



**The Academy of Management  
and Administration in Opole**

**IMPROVING LIVING STANDARDS  
IN A GLOBALIZED WORLD:  
OPPORTUNITIES AND CHALLENGES**

**Opole 2021**



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# **Improving living standards in a globalized world: opportunities and challenges**

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Edited by Tetyana Nestorenko

Tadeusz Pokusa

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- development of a new organizational structure of management and filling it with specific persons.

To ensure the effectiveness of mergers and acquisitions, it is necessary to constantly implement control methods, namely:

- conducting permanent monitoring of the market for the functioning of the enterprise and making adjustments to management (tracking the stock price, sales volume, analyzing suppliers, competitors);

- tracking indicators of all sub-processes of the merger and acquisition process;

- preparation of an aggregate report to identify the main bottlenecks and timely reallocation of resources to eliminate them;

- differentiation of responsibility for the achievement of individual values of indicators for the elimination of possible disputes and the transfer of guilt;

- ensuring the speed of decision-making.

Understanding the essence of the problems and a detailed study of the factors influencing them will help enterprises in the implementation of mergers and acquisitions to significantly reduce time-consuming resources, eliminate or minimize the loss of intellectual capital. Step-by-step planning and modeling of possible scenarios for the implementation of enterprise integration will contribute to a dynamic increase in the efficiency of the development of mergers and acquisitions of enterprises in the consumer market and improve the quality of their implementation.

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## **2.4. Monitoring of natural capital indicators as tool for achieving sustainable development goals**

A comprehensive study of human beings and their relationship with the world around them has led to the understanding that health is not only the absence of disease, but also the physical, mental, and social well-being of the individual. Health reflects the dynamic balance between the body and the environment of its existence. To date, the direct dependence of public health and quality of life on the quality of environment has been proven. According to the results of the study, food industry enterprises in the process of production emit pollutants into the air, discharges of polluted wastewater into surface water bodies, and leave solid industrial and municipal wastes.

The composition, dynamics and volumes of pollutants produced by food industry enterprises depend on many factors: the equipment operated, production technology, quality of raw materials, organization of the production process and processes of storage and sale of finished products, the scale of consumption of raw materials and energy, production and sale of finished products [1, p. 62]. At the same time, the activities of food industry enterprises have a positive impact on a number of socio-economic parameters of the country's development [2, p. 8]. Our state needs to focus its main efforts to implement effective state regulation of the food industry in Ukraine, to develop the production of high-tech ecological products with high added value. This will ensure the overall strengthening of the competitiveness of food products and increase the level of industrial and technological processing [3, p. 83].

At the same time, we must keep in mind that the processing industry is one of the sectors of the economy that significantly affects the consumption of ecosystem services and has a significant impact on the environment and the health of citizens.

Today, the total value of ecosystem services is about \$124.8 trillion a year, which is twice the size of the world's GDP [4]. About a third of the natural resources that humanity loses in a year are not reproducible [4]. Between 1970 and 2018, there

was a 60% decline in total population numbers, and the rate of species extinction is now 100-1000 times higher than the reference values before the increase in anthropogenic pressure [5, p. 18]. If no environmental protection measures are taken, humanity will require a natural capital equivalent to two planets of Earth to exist by 2030 [6].

Specialists of the Public Institution "Institute of Environmental Economics and Sustainable Development of the National Academy of Sciences of Ukraine" determined the value of natural wealth of Ukraine to be 1060 billion UAH. At the same time, the structure of natural resources is as follows: water resources – 6.4% of the total value (67.9 billion UAH) land resources – respectively 44.7% (473.9 billion UAH) forest resources – 7.9% (84.6 billion UAH) mineral resources – 24.8% (263.0 billion UAH). According to the aggregated approach, the ecosystem component of natural wealth equals 16.2% of its total value, namely 170.6 billion UAH (calculated as on 01. 01. 2018 in accordance with the exchange rate of 8 UAH/USD) [7].

The global stability of the entire biosphere, the survival of humanity in the long term depends on the viability of ecosystems. Degradation of natural resources, their pollution and loss of biodiversity reduce the ability of ecological systems to self-recovery. Degradation of nature is one of major global problems. Key issues for drawing up a global strategy to reduce human's harmful impact on the environment and halt the loss of biodiversity were highlighted in the Living Planet anniversary edition report and the Nature Sustainability (dated Sept. 14, 2018). The representatives from around the world noted that the planet's natural systems are critical to society's existence, and expressed doubts that setting ambitious and clear goals and defining further actions is sufficient to restore the ecosystem to a level that promotes harmonious coexistence between humans and wildlife [5]. It is time to understand that the sustainability of the properties and integrity of the Earth's envelopes (atmosphere, hydrosphere, lithosphere and biosphere) is fundamental for the safe functioning and sustainable development of life in every corner of the Earth. The ecological safety must be ensured from the system

to the element. In other words, it makes sense to talk of the ecosystem component safety only when the state of the whole system is safe. Manufacturing progress should be achieved by increasing the efficiency of use and conservation of raw materials, that is, not zero economic growth was advocated, but zero increase in the environmental consumption [8, p. 15]. Humanity can only find ways of planet sustainable development to avoid a possible premature disappearance from the face of the Earth because of self-destruction under the influence of our own barbaric actions towards the surrounding reality.

