identification of threats to the functioning of professional participants in the financial system from the standpoint of economic security.
7. Determining the directions of stabilization of the financial security of the national economy with the use of vectors of state regulatory influence on this process.
8. Development of new directions of strengthening the protection of financial and economic security of economic entities from external and internal threats in the strategic perspective.
9. Development of innovative tools for assessing the level of financial and economic security of the population.
10. Formation of a conceptual approach to the implementation of state regulation of financial security of the national economy.

The efforts of modern researchers in the field of security should be aimed at expanding and improving traditional and innovative approaches to state regulation of financial security of national economies by identifying vectors of state influence on the formation of a universal system of financial and economic security of economic entities and mechanisms of its strategic subsystem management, taking into account the peculiarities of each individual type of business structures. Based on the results of such research, it will be possible to form a methodological basis for assessing the state of financial security and financial and economic security of economic entities, suitable for use by state regulators, self-regulatory organizations, external and internal stakeholders, owners and managers of enterprises, institutions and organizations.

Thus, the problems of financial instability and the permanent emergence of crisis situations are urgent global problems and require appropriate regulatory intervention. The decision of their separate aspects concerning guarantee of financial security of national economy will allow to provide realization of financial and economic interests of the state, business structures and the population.

## SIGNIFICANT COMPONENTS OF INTELLECTUAL CAPITAL

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Adjustment of the intellectual capital management mechanism is provided by the use of feedback in accordance with the results of intellectual capital management efficiency assessment and its components.

The mechanism of management of intellectual capital of enterprises should provide rational combination of corresponding principles of management which in turn should provide effective realization of management functions (planning and carrying out of works on management, the control and the account of a condition) and achievement of the set purposes.

The effectiveness evaluating criteria of intellectual capital management include tasks and stages of its management, namely, the level of enterprise resources: innovative activity, investment attractiveness, development of human and infrastructural resources (full use of information and computer technologies), customer satisfaction, business reputation, mobility.

The effectiveness of intellectual capital management in enterprises is determined by the quality of management of its creation, growth, transformation and realization in the process of innovation activities.

At the same time, the indicators of management effectiveness are [1, 2]:

- net profit received by the enterprise as a result of innovative activity and identifies the efficiency of intellectual capital for a certain period of time;
- the level of intellectual capital, which is received at the enterprise, determines its condition and potential possibilities in the process of innovative activity.

For the purpose of working out of organizational and information maintenance of the mechanism of management of intellectual capital of the enterprise we will consider the enterprise as information system with feedback.

Organizational and information support of the mechanism of intellectual capital management of enterprises defines a clear sequence of stages, namely: intellectual capital estimation (considered earlier), comparison of the received values of intellectual capital with the threshold in each group by means of ROC-analysis and criterion of an ideal observer [2].

If the received estimation is less than the reference one, it is necessary to return to the stage of selection of qualitative and quantitative indices. Then the criteria of effective management should be selected.

After analysing the performance criteria, a strategic action plan is selected.

For better and more efficient intellectual capital management, it is proposed to identify the factors that are most important.

Depending on the category of enterprises, the indicators also change. By using correlation-regression analysis, systems of quantitative indicators are established.

In order to find the most significant independent variables and possible dependence between intellectual capital indicators, Pearson correlation coefficients were calculated for Ltd "NMZ". MS Excel was used for calculation.

From the obtained correlation matrix it is established that for Ltd "NMZ" the most significant components of intellectual capital, which is higher than 0.5, are the number of employees with higher education, advanced training of managers, specialists and employees, investment in personnel development, investment in enterprise development [2].

Having found out the most significant factors, it is necessary to construct the regression equation which will help to make predictive values of intellectual capital in the future.

Improvement of organizational and information support of the mechanism of intellectual capital management of enterprises explains the connection between intellectual capital management and its evaluation, is characterized by a clear sequence of management stages. The most influential indicators on the intellectual capital of the considered machine-building enterprises were found out. Elasticity coefficients were obtained, which determine the influence of the selected factors on the intellectual capital of the enterprise.

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**Keywords:** mechanism of management; intellectual capital; effective management; category of enterprises

## PROPERTIES OF CYBERCRIME

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It is difficult to overestimate the significance of payment cards nowadays. Ukrainians tend to pay for their purchases not only in online stores, but also in regular retail chains more and more often.

Cybercrime - a socially dangerous crime, criminal liability for which is provided by law, committed in cyberspace with the help of computers (computer), automated systems, computer networks or telecommunications networks, which consists in the illegal, unauthorized creation, storage, processing, forgery, blocking, destruction of information infrastructure objects.

According to the data presented by the National Bank of Ukraine, the number of active payment cards in Ukraine decreased slightly - by 3 thousand in the first quarter of 2015. However, the statistics for the beginning of this year show that the number and the amount of non-cash transactions are steadily increasing - by about 20% and 26% respectively (compared with the average data for the quarter of 2014). Also, Ukrainians started to withdraw cash from their cards less often.

