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**Кафедра обліку і оподаткування**

**«АКТУАЛЬНІ ПРОБЛЕМИ ТА ПЕРСПЕКТИВИ РОЗВИТКУ ОБЛІКУ,  
АНАЛІЗУ ТА КОНТРОЛЮ В СОЦІАЛЬНО-ОРІЄНТОВАНІЙ СИСТЕМІ  
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Дмитра Мусійовича Фесенка*



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**Секретар організаційного комітету:**

**ЛЕГА ОЛЬГА** – к.е.н., доцент, професор кафедри обліку і оподаткування Полтавського державного аграрного університету

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**ПЕРЕРВА ПЕТРО** - д.е.н., професор, завідувач кафедри економіки бізнесу і міжнародних економічних відносин Національного технічного університету «Харківський політехнічний інститут»

**СЛАВКОВА ОЛЕНА** - д.е.н, професор кафедри бухгалтерського обліку, завідувач кафедри публічного управління та адміністрування Сумського національного аграрного університету

**СУК ПЕТРО** - д.е.н., професор, професор кафедри обліку і оподаткування Відокремленого підрозділу Національного університету біоресурсів і природокористування України «Ніжинський агротехнічний інститут»

**ВОРОНЬКО-НЕВІДНИЧА ТЕТЯНА** - к.е.н., доцент, завідувач кафедри менеджменту ім. І.А. Маркіної Полтавського державного аграрного університету

**ГУБАРИК ОЛЬГА** - к.е.н., доцент, доцент кафедри обліку, оподаткування та управління фінансово-економічною безпекою Дніпровського державного аграрно-економічного університету

**КАРПОВА ВЛАДА** - к.е.н, доцент кафедри митної справи і фінансових послуг Харківського національного економічного університету ім. Семена Кузнеця

**ПРОКОПИШИН ОКСАНА** – к.е.н., доцент, доцент кафедри обліку та оподаткування Львівського національного університету природокористування

**ПРИЙДАК ТЕТЯНА**– к.е.н., доцент, доцент кафедри обліку і оподаткування Полтавського державного аграрного університету

**РИЛЄЄВ СЕРГІЙ** - к.е.н, доцент, доцент кафедри фінансів, обліку і оподаткування Чернівецького торговельно-економічного інституту Державного торговельно-економічного університету

**ЯЛОВЕГА ЛЮДМИЛА** – к.е.н., доцент, доцент кафедри обліку і оподаткування

Конференція присвячена пам'яті видатного науковця, Заслуженого працівника вищої школи Української РСР, професора Дмитра Мусійовича Фесенка. У збірнику матеріалів науково-практичної конференції розміщено результати досліджень вітчизняних науковців, присвячених актуальним проблемам та перспективам розвитку обліку, аналізу та контролю в соціально-орієнтованій системі управління підприємством.

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**NOSULIA O.**, Master's degree student

Supervisor – **HRYNCHENKO M.A.**, PhD Technical Sciences,  
Professor of the Department of Strategic Management,  
*National Technical University "KhPI", Kharkiv*

**CHAPLYHINA A.**, Master's degree student

Supervisor – **SOROKINA S.V.**, PhD Technical Sciences, Associate Professor of the  
Department of Trade, Hotel and Restaurant and Customs Affairs,  
*State Biotechnological University, Kharkiv*

## **INTRODUCTION OF DIGITAL TECHNOLOGIES FOR THE REALIZATION OF INNOVATIVE GOODS IN THE TRADE SERVICE NETWORK**

**Relevance.** Digital technologies have fundamentally changed the way businesses interact with consumers and partners, the ways of buying and selling goods and services, as well as the essence of business models and forms of information interaction. Modern market relations are characterized by a shift from supplier dominance to consumer dominance. In order to maintain leadership in such conditions, it is necessary to constantly study and improve all promising business methods. The use of digital technologies is becoming one of the key factors for the survival of enterprises in a highly competitive environment. Despite the fact that the information and communication technology market in Ukraine is showing one of the highest growth rates in Europe, the latest infrastructure solutions using databases, enterprise resource planning systems, order management, e-commerce, etc. are available mainly to large companies. The level of use of information and communication technologies by small and medium-sized businesses is still unsatisfactory. Tools and technologies of Internet marketing, the procedure for assessing the effectiveness of its individual tools have been studied in the works of many experts, such as F. Kotler, S. Ilyashenko, P. Dudko, D. Zamorieva, E. Golysheva and others [1, 2]. At the same time, every day more and more sellers and consumers appear on the Internet resources, therefore, the development space for the development of the trade service network is unlimited, so the study of new trends and directions of digital technologies development for the sale of various types of innovative goods is an urgent task.

**Results of the study.** As the analysis shows, according to the population survey, three to five years ago it was difficult to imagine that consumers living in a regional center or village would be able to order and actively sell goods of almost all product groups through online stores. While clothing and household appliances were already more commonly seen on online resources, consumers used to buy such goods as cosmetics, oral care products, body and hair care products in retail. The analysis of the research conducted by What's Next in e-commerce showed that Ukrainian consumers are now most likely to buy cosmetics, products for children and products from the sanitary and hygiene group online. In these product groups, Ukrainians are ahead of consumers from other countries.