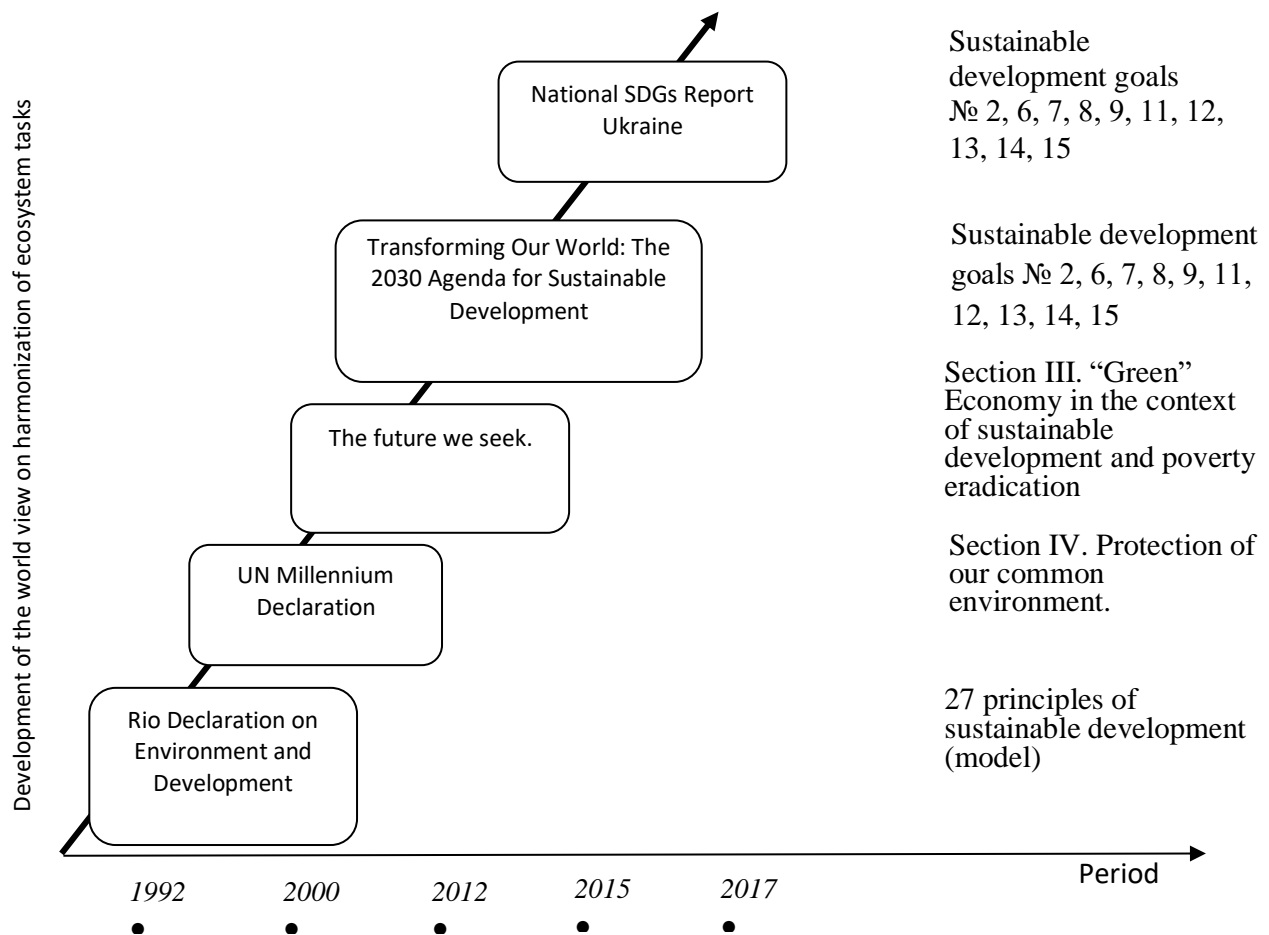
Awareness of ecosystem problems at the world level has led to a number of international initiatives to find ways of improving the situation, which can be united under the banner of achieving sustainable development goals. A chronological interpretation of key international events aimed at addressing environmental issues is presented at Figure 1. As we can see, the process of development and adoption of effective environmental legislation by the countries of the world was initiated on June 14, 1992 by the Rio Declaration on Environment and Development. This declaration became the final document, which summarized the achievements of the world community that became the basis for the Global Agenda 21.