Properties of cybercrime:

intellectual nature of cybercrime - the commission of cybercrime requires a certain set of knowledge;

Cybercrime, unlike other intellectual crimes, is available to people of low social and age opportunities - to commit cybercrime does not need to occupy a high social position, just have access to the Internet and an electronic computer;

anonymity and impersonality of cybercrime - global network identification mechanisms allow a person to carry out transactions anonymously or impersonate another person, change biographical data or social status;

high latency of cybercrime, one of the main reasons for which are the following factors:

the damage from cybercrime often seems insignificant to the victim compared to an investigation procedure that can take time but does not guarantee that the perpetrator will be prosecuted and compensated;

incompetence of law enforcement officers in establishing the fact of committing a cybercrime;

fear of damaging one's own reputation in business circles and, as a result, the loss of a significant number of customers. This fact is especially characteristic of banks and large financial and industrial corporations, which are widely implementing automation of their production processes;

inevitable disclosure during the pre-trial investigation of the organization's security system;

fear that the investigation of the crime will reveal an illegal mechanism for certain financial and economic transactions;

the fact of committing a cybercrime calls into question the professional suitability and competence of individual officials, which may ultimately lead to negative consequences for them;

legal ignorance of the vast majority of officials on the specifics of cybercrime.

the rapid growth of cybercrime, which is associated with the growing proliferation of the Internet in various fields and cheaper Internet services.

The distance between cybercriminals - the offender and the victim can be separated by thousands of kilometers, as there is no difference in the commission of a crime against computer systems located on a neighboring street or in another country, if the crime is committed via the Internet.

Cybercrime is a new and specific phenomenon of criminal activity. It is this novelty and specificity that requires judicial and law enforcement agencies to use new, special means and methods of their detection, investigation and trial.

Indeed, it is easier to pay by card in a supermarket, there is no need to think every day how much cash you should take with you and worry about someone stealing your wallet in the subway or any other crowded place. However, there is the other side of this coin – it has been a long time since the fraudsters reached the

level at which they can easily empty your bank account. To do this, you only need to “expose” the payment card in any ATM, shop or even a cafe favoured by the thieves.

Frauds involving payment cards are one of the types of cybercrime and it is called carding. Over the course of the second half of 2014 the USA lost more than \$ 36 million to payment card thieves. In Ukraine, this kind of fraud is also becoming more large-scale.

According to the data provided by the Kiev police, in 2011 only 9 criminal cases of cybercrime were solved, in 2012 the number of such crimes solved was 104, in 2013, 253 cases of cybercrime were solved, during the year 2014, 304 crimes belonging to this category were documented by the employees of the cybercrime division, and as of April 1 this year, the number of such crimes is already 49. And the first place among various types of cybercrime (for example, false online auctions, spamming and the creation of viruses) is occupied by the fraud with plastic payment cards. Therefore, we will dwell on such crimes first.

**Keywords:** Cybercrime, anonymity and impersonality of cybercrime, Internet services, plastic payment cards



## KEY AREAS FOR ECONOMIC SECURITY

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Economic security of Ukraine is especially important due to the high pace of scientific and technological progress, the emergence of new dangers and threats: the phenomenon of market globalization, depletion of traditional sources of minerals and energy resources, the growing problem of survival of earthly civilization, and the need to actively counter international terrorism.

Economic security is the ability of an economy to maintain stability, counter threats of instability, overcome irreversible crises and stabilize the situation. The maximum allowable minimum level of the economic security system is characterized by the preservation of the ability to survive, exist after the threat and disruption of the stable state of the economic system.

The problem of ensuring and realization of a system of economic security is important for the economic development of the state, but it becomes especially relevant in the context of repayment of public debt, worsening of external and internal threats to economic security. Market transformations in Ukraine, taking place in the socio-economic sphere, require the formation of an adequate system of national economic security.

Modern realities indicate that threats to economic and financial security, disruption of firmness and stability of the financial and economic system of a number of countries, and even the world as a whole, are becoming more destructive. This development is due to the following phenomena:

- economic integration of countries, globalization of economic relations, due to which the loss of stability of one country or their group leads to the spread of destructive trends in the world economy;
- increasing the risk of terrorist threats to the economic and, especially, financial stability of almost all countries of the world by extremist currents and groups;
- the detrimental impact of the economy on the environment, which threatens natural disasters on a global scale, which can destroy the economy itself;
- widening the gap between wealth and poverty, which can cause strong social tensions that can destabilize the country's economy and even the world;
- increasing the debt burden of a number of countries to a level that excludes the real possibility of debt repayment and servicing, which causes financial contradictions and crises [3, p. 76].

These phenomena can affect the economies of countries much more than the classic crises caused by the cyclical development of the economy, to which professionals and civil servants have largely adapted.

The global threat of destabilizing economic security increases the likelihood of loss of economic and financial stability, after which the economic, social and even state systems may be destroyed.

Ensuring financial and economic stability, which requires significant effort and expense, is more important today than the rate of economic growth and prosperity. Stable existence takes precedence over unstable well-being [1, p. 145].

Economic security - one of the types of security, which means the state of protection of vital interests of human, society, organizations and the state from external and internal threats. In this case, the threat to security is a set of conditions and factors that create a risk of harm to vital interests or the very existence of human, society, organization and state.

