



LJUBLJANA SCHOOL OF BUSINESS

EECME 2020

Proceedings of the 2nd International Scientific Conference

**EASTERN EUROPEAN CONFERENCE
OF MANAGEMENT AND ECONOMICS**

Workshop on Social Research

May 29, 2020

*Co-organizers of the Conference:
Odesa Institute of Trade and Economics of Kyiv National University of Trade and Economics,
(Odesa, Ukraine)
College of Computer Science and Business Communications EMPIRICA
(Bosnia and Herzegovina)*

Editors: Lidija Weis, Viktor Koval, Katarina Aškerc

Ljubljana, Slovenia
2020

Chairs of Conference Organizing Committee:

Lidija Weis – Doctor of Business Administration, Professor, Dean of Ljubljana School of Business, Slovenia.

Yaroslav Kvach – Doctor of Economics, Professor, Director, Odessa Trade and Economic Institute of Kyiv National University of Trade and Economics, Ukraine.

Conference Organizing Committee:

Darko Bele – Director of Ljubljana School of Business, Slovenia.

Katarina Aškerc – Master of Economics and Business, Lecturer and Head of Department, Ljubljana School of Business, Slovenia.

Viktor Koval – Doctor of Economics, Professor, Odessa Institute of Trade and Economics of Kyiv National University of Trade and Economics, Ukraine.

Nevenka Maher – Doctor of Economics, Professor, Ljubljana School of Business, Slovenia.

Selma Berbić – Master of Economics, Lecturer and Head of International Relations Office, College of Computer Science and Business Communications eMPIRICA, Bosnia and Herzegovina.

Scientific Committee of Conference:

Milena Fornazarič – Doctor of Business Administration, Professor, Ljubljana School of Business, Slovenia.

Agnieszka Generowicz – Doctor Habilitated, Professor, Cracow University of Technology, Poland.

Ryszard Pukała – PhD, Professor, Vice-Rector of Bronislaw Markiewicz State Higher School of Technology and Economics, Poland.

Krzysztof Gaska – Doctor Habilitated, Professor, Silesian University of Technology, Poland.

Rima Tamošiūnienė – Doctor of Economics, Professor, Vilnius Gediminas Technical University, Lithuania.

Marzena Smol – PhD, Mineral and Energy Economy Research Institute of the Polish Academy of Sciences, Cracow, Poland.

Ganna Duginets – Doctor of Economics, Professor, Kyiv National University of Trade and Economics, Ukraine.

Dušan Kudelas – PhD, Associate Professor, Technical University of Košice, Slovak Republic.

Rasa Melnikienė – Doctor of Economics, Director of Lithuanian Institute of Agrarian Economics, Lithuania.

Algita Miečinskienė – Doctor of Economics, Associate Professor, Head of Finance Engineering Department, Vilnius Gediminas Technical University, Lithuania.

Selma Berbić – MSc., Lecturer and Head of International Relations Office, College of Computer Science and Business Communications eMPIRICA, Bosnia and Herzegovina.

Mariana Carmelia Bălănică Dragomir – PhD, Universitatea Dunarea de Jos Galati, Romania.

Gina Necula – PhD, Professor, "Dunarea de Jos" University of Galati, Romania.

Verena Hahn – Doctor of Economics, Professor, bbw University of Applied Sciences, Germany.

Editors:

Lidija Weis – Doctor of Business Administration, Professor, Dean of Ljubljana School of Business, Slovenia.

Viktor Koval – Doctor of Economics, Professor, Odessa Institute of Trade and Economics of Kyiv National University of Trade and Economics, Ukraine.

Katarina Aškerc – Master of Economics and Business, Lecturer and Head of Department, Ljubljana School of Business, Slovenia.