On September 25, 2015 humanity's focus vectors took on a modern form in the program document "Transforming Our World: Agenda 2030," which established 17 sustainable development goals (poverty, hunger and food security, health, education, gender equality, water and sanitation, energy, economic growth, infrastructure and industrialization, inequality, cities, sustainable consumption and production, climate change, oceans, biodiversity, peace and justice, partnership. They are divided into 169 goals.

To date, Ukraine has already made significant efforts to the process of formation of national institutional model to ensure the achievement of the SDGs. Ukraine has developed a regulatory framework for achieving the SDGs, in particular regarding environmental safety. In recent years, a number of Ukrainian laws regulating production



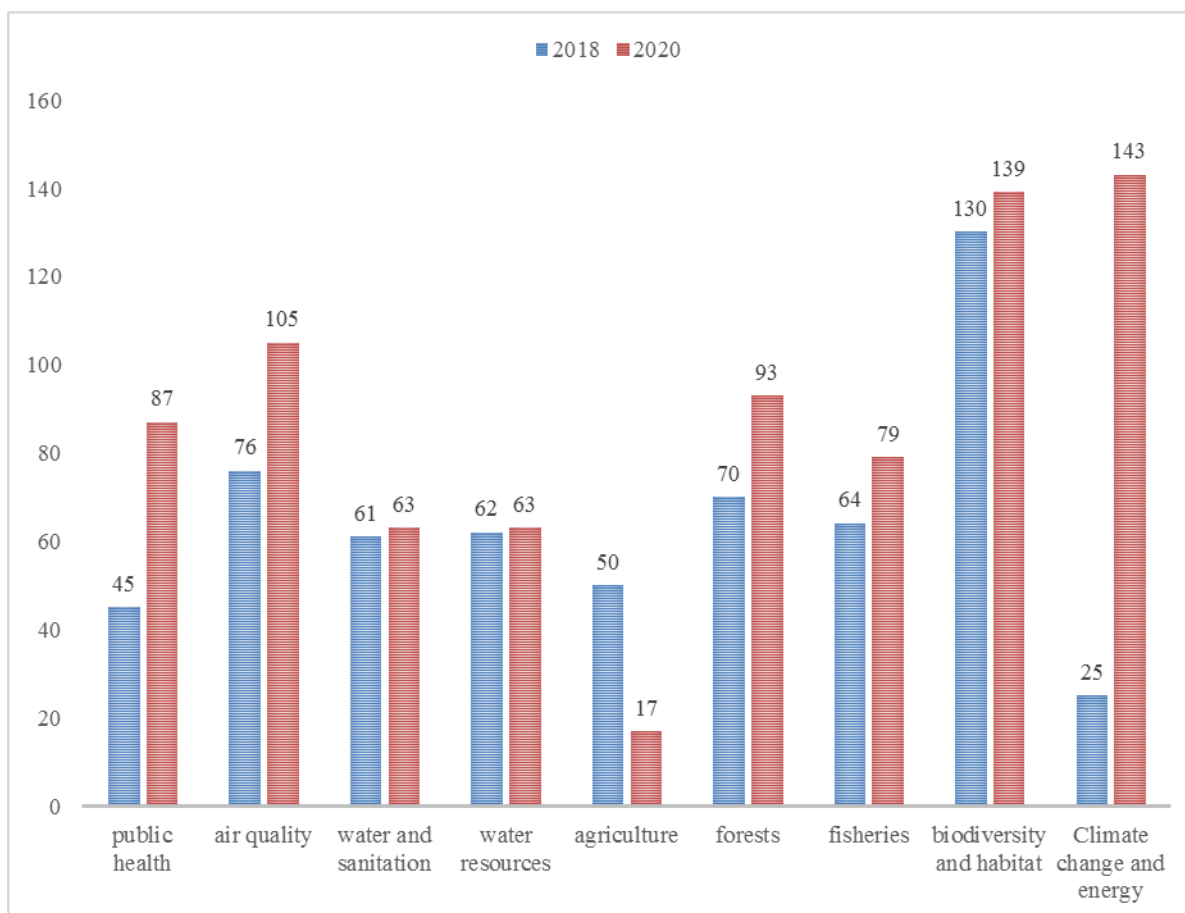
and environmental activities of economic entities, territorial communities and society as a whole have been adopted. They include the Law of Ukraine "On Environmental Protection", the Law of Ukraine "On Air Protection", the Law of Ukraine "On Environmental Expertise", the Law of Ukraine "On Waste", the Law of Ukraine "On Environmental Audit".



