TABLE OF CONTENTS

GRYSHCHENKO I., BEBKO S. The model of evaluating the efficiency of educational services market based on the balanced scorecard 9
DENISENKO M., ZAKHARIN S., ODOTUK I. Funding for the operation and development of higher education in Ukraine: trends, problems and prospects 27
MORGULETS O., KHOMENKO O. Modern concept of service management 35
SKRYPNYK M., MATYUKHA M. Organizational aspects of strategic managerial accounting with consideration of international practice 41
SHCHERBAK V. Genesis of creation and development of brand-capital of Kyiv national university of technologies and design 48
TARASENKO I. Measurings of globalization: estimation of problems and ways of providing of steady development of Ukraine 61
GANUSHCHAK-YEFIMENKO L. The decision-making process in regards to the economic integration of small and medium businesses 74
DUKA J., KHMUROVA V. Stages erfolgreiche management von organisatorischen änderungen in der unternehmen 85
ZAKHOZHAI V. Information and analytical support of marketing on the principles of applied statistics 92
ZHARINOVA A. Intellectual capital formation and development conditions in Ukraine 105