Toothpaste is the most popular product among all the various oral care products, representing more than 60% of the total global volume of such goods. Currently, the share of products manufactured in Ukraine does not exceed 5%. The Ukrainian toothpaste market is 95% filled with imported products, and the market dynamics is actually the growth rate of imports. Toothpaste is a special dosage form intended for oral hygiene, disease prevention and treatment. Toothpaste provides effective oral cleaning and therapeutic and preventive effects. For this purpose, it contains abrasive, antimicrobial, bacteriostatic, stimulating and surface-active substances. It may seem that there are no tangible differences between toothpaste for children and for adults, but this is not the case. The fact is that the "adult" concentration of active ingredients can cause harm to the child's body. Therefore, manufacturers of children's toothpastes take care to help children get used to daily brushing, add special ingredients to their products for a pleasant taste and to prevent the gag reflex. There are a number of requirements for children's toothpastes: they must be neutral, have cleansing and polishing properties, have a pleasant smell, taste and appearance, cooling and disinfecting effects, be harmless and have a therapeutic and preventive effect. The ideal composition of a children's toothpaste should be aimed at maximizing fluoride availability, minimizing abrasiveness, and using levels and types of flavor and surfactant that minimize interference with fluoride delivery and provide a pleasant brushing experience. In this regard, realizing the importance and relevance of healthy teeth in children, one of the ways to improve the consumer properties of such a product is not only to improve the production technology and fluoride content regulation, but also to add natural plant components and vitamins to its composition, which will positively affect the quality and safety of children's toothpaste.

Research was conducted to create children's toothpastes for children between the ages of 3 and 7 with improved consumer properties. Since, according to the literature, children aged 3-5 years swallow up to 30% of the paste while brushing their teeth, an innovative solution was to add carrot puree as a natural raw material component to increase the content of natural vitamins, reduce fluoride content while maintaining the antimicrobial activity of the paste and color. The developed samples of children's toothpastes had a homogeneous consistency, which is evenly applied to the brush, without impurities and clots; they had a pleasant delicate aroma, a rather sweet taste with a slight vegetable flavor and were peach-pink in color. The study of the effectiveness of the developed pastes was carried out by mechanical rubbing on model tooth surfaces using a children's soft toothbrush with a head length of 20 mm and a width of 7 mm, using several methods - standard, Leonard, Reite, Smith-Bell methods. The results obtained indicate the effectiveness of the developed paste. The study of quality changes during storage showed that storage of the developed pastes in standard conditions (hermetically sealed opaque containers, temperature from 0 to +25 °C, relative humidity 75...80%) did not lead to changes in its physicochemical or organoleptic characteristics. Thus, the use of the proposed innovative children's toothpaste for children aged 3 to 7 years will not only help strengthen the teeth of children, but can also arouse great interest due to its non-standard color and will be



able to develop a habit of daily oral care.

As competition in the field of online commerce grows, choosing the right product promotion strategy is becoming increasingly important. That is why using your own website to sell goods and services is quite promising when developing and improving your own business. Several online stores selling oral care products have been invented on the Internet. Each of these stores has its own individual content, design, different features and functionality. The analysis of these analog sites allowed us to conclude that they have no special features among the general characteristics. And to be competitive, they must have a modern web application created using modern stack technologies. The analysis of the available tools designed to automate software development and the review of existing websites of Ukrainian online stores selling oral care products allowed us to propose a model for creating a website. When creating the server part of the website of the online store "#TPS (toothpaste shop)#", an analysis of existing promising software tools for developing backend servers was performed. The paper develops the functional structure of the website of the online store "#TPS#", describes the frameworks used to create the server and client parts of the website "#TPS#", namely: PHP Yii, jQuery, MongoDB. A database was proposed and developed accordingly, which allows for the rational storage of content to fill the site page, as well as administrator login data. In order to improve the website in the future, we can recommend not only continuously filling it with content and updating the range of goods and services, but also constantly conducting a set of website support operations for the continuous uninterrupted operation of the web resource. Thanks to the complex of all these services, the website of the #TPS# online store will not only take a leading position in search results, but, more importantly, will start to bring significant profit.

**Conclusions.** The use of the Internet in the activities of enterprises makes it possible to increase the competitiveness of goods, expand sales markets, find new suppliers, resellers and consumers. This corresponds to the business processes of attracting a client, studying his needs, the very act of making a deal (transaction) and after-sales service, i.e. the system should cover all business processes of the company's interaction with the client without exception. Such a system can be provided by the use of digital technologies, which is relevant for doing business and is becoming an integral part of the functioning of any enterprise in the modern world.

Thus, rapidly developing, information technology has an irreversible impact on all sectors of the national economy and the life of the population. The structure of the trade service network using Internet technologies expands borders, creates new sales markets, enhances reputation, accelerates and improves the transparency of business processes, and develops new areas of activity.

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