*Fig. 1. Formation stages of international initiatives for the protection of natural capital*

At the same time, the ecological situation in our country still cannot be assessed positively. According to the Global Alliance on Health and Pollution (GAHP), Ukraine in 2019 entered the top five countries with high mortality due to the environment and took the fourth place among European countries by the number of deaths caused by

pollution. About 60,000 people die annually in Ukraine because of environmental pollution [9]. According to the Yale Center for Environmental Law and Policy, Ukraine ranked 109th among 180 countries of the world on the Environmental Performance Index. It allows to measure the achievements of the country in terms of environmental conditions and management of natural resources on the basis of 22 indicators in 10 categories, reflecting various aspects of the state of the environment and the viability of its ecological systems, conservation of biodiversity, combating climate change, public health, economic activity practices and the degree of its pressure on the environment. According to this indicator in 2016, Ukraine ranked 44th, that is, for 2 years we have lost 65 points in the ranking of environmental effectiveness (79.69 in 2016 compared to 52.87 in 2018).



*Fig. 2. Evaluation of environmental effectiveness indicators of Ukraine*

*Compiled from [11]*

The importance of business participation in achieving the Sustainable Development Goals (SDGs) was noted the next day after their approval. At the United Nations (UN) Private Sector Forum on September 26, 2015, UN Secretary-General Ban Ki-moon (2007-2016) expressed the hope that private business would accelerate success in achieving the SDGs, noting that "now is the time to mobilize the global business community. The case is clear. The achievement of the SDGs will improve the business and market environment. Trillions of dollars in public and private funds should be redirected to the achievement of the SDGs, creating enormous opportunities for responsible companies to generate solutions" [10]. From this event the international community started searching for ways to integrate the corporate sector's contribution to the SDGs achievements, in particular those related to the environmental sphere.

Ukraine is ranked 63rd on the food security index, which measures the policies of states and the effectiveness of their institutions in the area of food security. For the analysis, three main Food Security Indicators Groups of the countries of the world are examined – the level of food availability and consumption, food availability and sufficiency and the level of food quality and safety. These categories include 28 different indicators measured over a two-year period. The calculation uses data from international organizations and national institutions. The final Global Food Security Index ranking can be identified on the basis of the indicators.

A high position in the ranking means that the country's food security is at a high level. However, according to this indicator, Ukraine, unfortunately, is behind such post-Soviet countries as the Czech Republic, Poland, Hungary, Slovakia, Romania, Russia, Belarus, Bulgaria, Serbia, Azerbaijan and Kazakhstan (Table 1).

The signing of the Decree of the President of Ukraine № 722 / 2019 "On the Sustainable Development Goals of Ukraine for the period until 2030" became a significant step towards the formation of effective institutional mechanisms for implementation of the environmental component of Ukraine's sustainable development goals. According to it, the Cabinet of ministers of Ukraine must ensure:

1) Analysis of forecast and program documents within two months, taking into account the Sustainable Development Goals of Ukraine with the involvement of scientists, experts, representatives of public associations for the period up to 2030. According to the results of such analysis, to take measures to improve them, if necessary.

2) Introduction of an effective system of monitoring the implementation of the Sustainable Development Goals of Ukraine for the period up to 2030 and promulgation of its results annually by March 1 of the year following the reporting period.

*Table 1. Global Food Security Ranking*

Ranking	Country	Price availability	Availability and sufficiency	Quality level	Index
1	Singapore	94.3	81.0	78.1	85.9
2	<i>Ireland</i>	87.8	83.6	84.8	85.5
3	Great Britain	82.6	88.8	80.4	85.0
4	USA	86.8	83.2	85.4	85.0
11	Germany	82.9	83.6	79.7	82.7
21	Spain	79.2	74.9	83.6	78.0
24	Czech Republic	77.9	75.4	73.7	76.1
26	<i>Poland</i>	76.4	75.0	74.1	75.4
30	Hungary	75.6	70.5	72.0	72.8
35	Slovakia	73.6	69.4	64.6	70.3
38	Rumania	67.5	68.8	72.6	68.9
42	Russia	70.5	61.0	75.2	67.0
44	Belorus	67.6	63.4	67.1	65.7
47	Bulgaria	70.1	60.0	63.2	64.5
53	<i>Serbia</i>	63.2	57.4	57.8	59.8
56	Azerbaijan	61.0	61.0	43.4	58.2
57	Kazakhstan	65.5	50.5	58.3	57.7
63	Ukraine	54.1	53.8	65.2	55.7

*Compiled from [11]*

Disclosure of non-financial information is vital for managing changes on the path to building a sustainable global economy by combining long-term returns on social justice and environmental protection [7]. The need to develop a set of relevant indicators that will allow to measure and evaluate the progress in achieving the goals of sustainable

development in general and their environmental component in particular is noted in the report "Wildlife" [5].

