

HERALD

of Kyiv National University
of Trade and Economics
Scientific journal

№ 6⁽¹¹⁶⁾ 2017

It is published six times a year
First was published
in February 1998

To October 2000 had been published under the title
"Herald of Kyiv State University of Trade and
Economics"

Journal is recognized by HAC of Ukraine as special edition on Economic Sciences

C O N T E N T

STATE AND ECONOMY

ZHYLENKO K.	Determinants of globalization processes	5
LANG F. P.	Important aspects of the future German policy	15
VEDMID N., ROMANCHUK L.	Structural polisemanticity of the resort-recreational sphere	23
ROMANOVA A.	Global trends of tourism development	32
SHKUROPADSKA D.	Resilience of the sector of state government	42

ENTERPRISE

BLAKYTA H., LANOVSKA H.	Integral assessment of the innovation of the enterprise's activity	52
JASINSKA J.	Using the organization's performance curve in change management	61
SAVCHUK A.	Omnichanal strategies of trade enterprises: information support	73
LOKHMEN N.	Innovative activities of machine-building enterprises	82
HLUSHKO V.	Theoretical basis of strategic analysis of travel services promotion	90

HIGHER EDUCATION

PRITULSKA N., ANTIUSHKO D.	The application of Meetoo internet-platform in educational process	100
MYRONETZ S., KONOVALOVA O.	Motivation in the professionogenesis of specialists in the trade sphere	107

EDITORIAL BOARD of "Herald of KNUTE"

MAZARAKI A. – Editor;

PRYTULSKA N. – Deputy Editor;

**BAI S., VEDMID N., HULIAEVA N., DOBIAM. (Poland), KALUSKI J. (Poland),
LAGUTIN V., LACE N. (Latvia), PANKOV D. (Belarus), PYROZHKOV S., ROMAT Y.,
SOPKO V., SUSIDENKO V., SYMONENKO V., TKACHENKO T., FEDULOVA L.,
FILISE K. (Greece), CHUGUNOV I.** – members of the Editorial Board
on Economic Sciences; **BELINSKA S., MEREZHKO N., MOKROUSOVA O.,
SYDORENKO O.** – members of the Editorial Board on Technical Sciences; **HALIANTYCH M.,
HURZHII T., LADYCHENKO V., MARCHUK V., MIRONENKO N., JARMYSH O.** –
members of the Editorial Board on Legal Sciences; **IVANOVA N., KOROLCHUK M.,
KOROLCHUK V., SAMOILOV O., STASIUK V., TIMCHENKO O., MAKSYMENKO S.** –
members of the Editorial Board on Psychological Sciences; **VALUYSKYI O., KONVERSKYI A.,
KHORUZHII G., LATYGINA N., MOROZOV A., OPARA S. (Poland), OSTASHCHUK I.,
ZAMKOVA N.,** – members of the Editorial Board on Philosophy; **KAZMYRCHUK G.,
KOROLEV B., KOTSURA A.** – members of the Editorial Board on History;

MELNYCHENKO S. – Executive Secretary

Founder, edition, publisher and manufacturer
Kyiv National University of Trade and Economics.

Managing Editor,
OLIUNINA S.

Editors: KYRYCHENKO E., RASSKAZOVA I.
Artistic and Technical Editor KRYVUTSKA I.

State registration certificate Series KV № 13100-1984PR of 23.08.2007.

Index of the magazine in Catalogue of publications in Ukraine in 2018 – 21910

Signed 15.12.2017. Conventional print. pages. 10,5. Circulation 250. Order 1693.

Address of the Editorial board, publisher, manufacturer:
st. Kyoto, 19, Kyiv-156, Ukraine 02156.

Contact us at 518-90-92, fax: 513-85-36, e-mail: visnik@knteu.kiev.ua.

Printed on equipment of KNUTE.

Certificate of subject of publishing industry series DK № 4620 of 03.10.2013.

Published on the recommendation of the Academic Council of KNUTE (minutes № 4 of 30.11.2017). Articles are revised. Reproduction and translation of the materials published in the magazine are permitted only with the consent of the author and editorial board.

The journal is represented in international and national scientometrical databases such as Index Copernicus, Russian Science Citation Index, abstract database Ukraine Naukova and in search system of Google Scholar

© Kyiv National University of Trade and Economics, 2017
