CONTENTS

Introduction 5

PART 1. External factors of development of Ukraine's economy 7

Chapter 1. Waves of innovation and chains of value added: features of development 7
(A. Mazaraki, G. Duginets)

Chapter 2. Vertical integration in global food retailing 23
(I. Sevruk)

Chapter 3. Ukraine in global value chains: search for an effective strategy 34
(A. Mazaraki, G. Duginets)

Chapter 4. Stabilization models of national business development 51
(L. Kudyrko, N. Iksarova, O. Golovachova)

Chapter 5. Customs reforms in Ukraine 64
(O. Diachenko)

Chapter 6. Transformation of audit in Ukraine 84
(K. Nazarova, V. Gordopolov, I. Neskhodovskyi)

Chapter 7. Fair competition development (legal aspects) 101
(O. Bakalinska)

PART 2. Internal determinants of Ukraine's national economic development.... 126

Chapter 8. Small and Medium Business: Regional Aspect 126
(Y. Golovnya)

Chapter 9. Designing e-trade systems 143
(O. Pursky, D. Mazoha)

Chapter 10. Electronic public procurements in Ukraine 180
(N. Tkachenko, K. Hurdzhyian)

Chapter 11. Information technologies in the marketing of restaurant industry enterprises 194
(S. Melnichenko, I. Prysakar)

Chapter 12. Recreation management as a source of economic growth 244
(T. Tkachenko, A. Gladkey)

Chapter 13. Investment analysis of ensuring business partnership audit..... 256
(K. Nazarova, O. Katrych, N. Pylypchuk)

Chapter 14. Effective commercial disputes resolution as a way toward openness of the economy 270
(N. Mazaraki)

Chapter 15. International labor migration as a factor of economic development..... 278
(T. Melnyk, O. Losheniuk)

Chapter 16. Aggressive tax planning in modern economy: trends and legal regulation 292
(Y. Melnik)

Conclusions 304