Kataložni zapis o publikaciji (CIP) pripravili v Narodni in univerzitetni knjižnici v Ljubljani

COBISS.SI-ID=19015171

ISBN 978-961-7110-00-5 (pdf)

INTERNATIONAL Scientific Conference Eastern European Conference of Management and Economics (2; 2020; Ljubljana)

Proceedings of the 2nd International Scientific Conference Eastern European Conference of Management and Economics: Workshop on Social Research, May 29, 2020 / [organizer] Ljubljana School of Business, [co-organizers] Odessa Institute of Trade and Economics of Kyiv National University of Trade and Economics (Odessa, Ukraine) and College of Computer Science and Business Communications EMPIRICA (Bosnia and Herzegovina); editors Lidija Weis, Viktor Koval, Katarina Aškerc. – Ljubljana: Ljubljana School of Business, 2020.

Publisher: Ljubljana School of Business

Tržaška cesta 42, 1000 Ljubljana

info@vspv.si

The publisher remains neutral with regard to jurisdictional claims in published materials and institutional affiliations. Neither the publisher nor the authors or the editors give a warranty, express or implied, with respect to the material contained herein or for any errors or omissions that may have been made.

**FORMATION OF ACMESYNERGETIC POSITION OF FUTURE HEADS OF GENERAL
SECONDARY EDUCATION INSTITUTIONS****Halyna Meshko***Doctor of Pedagogical Sciences, Professor,
Head of the Department of Pedagogy and Education Management***Oleksandr Meshko***Candidate of Psychological sciences, Associate Professor,
Ternopil Volodymyr Hnatyuk National Pedagogical University,
Ternopil, Ukraine*

A modern educational institution needs a creative, competent leader who is capable of professional self-development, adaptation to rapid changes in life and activity. Today, the issues of management of an educational institution based on an acmeological approach, motivation of personal and professional growth of teachers, creation of an acmeological environment in an educational institution for professional self-development of teachers are relevant. In research in the field of acmeology and psychology of professional activity (O. Anisimov, O. Bodalov, A. Derkach, R. Krychevsky, V. Maksimova, Y. Sinyagin, and others) the dependence of productivity of professional activity in new realities of social life with development of mechanisms is substantiated self-organization and self-development of the specialist is substantiated, with the training of intellectual and managerial elite with a constant need for personal and professional growth, creative self-actualization, the achievement of acme in professional activities. Therefore, the head of an educational institution must possess a formed acmesynergetic position, which is an important condition for its competitiveness in the market of educational services.

Scientific sources use various concepts relating to professional self-improvement and self-development of the specialist: personal competence as the possession of skills of personal self-expression and self-development and individual competence, covering methods and techniques of self-realization and development of individuality within the profession (W. James, A. Markova, A. Maslow); competence of self-improvement as the unity of autopsychological competence and competence of self-development (L. Zenya); autopsychological competence as the ability of the subject to constant purposeful activity to change personality traits and behavioral characteristics, development and optimal use of their own mental resources (A. Derkach, O. Dubasenyuk, G. Egorova, N. Kuzmina, V. Sydorenko, L. Stepanova, O. Shevtsova); acmeological competence of teachers as acmeological orientation, knowledge, skills, abilities that provide movement to acme (O. Grechanyk, A. Derkach, V. Ziazykin, S. Makarov, A. Fominykh); acmeological position, which is manifested in the desire of the teacher to achieve positive self-change in training (R. Nikolaevskaya, E. Pozharsky, V. Sidorenko). We interpret the acmesynergetic professional position of future heads of educational institutions as a formed system of value-semantic orientations, self-motivation for constant personal and professional growth, maximum mobilization of personal and neuropsychological resources, high achievements in managerial (pedagogical) activity, a constant need for creative self-actualization and self-realization.

Acmesynergetic position is formed in the process of purposeful reorientation of views, beliefs, motivational sphere, and value orientations of future professionals. Acmeological technologies are of special interest for our research. These technologies are characterized, first of all, by a humanistic orientation, because they are focused on helping to carry out the progressive development of the individual, at a time when many psychological influences are inherently manipulative. The principal method of acmeological technologies is the internal or internal acmeological influence [3, p. 247].