Vital interests are a set of conditions and needs, compliance and satisfaction of which ensures the sustainable existence and opportunities for progressive development of man, society, state and their livelihood systems.

The danger is characterized by the type and extent of damage caused to human health, welfare, economic and environmental potential, as well as the possible loss of a particular person or economy in the context of turning the threat into a real situation.

Economic security is the ability of an economy to maintain stability, counter threats to stability, overcome irreversible crises, and stabilize the situation. The concept of "economic security" refers to organizations,

industries, regions, economies and the world. The maximum allowable minimum level of the economic security system is characterized by the preservation of the ability to survive, exist after the threat and disruption of the firm state of the economic system [2, p. 97].

Budget and tax security provides:

- prevention of deficit of budgets of regional level over the maximum admissible level;
- budget support of state expenditures aimed at supporting and developing production and social sectors, investment projects and targeted programs financed from the state budget;
- budget support of external and internal obligations of the state;
- achieving the level of taxation and non-tax revenues of the budget in accordance with the statutory tax base, rates, deductions to the budget;
- prevention of excessive tax burden, which undermines incentives for the development of production and entrepreneurship.

In general, the economic policy of the state should be aimed at achieving the national goals of society and the state. This is a broad set of tasks that is difficult to reduce to one generalized goal. The goals of the state directly depend on the level of its social and economic development, historical and national traditions.

All states have their own priorities in terms of government programs that reflect the government's position, public opinion, and prevailing beliefs.

A pragmatic approach should be considered constructive, according to which the goals of the state's economic policy are to create and maintain stability and balance in the economic situation. This approach is called "stabilization policy". It is most characteristic of crises, recessions, in which first of all there is a need to stop natural processes, achieve control and prevent further deterioration of the situation. The goals of stabilization are important for consolidating the achieved and desired state of equilibrium, preventing the undesirable exit of economic indicators beyond acceptable limits. The most common social goals of state economic policy include economic freedom and economic justice [4, p. 225-236].

Economic freedom should be understood as the freedom to choose the forms and types of economic activity, distribution and use of own funds, purchase and sale of property, participation in trade unions. The state is able to restrict the economic freedom of individual businesses.

When we talk about economic freedom as a goal of state economic policy, we should not mean the inseparable freedom bordering on anarchy, but the level of freedom that is necessary to ensure the effective functioning of the economic system and achieve economic goals of state policy. Against the background of such clearly defined general goals of economic development, other target guidelines are manifested in more detail, which are able to move the traditional target directions. It is a question of the purpose of maintenance of a stable safe condition of economy of the separate enterprise, region, the state, the world.

**Key words:** economic security, external and internal threats, economic policy.

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## **Reformation of Prison Inmates through Spirituality**

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The prison service tries to reform and rehabilitate the prisoners to lead normal lives when they leave prison. Reformation of Prison inmate means correcting, educating, re-orientating and rehabilitating the inmates so that they could become better citizens when released from the prison. Rehabilitation implies, bringing the attitudinal change and transforming the behaviour of convicted offenders through well designed educational and/or therapeutic treatment, ensuring that individual offender is returned back to the society as a complete, self-supporting and accepted member of the society. To transform the lives of prisoners i.e., Self - transformation, they are holding programmes in which education (includes infinite and invaluable ways of enriching individuals spiritually, culturally, socially, economically and personally), employment, moral reformatory lectures are given with a view to reclaiming them in the social milieu. The paper focus on the effects of incarceration and how the spiritual practices help in the reformation process.

## **My perception of Reality changes my personal reality and alters my health**

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Health is not the absence of diseases, but it is the presence of enthusiasm and compassion; to do our works and to love others daily. In fact, the bodily concerns have little to do with our real health. Changing our perception of Reality from the classical physics – The Newtonian physics, to the newer epistemological journey into the metaphysical understanding of Reality treading the path of the emerging trend of quantum physics will definitely promote our personal reality and our health. The classical physics has convinced the humanity for centuries that the world is materialistic, deterministic, life-less and purposeless, whereas the quantum physics proposes that the world is fundamentally non-materialistic, wholistic, loving, cooperative and conscious. If our personal reality changes our personality, then we become victims of illness of the competitive and exploitative world. If our personality changes our personal reality, then, we become creators of health in the interactive and conscious world.

**ABSTRACT**

**of**

**Paper**

**Presenters**

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**Paper ID- 4**

**Soft Almost I-Normal Spaces**

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**ABSTRACT**

In this paper the concept of soft almost I-normal spaces in soft ideal topological spaces have been introduced and studied.

**Keywords:** Soft sets, Soft topology, Soft Ideal, Soft I-normal spaces and Soft almost I-normal spaces.

## **Paper ID- 3**

# **Modern methodology of medicine verses its traditional one- A theoretical graph approach**

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## **ABSTRACT**

People prefer organic as their primary food source but in medicines why do people first opt for the modern system of medicine? Organic, unprocessed \whole meal foods for good health, longetivity have become a craze now. Why do everyone opts for the science based modern medicine? Why don't people first prefer traditional or alternative medicine? such as Ayurveda, homeopathy, herbal medicine, naturopathy, acupuncture, massage, yoga, dietary and so on. In this paper, we will discuss about the modern methodology of medicine in comparison with the traditional methodology of medicine based on the graph analysis.