The Global Reporting Initiative (GRI) [12] regulates the disclosure of certain indicators characterizing the state of natural capital of business entities. The Global Standard has become one of the most widespread formats of reports on sustainable development, and also de facto, is the standard for determining the framework conditions for the preparation and disclosure of indicators of non-financial reporting on the results of economic entities to achieve sustainable development. The GRI system is intended for use by enterprises of any type, size, organizational-legal form and location. It is constantly being improved and expanded in the light of reporting experience and changes in the information needs of key stakeholders. According to the GRI standard, enterprises reporting on the achievement of sustainable development goals must submit information on the following indicators in their reports: 301 Materials, 303: Water, 305: Emissions, 306: Sewage and Waste, 308: Supplier Environmental Assessment.

A significant step in organizing the collection of information regarding the contribution of business entities in different countries to achieving the Sustainable Development Goals, which relate to environmental conservation, was the adoption of UN General Assembly resolution 70/1 in 2016. It stated that the SDGs would be implemented and reviewed through a set of global indicators focused on measurable results. A dedicated UN International Expert Group on the SDGs was tasked with developing a global framework of indicators to monitor and measure key aspects of the 2030 Agenda implementation. So far, member states, including Ukraine, are in the process of developing their national indicators in line with the 2030 Agenda, taking into account national specificities [13]. Thus, a set of key indicators (Core Indicators) of the UN to achieve the SDGs by corporate sector entities was established. It contains 33 indicators on the economic, social, environmental and institutional spheres. In particular, the indicators of the environmental sphere, the measurement of which is regulated by the Core Indicators, include: indicators of responsible water use of group

B.1 (B.1.1. Water recycling and reuse, B.1.2. Water use efficiency, B.1.3. Water scarcity); indicators of waste management efficiency of B.2 group (B.2.1. Waste Generation Reduction, B.2.2. Waste Recycled and Reused B.2.3. Hazardous Waste); indicators of greenhouse gas emissions of B.3. (B.3.1. Greenhouse gas emissions (scope 1), B.3.2. Greenhouse gas emissions (scope 2)) indicators of pollution by ozone-depleting substances and chemicals of B.4. (B.4.1. Ozone-depleting substances and chemicals); energy consumption indicators of group B.5. (B.5.1. Renewable energy, B.5.2. Energy efficiency).

The goal of the Guideline for defining corporate contribution to SDGs implementation was to provide practical information on how these indicators could be measured consistently and in accordance with countries' national needs to monitor compliance with the SDGs agenda. In addition, the guide should serve as a tool for developing national-level reporting that would enable countries to report internationally on indicator 12.6.1, “Number of enterprises that publish sustainability reports”.

Nature is the foundation of prosperity and security for people and economies. Natural capital, which includes all of nature's assets, such as: geology, soil, air, water, and all living beings, provides a wide range of services to people and is estimated to represent 36% of the total wealth of countries around the world. However, many advantages that we derive from nature and the impact we have on nature remain hidden and are often not considered when making decisions in the management of economic entities. As a result, natural capital is being lost at an alarming rate. The loss of forests alone costs the world economy between \$2 trillion and \$5 trillion a year, or nearly a third of the United States economy. Neither the value of natural capital nor the consequences of its loss are still reflected in the Systems of National Accounts used by countries to measure economic activity and are not used by decision makers to shape development strategies, evaluate their effectiveness and report on progress [14, p. 8].

Natural capital differs from other forms of capital because it is irreplaceable, takes part in the generation of goods and services of society as a whole, rather than an

individual enterprise. In addition, it can only be preserved by joint efforts. Association with the European Union, signed by Ukraine in 2017, requires our country to take further steps towards cooperation with the EU on the implementation of the state environmental policy strategy and harmonization of the state environmental protection strategy according to the European standards. The development of a package of regulations on environmental protection and preservation of natural diversity in Ukraine will be the basis of scientifically based classification of environmental aspects of food industry enterprises, which will form the basis of the system of assessment and accounting of natural capital and will contribute to the improvement of the quality of life indicator.

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the main components of living standards are financial status, living conditions and social environment.

Each of the components of the standard of living has its own characteristics, specifics and distinctive features. In general, the study of the components of living standards on the basis of a conceptual approach allows to determine the basic principles of public policy to create favorable conditions for long, safe, healthy and prosperous life, ensuring economic growth and social stability.