The major purpose of acmeological influence is to stimulate the development of the properties of subjectivity, when the object of influence becomes more active, responsible. The main task of acmeological technologies is to form and fix in the mind of the future specialist the need for self-

knowledge, self-development and self-realization, which allow with the help of special techniques and techniques to self-actualize personal and professional "I". Through self-assessment, programming, self-regulation, self-affirmation, internal and external modalities of "I-concept" are realized [3, p. 284]. Acmeological technologies are aimed at developing internal potential, improving the professionalism of future leaders of educational institutions.

Among modern acmeological technologies are learning technologies, game modelling technologies, technologies of psychological and acmeological counselling, technologies of development of auto psychological competence, training technologies, etc. [1]. Psychological technologies are focused, first of all, on the actualization and transformation of the inner world of man, which contributes to the qualitative transformation of himself not only as a subject of activity, but as a person, individuality. Acmeological technologies contribute to the formation of a stable ability to independently choose the vector (strategy) of professional development, self-improvement, and professional self-development. For the formation of acmesynergetic position constructive change of behaviour is a relevant technology, which involves the consistent transformation of motivational, intellectual, affective and behavioural structures of the individual, resulting in the external determination of human life changes to internal. Using this technology stimulates the manifestation of creative activity, in which the desire for self-change is one of the important elements of self-development [4]. This technology focuses on the awareness of the future specialist of himself, his inner world, professionally significant traits and qualities, motives of activity.

An effective means of forming an acmesynergetic position is the technology of coaching, which should be introduced at the stage of professional training. Coaching as a technology of professional development involves pedagogical support, creating optimal conditions for the disclosure of the potential of the individual, identifying unrealized resources. Coaching studies the patterns, mechanisms, principles, and ways to create the conditions for maximum self-disclosure of the potential of the personality [2, p. 6]. Coaching launches processes that enable the future professionals to realize their life and professional goals develop an idea of themselves as a subject of professional activity, to form the need for professional development throughout life. Pedagogical coaching is based on the mechanism of directed self-development, based on the principle of "learning through action". The ultimate goal of educational coaching is the professional self-development of a specialist.

The pedagogical technology that we use to form the acmesynergetic position of future leaders of education combines the influences of acmeological and coaching technologies, is integrative, and has a psychological and acmeological nature. It is aimed at: self-knowledge and self-development of the student's personality in the educational process; actualization and support of personal and professional growth and self-development of future specialists; actualization and transformation of their inner world; stimulation in achieving "acme" at the stage of professional training, the desire for self-actualization; change in the intellectual, emotional and behavioural spheres of personality; focusing on the highest professional achievements.

The head of the general secondary education institution with the formed acmesynergetic position will design and implement pedagogical systems based on the principles of individualization and self-realization, self-development and self-reflective management.

References:

1. Acmeology. ed. A.A. Derkach. Moscow : RAGS, 2002. 681 p.
2. Vidlatska O. Pedagogical coaching as a technology of professional development of the head of the circle in the system of out-of-school education: methodical manual. Kamianets-Podilskyi: CDYT, 2018.
3. Hladkova V.M., Fundamentals of acmeology. Lviv : Novyi Svit-2000, 2007. 320 p.
4. Mitina L.M. Professional development and health of a teacher: problems and solutions. *Vestnik obrazovanija Rossii – Bulletin of Education of Russia*. 2005. 8. 33-49 pp.