**Keywords:** Conventional modern medicine, Traditional remedies, New emerging. Therapeutic treatment, Drug



## **Paper ID- 2**

# **A theoretical analysis on EEG controlled bionic arm with importance to senses of human**

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## **ABSTRACT**

In this modern era, accidents occur in greater proportion on a day to day basis. As a result, some amputees do happen. Most of the affected people lose their body parts especially hands. Daily they strive to lead a normal independent life and they end up in chaotic life where they need to be dependent on others for everything. This concept only paved the way for prosthetic arms. Recently, the field of prosthetics has seen many accomplishments especially with the integration of technological advancements. Bionic arm plays a major role in replacing the amputee hand limb. Research studies shows that lack of sense of human touches is the deficiency in the field of bionic limb. Without the sense of touch, there is no use in the bionic hand. To overcome this issue, in this paper theoretically we have updated the bionic arm by mind and nerve impulse control with the sense of touch. In these bionic limb, electroencephalography (EEG) is used to receive the data for the movement of bionic limb by the user and also many sensors were used to feel the sense of touches by the bionic limb based on somatosensory cortex. EEG receives the data from the nerve impulses and then bionic limb analyse the data by using machine learning.

**Keywords:** Machine learning, bionic arm, EEG, Sensible to human sense

**Paper ID- 7**

**Radio Geometric Graceful on Bistar graph, Starbarbell graph, Corona product  $K_m \odot P_n$  graph and Uniform Theta Graphs**

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**ABSTRACT**

Let  $G=(V,E)$  be connected graph. An injection  $h: V(G) \rightarrow \mathbb{Z}^+$  such that  $d(u,w)+|\sqrt{h(u)h(w)}| \geq 1 + \text{diam}(G)$  holds for every pair of vertices  $u,w \in V(G)$ , is called a radio geometric labeling of a graph  $G$ . The maximum number assigned to any vertex of  $G$  under the labeling is called its radio geometric mean number of  $h$  denoted  $r_{gmn}(h)$ . The least value of  $r_{gmn}(h)$  taken over all such labelings  $h$  of  $G$  is defined as its radio geometric mean number and is denoted by  $r_{gmn}(G)$ . A graph  $G$  is said to be radio geometric graceful if  $r_{gmn}(G)=|V(G)|$ . In this paper, we have proved that the bistar graph, starbarbell graph, corona product  $K_m \odot P_n$  graph and uniform theta graphs are radio geometric graceful.

**Keywords:** radio geometric labelling; radio geometric mean number; radio geometric graceful labeling

## Paper ID- 5

### Algorithm to check whether a graph is hamiltonian, connected and complete

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### ABSTRACT

Given a Graph  $G (V, E)$ , we Consider the problem of deciding whether  $G$  is Hamiltonian, that is whether or Not there is a simple cycle in  $E$  spanning all vertices in  $V$ . However verifies that the given cycle is Hamiltonian by checking whether it is permutation of the vertices of  $V$  and whether each of the consecutives edges along the cycle actually exists in the Graph. This Verification Algorithm can certainly be implemented to run in  $O(n^2)$  time, where  $n$  is the length of the encoding of  $G$ . Nevertheless, to predict in Advance that the Graph has Hamiltonian Cycle or not was still Exponential before this Algorithm. This Problem is known to be NP-Complete hence cannot be solved in Polynomial time in  $|V|$  unless  $P=NP$ . However, until today there was no known Criterion we can apply to determine the existence Hamiltonian Circuit in General.

In this paper, we have introduced a Newer Algorithm with different approach to determine whether a given undirected graph is Hamiltonian, connected and complete by applying few Mathematical and logical Operations. This paper provides necessary and sufficient condition for a graph to be Hamiltonian.

**Keywords:** Adjacency matrix, Adjacency List, Nodes, Vertices, Edges, Hamiltonian circuit, Incident Matrix, Degree, connected graph, complete graph

**VIRTUE ETHICS AND KANTIAN ETHICS FOR A VIRTUOUS LIFE  
MANAGEMENT**

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**ABSTRACT**

We are the children of our environment, upbringing, practices, culture and education. But we are also children of our own make up with our capacity to think, feel, will and choose to act. How shall one live? It is a general and perennial question that is raised often times by people who take life seriously and for whom life really matters. Do good and avoid evil is one general principle of life that every rational being understands and wishes to live by it. How does one live this command, is understood in a twofold way. On the one hand, it is noticed that people live this command by inclinations and desires formed of their up bringing based on a preconceived idea of good. Anyone who is able to perform benevolent deeds in this way by the characteristic nature of the person, is conceived as a virtuous person. On the other hand, there are also people who live by an understanding in reason, deciding for good in circumstances by an act of willing against their own inclinations and desires but for the good of all at all time. They are also said to be acting in virtue different from the former ones. Understanding virtue as the power and strength of doing good in circumstances, we understand the former as that of the Aristotelian tradition of acting in virtue while the latter as the Kantian ethics of virtue. A modern version of Aristotelian virtue ethics, is found with Alasdair MacIntyre's notion of 'virtue in practice'.