**1.4. Victoria Atiushkina, Svitlana Rakytska, Hanna Davydova. Means of professional self-determination in career planning.** The article considers the relationship between the definition of quality of life, based on international quality assessment systems, and the goals of sustainable development "Quality education" and "Decent work and economic growth". The article reviews the approach to life-long career development through vocational guidance, training and further improvement of knowledge and skills. It uses the opportunities provided by the European Union programs for individual academic and non-academic mobility, for the implementation of educational, scientific, research career goals, for professional growth.

**1.5. Hanna Varina, Iryna Bulakh, Valentyna Voloshyna. Features of the introduction of immersive technologies as components of auxiliary and alternative communication in the psychological support of children with autism spectrum disorder.** The scientific article considers the topical issue of specificity and algorithm of introduction of innovative immersive technologies in the process of psychological and pedagogical support of children with autism spectrum disorders. According to the results of the analysis of scientific research, the Unified Clinical Protocol of primary, secondary (specialized), tertiary (highly specialized) medical care and medical rehabilitation "Autism spectrum disorders (general developmental disorders)", the classifier of approaches to correction, development and training of children with ASD immersive technologies for further implementation in a comprehensive program of psychological and pedagogical support of children with ASD.

**1.6. Larisa Deynichenko, Olena Bahryantseva. Features of socio-psychological adaptation of entrepreneurs in quarantine.** The article substantiates the relevance of the study of the features of socio-psychological adaptation of entrepreneurs. The approaches of scientists to determine the essence of the concept of adaptation are analyzed. The malts of socio-psychological adaptation and levels of stress resistance of entrepreneurs in quarantine conditions have been investigated experimentally. A comparative analysis of the manifestation of stress resistance with the experience of doing business. A link has been established between the level of adaptation and the resilience of entrepreneurs.

**1.7. Olena Reznikova, Natalia Bondarenko. Personal development of elderly people in the aspect of activities of public organizations.** The article presents the analysis of the problem of personal development of people of respectable age in terms of the activities of public organizations. The most significant signs, factors, criteria of aging are determined. The phenomenon of senescence in psychological theories is considered. Emphasis is placed on the presence of the potential for personal growth in people of respectable age. The necessity of ensuring the active life of the elderly and



the possibilities of their self-realization are proved. The experience of the public organization “Age of Happiness” concerning the organization of the elderly in the community is presented. The main ways of socialization of elderly people, means of achieving their psychological well-being are revealed.

**1.8. Maksym Reutskyi, Ellina Karepova. Improving the quality of life and rehabilitation against the background of post-COVID-19 syndrome: the use of biosuggestive therapy.** The publication considers topical aspects of improving the quality of human life against the background of Covid-19 disease, namely: characteristic symptoms and features of postcovid-syndrome, the specifics of client appeals and complaints, as well as successful experience in using the method of psychocorrection and psychotherapy biosuggestive psychotherapy. It was developed in Ukraine and successfully used in Europe and Ukraine to correct psychosomatic and neurotic disorders.

**1.9. Svitlana Sukhomlin. The phenomenon of quality of life in modern society: quality of life – how to measure and achieve.** The publication addresses current issues of quality of life – a phenomenon that is quite new for Ukrainian and foreign psychological science, in the context of which it can be seen as the ratio of desires and inner experiences, human perception of the environment in the context of culture, society, values, expectations and goals. The article considers the most basic and general concepts of quality of life in relation to the client's request in the course of individual and group therapy, which is often identified as the achievement of personal "happiness".

**1.10. Olha Temchenko. The quality of education as one of the factors of the «quality of life» of a person.** The article reveals the theoretical aspects of the problem of «quality of life» and «quality of education». It is proved that «quality of education» is a component of «quality of life». The meaning of the concepts «quality of life» and «quality of education» is specified. The analysis of development of the theory and practice of development of system of maintenance of quality of education in Ukraine is carried out. Quality of life is defined as a socio-economic category with a set of criteria and indicators, one of which is the quality of education.

**1.11. Svitlana Shevchenko, Hanna Varina. Features of the emotional sphere of teachers in the period of professional activity in the conditions of distance learning.** The article presents the results of the study of the emotional sphere of teachers in the period of professional activity in the conditions of distance learning as a temperamental personality trait. According to our authors, the identification of persistent emotional experiences, the subject's tendency to optimism or pessimism, to a positive or negative emotional background can be done by identifying the prevailing modal characteristics of emotionality: emotions of joy, sadness, anger and fear. It is concluded that the sphere of professional activity of teachers in the conditions of distance learning is quite specific, which is definitely related to their emotionality and emotional sphere.