CONTENTS

Section 1. MANAGEMENT, INTERNATIONAL TRADE AND INNOVATION

Milena Fornazarič

USE OF SOCIAL MEDIA IN SALES PRACTICE OF PRIVATE EDUCATIONAL ORGANISATIONS 9

Rajko Novičević, Sandra Đurović, Nikola Abramović, Nermin Škretović

FUNCTION OF HUMAN RESOURCES MANAGEMENT (HRM) IN THE CONTEXT OF COMPETITIVE ADVANTAGE 18

Jana Dvoršak

THE SECOND LINE OF DEFENSE IN DEALING WITH FRAUD 23

Rok Bojanc

ANALYSIS OF THE BENEFITS OF E-INVOICING 30

Helena Povše

INTERNATIONAL BUSINESS: CHALLENGES OF MEASURING CULTURAL DIFFERENCES 39

Victoriia Nebrat, Lesia Didkivska

HISTORICAL DETERMINANTS OF THE PLACE OF UKRAINE'S ECONOMY IN THE WORLD ECONOMY 50

Liudmyla Berezina, Andrii Reznik

BI PLATFORMS AS A TOOL FOR AGRICULTURAL ENTERPRISE ACTIVITY ECONOMIC ANALYSIS 52

Mykola Matiukha

FORMATION OF ACCOUNTING SUPPORT FOR MANAGEMENT FUNCTIONS 55

Oleksii Hutsaliuk

ADVANTAGES AND DISADVANTAGES OF USING CONSORTIA AS A FORM OF ORGANIZATION CORPORATE INTEGRATION 57

Alla Navolokina

INTERNATIONAL COOPERATION OF HIGHER EDUCATION INSTITUTIONS AND MARKETS OF EDUCATIONAL SERVICES 60

Anton Ternavskiy

PREREQUISITES FOR THE CREATION OF A MODERN DENTAL INSTITUTION AND STRATEGIC PRIORITIES FOR ITS FUTURE ACTIVITIES 63

Section 2. PUBLIC ADMINISTRATION, EDUCATION AND PEDAGOGY

Fadil Mušinović SPIRITUAL INTELLIGENCE IN BUSINESS ENVIRONMENTS	65
Franci Žohar INTERMUNICIPAL COOPERATION WITH THE PURPOSE OF PROMOTING REGIONAL DEVELOPMENT	74
Kolar Janez OPPORTUNITIES FOR ACCELERATION OF DIFFUSION OF TECHNOLOGY WITH A LITTLE HELP OF ORGANIZATIONAL CULTURE	85
Lidija Kodrin PARENTS OF SECONDARY SCHOOL STUDENTS AS USERS OF EDUCATIONAL SERVICES	95
Diana Burdyha PUBLIC-PRIVATE PARTNERSHIP AS A MECHANISM OF ENERGY EFFICIENCY ENSURING THE HOUSING SECTOR OF UKRAINE	107
Olena Havrylo, Vita Butenko, Alla Kolyshkina THE ROLE OF TEACHERS' READINESS FOR ECOLOGICAL EDUCATION IN FORMING PRESCHOOLERS' ENVIRONMENTAL AWARENESS	110
Halyna Meshko, Oleksandr Meshko FORMATION OF ACMESYNERGETIC POSITION OF FUTURE HEADS OF GENERAL SECONDARY EDUCATION INSTITUTIONS	115
Nataliia Pedchenko, Yuliia Pehuda IMPLEMENTATION OF ENTREPRENEURIAL DIRECTION OF ACTIVITY IN THE STRATEGY FOR DEVELOPMENT OF THE MODERN UNIVERSITY	117
Olha Bilashenko ANTI-CRISIS MANAGEMENT OF M. DOVHOPOLYUK: THE EXPERIENCE OF THE OKHTYRKA CHILDREN'S TOWN (20-30 YEARS OF XX CENTURY)	123
Olena Veligura THE PRINCIPLE OF CONTINUITY BETWEEN THE PRE-SCHOOL EDUCATION AND PRIMARY LINK OF IGSE	125
Anastasiia Shevchenko THE SPECIAL METHODS OF FORMATION OF VOCAL JAZZ CULTURE IN TEENAGERS AT POP SINGING CLASSES	129
Liudmyla Movchan, Nataliia Komisarenko MODERN TEACHING METHODS IN HIGHER EDUCATION	131
Liudmyla Akimova, Alla Lysachok MAIN FUNCTIONS OF THE INVESTMENT SECURITY MANAGEMENT MECHANISM: INTERPRETATION OF THE ESSENCE OF CONCEPTS	133