With MacIntyre's notion we understand virtue as a secondary account of some prior account of certain features of social and moral life in three stages of development, namely, practice, narrative order of a single human life, and moral tradition. Each later stage presupposes the earlier, and each earlier stage is both modified by the anterior one, becoming thereby an essential constituent of each later stage. According to him there is the goods internal to the practice which is practice as such in general of any art and there is good external to the achievement in excellence, which lies in achieving the excellence in the community in competition. Analogous to this distinction, we understand virtue as an acquired quality in practice, a trait of character of the agent in action, that does good for the individual and the society. Placing it in the greater horizon of human relationship it is understood that every individual is a practitioner in accordance to his state of life as artist, physicists, labourers etc. Each walk of life has its own good to be practised. The relevance for the good of each practice is to be achieved by putting oneself in relationship of subordination to others of different states of life. Ultimately, individual in the society is defined in virtue of the relationships in practice. Here, a prior conception of good in relationship is presupposed as intrinsic to the practice. In the same line of thinking it is understood that vices are the absence of the practice of the good internal. MacIntyre taking the virtue in the broader background of the notion of the whole human life as good, in which lack of virtue will be lack of everything in life, it becomes clear that the virtue he has in mind is actually the virtue of integrity of life in whose background 'virtue in practice' has its meaning.

Kantian notion of virtue clarified by H.J. Paton we understand that taking motive of duty as criterion for the moral worth of action, it is understood as the necessary strength of the will for moral duties in respect for moral law. Giving primacy to pure practical reason, thereby to good will, it is argued that Kantian notion of virtue is not anything completely against feelings and inclinations as it appears to be, rather there is so well involved of inclinations for the sake of the motive of duty because duty itself becomes the inclination to

perform the action. Further, falling in line with Allen W. Wood's justification for Kantian notion of virtue with reference to his theory of human nature as understood through human history is intelligible in its reaching of the natural end of man which is the full development of the natural predispositions of the human species. Human nature develops in history chiefly through competitiveness wherein each individual seeks to achieve a rank among his fellows, whom he cannot stand but also cannot leave alone. This naturally leads to a social conflict each one competing to have one's own way against the will of others, thereby to achieve a superior rank in the view of others. But human beings developed in reason will find within themselves the moral law whose fundamental value is the dignity of the rational nature in every rational being, which is also the absolute equality of all rational beings. Further, how humanity is to reach from unsociable sociability to sociable sociability is the Kantian virtue theory.

Finally, justified of all contrasting views between MacIntyr's version of Aristotelian virtue ethics with that of the Kantian notion of virtue, it is claimed for a spirituality of virtuous life management.

**Keywords:** virtue; good external; good internal; duty; inclination





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# Inaugural Program

(2:45 PM)

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(3.00 PM)

## WELCOME AND INTRODUCTION OF DIGNITARIES

**Dr. K. S. Joseph Wilson**, Organizing Secretary-23rd FAI-ICS 2021 Associate Professor and Head, Department of Physics, Arul Anandar College, Madurai, Tamil Nadu, India

(3.05 PM)

## PRAYER

**Dr. C S A. Raj**, Assistant Professor of Physics, Arul Anandar College, Madurai, Tamil Nadu, India

(3.10 PM)

## LIGHTING THE LAMP (Chief Guest & Dignitaries)

1. H.E. Muon Veasna-Chief Guest-V.P.(UME) Cambodia
2. Prof. B.S. Bisht.
3. Prof. Geovani Broering
4. Rev. Fr. John Pragasam
5. Dr. Roberto Lopes da Fonseca
6. Maj. Gen. (Dr) M.P. Singh (Retd.)
7. Dr. C. C. Tan
8. Rev. Fr. Gilbert Camilus
9. Prof. Zinaida Zhyvko
10. Prof. Arceloni Neusa Volpato
11. Prof. M. Lellis Thivagar
12. Prof. Pankaj Srivastava
13. Dr. Soraya Erpen Broering

\*Under the direction of **Dr. Meenakshi Srivastava, Dr. A. Amutha & Rajkrishna Mondal**, IT Advisory Committee members

(3.15 PM)

## ABOUT THE CONFERENCE

**Prof. M. Lellis Thivagar**,  
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# Inaugural Program

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**(3.20 PM)**

## **FAI ANNUAL REPORT 2020-2021 & PUBLICATION (COLLABORATIONS WITH SPRINGER)**

**Prof. Pankaj Srivastava,**

General Secretary (FAI), Professor, National Institute of Technology Allahabad,  
Prayagraj, India

**(3.25 PM)**

## **INAUGURAL ADDRESS**

**Rev. Dr. U. Godwin Rufus, S.J.,**

Principal, Arul Anandar College, Madurai, Tamil Nadu, India

**(3.30 PM)**

## **ADDRESS BY PATRONS AND CONVENERS (2 MINUTES EACH)**

1. **Maj. Gen. (Retd.), Dr. M.P. Singh,** Vice President, FAI
2. **Rev. Dr. Gilbert Camilus, S.J., Secretary,** Arul Anandar College, Madurai, Tamil Nadu, India
3. **Dr. C. C. Tan,** Vice President-FAI, School of Business Management, Mae Fah Luang University, Thailand.
4. **Prof. Zinaida Zhyvko,** Lviv State Univ of Internal Affairs, Ukraine.
5. **Prof. Arceloni Neusa Volpato,** UNIFACVEST – Brazil