## **Part 2. Financial and economic instruments to improve the life quality**

**2.1. *Gafar Baghirov. Formation of agrarian entrepreneurship in the liberated territories of Azerbaijan.*** Restoration and development of agriculture in our liberated lands is one of the main tasks before us now. This article provides an overview of the damage caused to agriculture by conflicts / wars and the world experience in restoring agriculture in post-conflict zones. On this basis, the directions of agricultural recovery in the liberated territories of Azerbaijan were identified, as well as the expected production indicators as a result of the restoration of agriculture in these areas were forecasted.

**2.2. *Alina Chaikina. Features of HR management digitalization as the basis of the modern enterprise development.*** Personnel processes at the enterprise can no longer be imagined without specialized information systems that allow automating the processes of selection, personnel accounting and administration of personnel, internal communications, training of HR analytics, evaluation, and more.

Authors emphasize that the personnel focus of the future is to form an employee development plan that best meets the business strategy and customer expectations, personnel decisions through data analysis. In the short term, HR managers must organize their work so that the business can take full advantage of the joint work of people and machines, i.e. prepare staff to work together with the latest technologies.

In the article was defined that the digital transformation of HR management involves a revision of the enterprise personnel policy in the direction of the implementation of remote forms of work and digital methods of communication. The focus is on the smart working model, which uses new technologies to increase productivity and job satisfaction through the organization of digital jobs.

Authors proved that there are significant changes in HR management: savings in finding qualified personnel; increasing the confidentiality of information; reduction of administrative costs. To get the maximum benefits from the introduction of digital technologies, HR competencies should be clearly defined, differentiated by levels, applied to the performance of any functions of HR management.

**2.3. *Alona Goloborodko. Challenges and factors of mergers and acquisitions to improve quality of life.*** The article is devoted to important issues of economic development. The globalization of the consumer market requires new management approaches that enhance the competitiveness of enterprises and the quality of life. At the same time, modern models of competitive behavior have transformed from tough competition to business organization based on the creation of associations. The main method of such mergers can be mergers or acquisitions of enterprises. The article discusses the main problems and factors in the course of mergers or acquisitions, highlights ways to reduce risks and aggregators to accelerate the integration of enterprises.

**2.4. *Nataliia Kashchena, Nadiia Kovalevska, Iryna Nesterenko. Monitoring of natural capital indicators as tool for achieving sustainable development goals.*** The article presents the results of the analysis of the food industry, indicating that in modern conditions of economic management, it has a significant impact on the environmental and economic development of the world. The chronological interpretation of the key

international events aimed at solving environmental problems by highlighting the stages of formation of international initiatives to protect natural capital is developed. A detailed analysis of global and national Sustainable Development Goals related to natural capital is made. These goals should be the basis for the formation of a national institutional model to ensure their achievement.

**2.5. *Katarzyna Michura, Marcin Oleksiuk, Paulina Szastaj.* Managing a partnership to raise funds for an international research and development project – a case study.** The article aims to present, as an example of good practice, a joint Polish-Czech project, the assumptions of which were the basis for the preparation of an application for funding from partner universities. The publication also shows that the creation of cross-border solutions may have not only a research perspective, but also an implementation perspective. It deals with the issues of financing activities in the scientific field and indicates the need to create international teams, but above all teams in an interdisciplinary perspective. The interpenetration of scientific disciplines gives the opportunity to create innovative fields of study that respond to contemporary challenges and needs of the labor market. Importantly, the presented example shows that the implementation and inclusion of final target groups already at the stage of creating educational resources can bring tangible effects and benefits for all stakeholders.

**2.6. *Marharyta Mukhina, Liana Yancheva.* Components of quality of life of the population of Ukraine as a tool for formation of management decisions on safe operation of trade enterprises.** The article considers population life quality as complicated complex category that serves as an important social and economic criterion during choosing the directions and priorities of economic development and safe operation of trade enterprises. The authors stressed that trade enterprises financial security management should be considered as system of principles and methods of development and implementation of management decisions, which are related to providing the protection of its priority financial interests from internal and external threats.

**2.7. *Kamran Nabizade.* The main features of the foreign trade policy of small open economies.** From the above, it can be concluded that there are two possible aspects of increasing the openness of the economy: high openness brings significant benefits for the country (especially deepening of specialization, rational allocation and use of resources, benefiting from best practices, increased competition, etc.) On the other hand, for the financial and economic system becomes a source of risk and creates a dilemma in determining the country's development priorities: participation in free global trade or protection of the internal market.

If we summarize all these, we can say that it would be more accurate to classify countries according to their level of development, that is, according to high, medium or low development. Thus, developing countries such as Azerbaijan should give priority to high technology markets in their trade activities in their foreign trade policy.