Olena Kovalenko, Olena Litichenko PRESCHOOL EDUCATION PROGRAMS: UKRAINIAN AND EUROPEAN EXPERIENCE	136
Viktoriia Marshytska MODERN APPROACHES TO THE FORMATION OF A CHILD-CENTERED EDUCATIONAL ENVIRONMENT	139
Nataliia Habrusieva ENGINEERING EDUCATION'S CLASSIC IDEAL	141
Natalya Ryshkovska, Anzhela Borshcevska, Serhii Kyryliuk THE PHILOSOPHY OF THE EDUCATIONAL CONTINUOUS PSYCHOTHERAPY GROUP: BETWEEN EMPATHY AND AUTONOMY	143
Bogdan Nechyporuk, Mykola Novoseletskyy, Oleksandr Novoseletskyy, Igor Semeshchuk PROBLEMS OF NANO-SCIENCES IN EDUCATION	149
Lilia Bodenchuk ENTERPRISE PERSONNEL MANAGEMENT IN THE CONTEXT OF GENERATION THEORY	152
Irina Liganenko COACHING TECHNOLOGIES AS A MODEL OF DEVELOPMENT OF CIVIL SERVANTS	154
Tamara Hovorun, Volodymyr Kravets, Svitlana Kravets, Oksana Kikinezhdzi TO THE PROBLEM OF ECONOMIC SOCIALIZATION OF UKRAINIAN YOUTH	156
Oksana Kikinezhdzi, Olha Kiz, Iryna Shulha, Yaroslava Vasykanych FAMILY AS A FACTOR OF ECONOMIC SOCIALIZATION OF CHILDREN	159

Section 3. LAW, BUSINESS REGULATION AND SUSTAINABLE DEVELOPMENT

Mubariz Rahimli THE BASIC GEOSTRATEGY AND ECONOMIC POLICY ASPECTS OF AZEIBARJAN AND UKRAINE IN THE CONTEXT OF THE EUROPEAN UNION INTEGRATION	162
Valentyn Len COUNTERING AND PREVENTING DIFFERENT TYPES OF CRIMES: SEPARATE ISSUES	165
Olena Polivanova THE PROCESS OF THE EUROPEAN UNION ACCESSION TO THE EUROPEAN CONVENTION ON HUMAN RIGHTS AFTER THE OPINION 2/13	170
Natalia Serbinenko, Yana Marchenko, Nikita Serbinenko INNOVATIONS OF THE TOURIST MARKET	172

Section 4. ENVIRONMENTAL ECONOMICS AND SOCIAL MARKETING

Viktor Koval, Lidija Weis, Maryna Bashynska CIRCULAR ECONOMY IN PROVISION OF TOURISM'S REGIONAL DEVELOPMENT	174
Tomaž Dular, Julija Lapuh Bele, Špela Povrženič, Rok Pirnat DETECTING SUSPICIOUS FINANCIAL DATA	178
Andrej Pompe, Jani Toroš URGI - CREATIVE THINKING AND GENERATION OF IDEAS	184
Hana Šuster Erjavec, Petra Vovk Škerl IMPLEMENTATION OF THE CIRCULAR ECONOMY CONCEPT IN TOURISM ON THE EXAMPLE OF INTRODUCING DISTRIBUTED HOTELS IN SLOVENIA	193
Myroslava Rudyk SMM AND JOURNALISM: METHODS OF MUTUAL INFLUENCE	203
Nataliia Trushkina TOPICAL ISSUES OF GREEN FINANCING OF TRANSPORT INFRASTRUCTURE MODERNIZATION IN UKRAINE	205
Maryna Demianchuk, Liudmyla Sergiyenko, Olena Boiko FINANCIAL INCLUSION AS A DOMINANT FACTOR IN THE COUNTRY'S ECONOMIC GROWTH	207
Lidij Robnik THE SOURCE OF FUNDING FOR BUSINESS IDEAS AND DEVELOPMENT ORGANIZATIONS IS VENTURE CAPITAL	212

**EASTERN EUROPEAN CONFERENCE OF
MANAGEMENT AND ECONOMICS**

Proceedings of the 2nd International Scientific Conference

Workshop on Social Research

Copying of content is not permitted except for personal and internal use, to the extent permitted by national copyright law, or under the terms of a CC BY-NC 4.0 License.

Publication is freely available online at
<https://www.vspv.si/sl/o-soli/publikacije>

Publisher:
Ljubljana School of Business
Tržaška cesta 42, 1000 Ljubljana
info@vspv.si

Ljubljana 2020