**(3.40 PM)**

## **ADDRESS OF GUEST OF HONOR**

**Rev. Dr. John Prakasam, S.J.,**

Rector, Arul Anandar College, Madurai, Tamil Nadu, India

**(3.45 PM)**

## **ADDRESS OF GUEST OF HONOR**

**Prof. P.K. Srivastava,** Former President -FAI, Dean, IES University -Bhopal

**(3.50 PM)**

## **PRESIDENTIAL ADDRESS**

**Prof. B.S. Bisht,** President- FATER Academy of India & Ex.Vice Chancellor-  
G.B.Pant Agriculture University, Pant Nagar, Uttarakhand, India

# Inaugural Program

(3.55 PM)

## RELEASE OF CONFERENCE PROCEEDINGS

By the Chief Guest, Guest of Honor & Dignitaries.

\*Under the direction of **Dr. Meenakshi Srivastava, Dr. A. Amutha & Rajkrishna Mondal**, IT Advisory Committee members

(4.00 PM)

## CHIEF GUEST ADDRESS

**H. E. Muon Veasna**, Vice President, University of Management and Economics, Cambodia

(4.05 PM)

## VOTE OF THANKS

**Dr. M. George Joseph**,

Organizing Secretary-23rd FAI-ICS 2021, Asso. Prof. and Head, Department of Philosophy, Arul Anandar College, Madurai, Tamil Nadu, India

(4.10 PM)

## TEA BREAK



19  
FEB  
2021

## DAY 1 (19 FEBRUARY, 2021)

Time	Resource Person	Chairperson
4.10 PM To 4.30 PM	<p><b>Maj. Gen. Dr. M.P. Singh (Retd.)</b> Vice President-FAI</p> <p>Title: <b>Techniques to improve spirituality</b></p>	<p><b>Dr. S. Shanmugaraju</b> Dean, Asst. Prof. of Physics, Arul Anandar College, Madurai, India</p>
4.30 PM To 4.50 PM	<p><b>Dr. C. C. Tan</b> Professor, School of Management, Mai Fah Luang University, Chiang Rai Thailand</p> <p>Title: <b>AI-Paradigmatic Guided Systems to Solve Socio-Business Problems: A Spiritual and Science Connection</b></p>	<p><b>Prof. B.S. Bisht</b> President- FATER Academy of India &amp; Ex. Vice Chancellor- G. B. Pant Agriculture University, Pant Nagar, Uttrakhand, India</p>
4.50 PM To 5.10 PM	<p><b>Dr. Akhtem A. Dzhelilov</b> Professor &amp; Dean, University of Management and Simferopol, CRIMEA</p> <p>Title: <b>The Theory of Multiple Intelligence in The Face of 2021: Building Strong and Soft Skills of New Generation in Education and Management</b></p>	<p><b>Prof. P. K. Srivastava</b> Former President -FAI, Dean, IES University -Bhopal</p>
5.10 PM To 5.30 PM	<p><b>Dr. Podra Olha</b> Associate Professor, Department of Foreign Trade and Customs at Lviv Polytechnic National University</p> <p>Title: <b>Innovative Development and Human Capital as Determinants of Economy Competitiveness Providing of The Country</b></p>	<p><b>Prof. Raghu Raman</b> FAI Executive Council Member</p>
5.30 PM To 5.50 PM	<p><b>Dr. Liashenko Oleksandra</b> Professor, Director of the Educational and Scientific Institute of Management and Adult Education «KROK» University, Kyiv, Ukraine</p> <p>Title: <b>Managerial Intelligence and The New Reality: Battle or Competition?</b></p>	<p><b>Prof. Pankaj Srivastava</b> General Secretary (FAI), Professor, National Institute of Technology Allahabad, Prayagraj, India</p>