**2.8. *Kacper Pokusa.* Cross-border cooperation of local government administration – the essence and manifestations.** The study examines the main aspects of cross-border cooperation at the level of both individual countries and regions. Different approaches

**6.19. Andriy Lazarenko, Tetyana Nestorenko, Yana Suchikova. Strategy for minimizing the jellyfish aggregations influence to improve the life quality and rest in resort cities.** The paper aims to solve the national and global problem of accumulated giant aggregates of jellyfish near the coast, which causes chemical, physical and biological pollution of waters and coastal areas, leads to the ecological crisis, reduces the species composition of marine fauna, and danger to humans due to significant chemical burns and allergies, etc. This situation has a negative impact on the resort and health sector of urban systems, which are the centres of national health of Ukraine. This problem is typical for many countries around the world. The existing means to localize this ecological threat (mechanical removal of jellyfish, fencing with nets) are excessively expensive, inconvenient, not durable, cause additional damage to the ecosystem of the water area and are often ineffective. Scientific observations show that jellyfish are able to feel infrasonic vibrations generated by a distant storm (“a voice of the sea”). It is now necessary to develop effective mechanisms and technical solutions to overcome the environmental crisis by creating an infrasonic frequency generator to scare away jellyfish from the coast as a complete integrated solution to localize the environmental threats.

**6.20. Olena Markova, Anatolii Turchak, Nataliia Shcherbatiuk. Characteristics of the way of life for ninth grade students of a comprehensive school.** The article analyzes the results of a survey of 9th grade students on the level of knowledge on the basics of a healthy lifestyle, the essence and its components, which are the main sources of knowledge by adolescents about a healthy lifestyle. The features of motivational attitudes to lead a healthy lifestyle, personal motives of students, encouraging them to exercise regularly at school and at home were determined. The duration of daily, self-exercise of adolescents and the reasons that prevent them from observing physical activity in their free time have been studied.

**6.21. Anastasiia Ozarovska. Directions for improving public management of primary medicine at the local level.** The health care system plays an extremely important role in ensuring a decent standard of living. Human health is known to be so important in the world that this indicator is the first to be included in the human development index – a universal indicator, on the one hand, the level of social development of a country, and on the other – a sensitive indicator of public administration. That is why public health is one of the most important internal state functions of modern Ukraine.

Significant socio-economic transformations that are taking place in our young state include the reform of health care, providing a change in the legal, economic and organizational framework for maintaining, strengthening and restoring the health of citizens. It should be emphasized that the reforms are based on scientific principles, which include the basic categories of public administration science and health management.

**6.22. Larysa Radkevych, Olena Chukurna, Vadym Ostapchuk. Mental health as a component of quality of life in an unstable environment.** The article identifies the role and importance of mental health as a component of quality of life. It has been found that mental health lays the foundations for a person's quality of life in general and in relation to physical health. It is determined that mental health involves a person

in a state of balance in the areas of identification. Within this framework, it is proposed to use N. Pezeshkian's "balance model" as a tool for self-control of employees' mental health.

It is substantiated that the "balance model" has a cyclical nature, which determines that all areas of the model are connected, and the imbalance of any of them, disturbs the balance of mental health. The concept of mental health as a state of human balance in four dimensions of identity is formulated.

**6.23. Halina Svidenska, Yuliia Cherkas. Ways of research of ethnic stereotypes of youth self-consciousness.** The article is devoted to the theoretical analysis of the use of diagnostic tools for the experimental study of the problem of formation and development of ethnicity of self – consciousness of the individual. The structure of ethnic stereotypes is considered and the significance of this component in the composition of ethnic identity is proved. The importance of using socio-psychological features of the formation and mechanisms of functioning of ethnic stereotypes in the practical solution of issues are substantiated. A number of social and psychological methods experimental researches are proposed to study ethnic stereotypes.

**6.24. Larysa Stepanenko, Roman Garmash. Peculiarities of interrelation of vitality and coping-defense mechanisms of students in educational activity.** The theoretical analysis of the problem of vitality in adolescence is presented in the article. The structural components are analyzed: the properties of the personal viability, coping-strategies and mechanisms of psychological protection. Quantitative and qualitative characteristics of the links between the properties of resilience and coping-defense mechanisms in students were revealed. It was found out that individual's resilience is largely determined by coping-defense mechanisms. The correlations between the properties of resilience and coping-protective mechanisms of students (responsibility recognition, escape-avoidance, systematic problem solving; regression, projection) were determined. It is proved that the success of resilience in stressful situations is determined by a peculiar repertoire of coping-strategies and defense mechanisms of personality.

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