



***DEAR AUTHORS AND READERS OF THE JOURNAL
«ECONOMIC HERALD OF SHEI USUCT»***

Joining scientists around the major challenges of our time is a powerful source of the technologic breakthrough of countries and branches in the global world. International transfer of scientific thoughts, ideas and results of researches assists more intensive diffusion of last scientific achievements to the area of the society development. Whereas, it allows for providing a qualitatively new standard of people's living and a more effective way of economics functioning.

The current issue of the Journal "Economic Herald of SHEI USUCT" is devoted to the challenges of the development of methodological aspects and scientific and methodological approaches to the formation of the models of assessment of the level of development and risks of the entrepreneurship, modern instruments of development and taxing of the entrepreneurship subjects. Management of the enterprises' personnel taking into account their size and industry affiliation, the formation of the enterprise strategy based on the new opportunities and competitive products, as well as marketing researches of individual markets, and marketing instruments of the support of people's healthy lifestyle have also been collaborated by authors. Special attention has been paid to the assessment of the potential of production, financing of the investment programs, and innovative-information security of the regions as to the main structural unit of the development of Ukraine in the decentralization conditions. The authors of the Journal have demonstrated their opinions about the impact of the pandemic of coronavirus COVID-19 on the development of individual industries of production and trade.

The scientific and methodical recommendations from the authors of the Journal are useful for the scientists, the regional managers as well as for the enterprises' managers of versatile areas of economic, such as for industry (in particular, metallurgical, food), trade (including electronic), and services (for instance, tourist and recreation).

With wishes of fruitful work and outstanding achievements,

Olena Chernysheva

Secretary of Editorial Board,

*PhD in Economics, Associated Professor of Management and Finances Department of
Ukrainian State University of Chemical Technology*