Join Zoom Meeting

<https://zoom.us/j/95011976028?pwd=VytZNEhxdGh1cFRMYmVaa1FCSIRYQT09>

## DAY 1 (19 FEBRUARY, 2021)

<p><b>5.50 PM To 6.10 PM</b></p>	<p><b>Dr. Vincent Sekhar</b> Associate professor, Department of Philosophy &amp; Head, Department of Human Excellence, Arul Anandar College, Madurai, India</p> <p>Title: <b>Imparting Values through Education and Exposure</b></p>	<p><b>Prof. M. Lellis Thivagar</b> Vice President (FAI), Professor &amp; Head, School of Mathematics, Madurai Kamaraj University, Madurai, Tamil Nadu, India</p>
<p><b>6.10 PM To 6.30 PM</b></p>	<p><b>Dr. Koshkalda Iryna</b> Professor, Head of the Department of Land Administration and Cadastre, Dokuchayev Kharkiv National Agrarian University, Kharkiv, Ukraine</p> <p><b>Dr. Prokopyshyn Oksana</b> PhD of Economic Sciences, Associate Professor, Lviv National Agrarian University, Lviv, Ukraine</p> <p><b>Dr. Ryasnyanska Alona</b> PhD of Economic Sciences, Senior teacher of the Department of Business, Trade and Exchange Activity, Petro Vasylenko Kharkiv National Technical University of Agriculture, Kharkiv, Ukraine</p> <p>Title: <b>SPIRITUALITY AS A COMPONENT OF LAND RELATIONS MANAGEMENT</b></p>	<p><b>Dr. Podra Olha</b> Associate Professor, Department of Foreign Trade and Customs at Lviv Polytechnic National University</p>
<p><b>6.30 PM To 6.50 PM</b></p>	<p><b>Ricardo Leone &amp; Arceloni Neusa Volpato</b> UNIFACVEST –University Center, Brazil</p> <p>Title: <b>Educational management in exceptional settings</b></p>	<p><b>Dr. Beatriz Lucia Salvador Bizotto</b> UNIFACVEST –Facvest University Center, Brazil</p>

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**23 FAI- ICS 2021**  
**DAY 1 (19 FEBRUARY, 2021)**

<b>6.50 PM To 7.10 PM</b>	<b>Dr. Leonardo Broering Groff &amp; Dr. Fatima Regina da Silva Pereira</b> UNIFACVEST –University Center, Brazil  Title: <b>Spirituality and tourism</b>	<b>Dr. Arceloni Neusa Volpato</b> UNIFACVEST –Facvest University Center, Brazil
<b>7.10 PM To 7.30 PM</b>	<b>Dr. Beatriz Lucia Salvador Bizotto</b> UNIFACVEST –University Center, Brazil  Title: <b>Business and well-being are reflections of spirituality</b>	<b>Dr. Zinaida Zhyvko</b> Professor, Department of Management, Lviv State University of Internal Affairs, Ukraine
<b>7.30 PM To 8.00 PM</b>	<b>Panel Discussion</b> Title: <b>Science and Spirituality- Concepts and Contradictions</b> <ul style="list-style-type: none"> <li>• Maj. Gen. Dr. M.P. Singh (Retd.)</li> <li>• Dr. K. S. Joseph Wilson</li> <li>• Dr. Anna Shalimova</li> <li>• Prof. Raghu Raman</li> <li>• Dr. M. George Joseph</li> <li>• Dr. Arceloni Neusa Volpato</li> </ul>	

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## DAY 2 (20 FEBRUARY, 2021)

Time	Resource Person	Chairperson
3.30 PM To 3.50 PM	<p><b>Dr. Gina B. Alcoriza</b> PhD, Program Chairperson, Tourism Management, University of Santo Tomas-Legazpi, Philippines</p> <p>Title: <b>Evolving relationship of tourism and spirituality</b></p>	<p><b>Dr. C. C. Tan</b> Professor, School of Management, Mai Fah Luang University, Chiang Rai Thailand</p>
3.50 PM To 4.10 PM	<p><b>Dr. Cheng Boon Liat</b> Alex, Department of Marketing Management, Sunway University Business School, Jalan University, Bandar Sunway, Malaysian</p> <p>Title: <b>Using Analytics to Enhance Marketing and Sales</b></p>	<p><b>Prof. Pankaj Srivastava</b> General Secretary (FAI), Professor, National Institute of Technology Allahabad, Prayagraj, India</p>
4.10 PM To 4.30 PM	<p><b>Dr. Pichyada Pheunpha</b> Ubon Ratchatani Business School, Ubon Ratchathani University, Thailand</p> <p>Title: <b>A Conceptual Framework of Internal Factor, Engagement, and Anxiety Influence Work Happiness of Hotel Employees in the Covid-19 Pandemic in Thailand</b></p>	<p><b>Dr. Sairoong Dinkoksung</b> Faculty of Management Science, Ubon Ratchathani Business School, Ubon Ratchathani University, THAILAND</p>
4.30 PM To 4.50 PM	<p><b>Dr. Zhyvko Zinaida</b> D.Sc. in Economics, Professor, Professor of Management Department, Lviv State University of Internal Affairs, Ukraine</p> <p><b>Dr. Kukharska Liliia</b> PhD in Economics, Teacher of Department of Foreign Languages and Military Translation of Hetman Petro Sahaidachny National Army Academy, Lviv, Ukraine</p> <p>Title: <b>THE FINANCIAL SECURITY STRATEGIC MANAGEMENT AT THE LEVEL OF THE STATE AND ECONOMIC ENTITIES</b></p>	<p><b>Dr. Liashenko Oleksandra</b> Professor, Director of the Educational and Scientific Institute of Management and Adult Education «KROK» University, Kyiv, Ukraine</p>

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## DAY 2 (20 FEBRUARY, 2021)

<p><b>4.50 PM To 5.10 PM</b></p>	<p><b>Dr. Svitlana Rodchenko</b> Senior Lecturer of the Department of Financial and Economic Security, Accounting and Audit O.M. Beketov National University of Urban Economy in Kharkiv, Ukraine</p> <p>Title: <b>THE ESSENCE AND TYPES OF FINANCIAL FRAUD IN BANKING INSTITUTIONS</b></p>	<p><b>Dr. Liliia Balash</b> Associate Professor, Department of law and management of Lviv State University of Life Safety</p>
<p><b>5.10 PM To 5.30 PM</b></p>	<p><b>Dr. S. Seshuraja</b> Former Head of the department of Philosophy, Arul Anandar College, Madurai, India</p> <p>Title: <b>My perception of reality changes my personal reality</b></p>	<p><b>Dr. K. S. Joseph Wilson</b> Associate Professor &amp; Head, Department of Physics, Arul Anandar College, Madurai, India</p>
<p><b>5.30 PM To 5.50 PM</b></p>	<p><b>Soeli Staub Zembruski, &amp; Rosangela Martins Carrara</b> UNIFACVEST –University Center, Brazil</p> <p>Title: <b>Literature and scientific development</b></p>	<p><b>Dr. Roberta Sommavilla</b> UNIFACVEST – University Center, Brazil</p>
<p><b>5.50 PM To 6.10 PM</b></p>	<p><b>Juliana Facchini de Souza</b> UNIFACVEST –University Center, Brazil</p> <p>Title: <b>Cardiovascular risk calculator using Machine Learning</b></p>	<p><b>Dr. Cheng Boon Liat</b> Alex, Department of Marketing Management, Sunway University Business School, Jalan University, Bandar Sunway, Malaysian</p>
<p><b>6.10 PM To 6.30 PM</b></p>	<p><b>Hobela Volodymyr (presenter), Dudiuk Volodymyr, &amp; Leskiv Halyna</b> Lviv State University of Internal Affairs, Lviv, Ukraine</p> <p>Title: <b>Modern greening trends in the spiritual sphere of society</b></p>	<p><b>Dr. Pallavi D. Khedkar</b> Parul University, Gujarat, India</p>

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**DAY 2 (20 FEBRUARY, 2021)**

<b>6.30 PM To 6.50 PM</b>	<b>Dr. Rajeev Srivastava</b> Professor, Department of Mechanical Engineering, MNNIT Allahabad, Prayagraj, India  Title: <b>Spiritual Adoption in New Education Policy</b>	<b>Dr. Pallavi D. Khedkar</b> Parul University, Gujarat, India
<b>PAPER PRESENTATION (Session 1)</b>		
<b>6.50 PM To 7.50 PM</b>	<b>List of Presenters will be shared through EasyChair</b>	<b>Dr. K. S. Joseph Wilson</b> Associate Professor & Head, Department of Physics, Arul Anandar College, Madurai, India

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## DAY 3 (21 FEBRUARY, 2021)

Time	Resource Person	Chairperson
3.30 PM To 3.50 PM	<p><b>Mihus Iryna</b> Doctor of Science (Economics), professor, «KROK» University, Kyiv, Ukraine</p> <p>Title: <b>THE ROLE OF THE CORPORATE SECRETARY IN ENSURING THE ECONOMIC SECURITY OF THE JOINT STOCK COMPANY</b></p>	<p><b>Prof. S. Raje Reddy</b> Department of Mathematics and Humanities, Mahatma Gandhi Institute of Technology, Hyderabad</p>
3.50 PM To 4.10 PM	<p><b>Sylkin Oleksandr</b> PhD in Economics, Department of Financial and Economic Security, Accounting and Taxation, Ukrainian Academy of Printing, Lviv, Ukraine &amp; <b>Tetiana Arestenko</b> PhD in Economics, Associate Professor of the Marketing Department Dmytro Motornyi Tavria State Agrotechnological University</p> <p>Title: <b>MODELING THE PROCESS OF ENSURING THE FINANCIAL SECURITY OF ENTERPRISE</b></p>	<p><b>Dr. Prokopyshyn Oksana</b> PhD of Economic Sciences, Associate Professor, Lviv National Agrarian University, Lviv, Ukraine</p>
4.10 PM To 4.30 PM	<p><b>Olga Zinovievna Voronka</b> PhD in Economics, Lviv State University of Internal Affairs</p> <p>Title: <b>KEY AREAS FOR ECONOMIC SECURITY</b></p>	<p><b>Dr. Svitlana Rodchenko</b> Senior Lecturer of the Department of Financial and Economic Security, Accounting and Audit O.M. Beketov National University of Urban Economy in Kharkiv, Ukraine</p>

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**DAY 3 (21 FEBRUARY, 2021)**

<b>4.30 PM To 4.50 PM</b>	<b>Rejane Dutra Bergamaschi</b> Msc. Unifacvest  Title: <b>Correlation between health and spirituality</b>	<b>Juliana Facchini de Souza</b> UNIFACVEST – Facvest University Center, Brazil
<b>4.50 PM To 5.10 PM</b>	<b>Dr. M. Jeyanthi</b> Psychologist, Madurai, India  Title: <b>Reformation of Prison Inmates through Spirituality</b>	<b>Dr. S. Seshuraja</b> Former Head of the department of Philosophy, Arul Anandar College, Madurai, India
<b>VALIDICTORY FUNCTION</b>		
<b>5.10 PM To 6.30 PM</b>	<b>To be announced on 20 February 2021</b>	

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