

## CONTENTS

### Finances

<b>Vorobyova E.I., Vorobyov Yu.N.</b> The theory and practice of financial and credit relations in Ukraine.....	<b>6</b>
<b>Belopolska T.V.</b> The methodological approach to identify financial risks in the sphere of national economic management.....	<b>16</b>
<b>Butyrina V.N.</b> The analysis of organizational and legal forms of insurance activity realization.....	<b>22</b>
<b>Voroshilo V.V.</b> The financial risks of households: their core and classification.....	<b>28</b>
<b>Lunyakov O.V.</b> The structural model of financial market cyclicity.....	<b>34</b>
<b>Vorobyov Yu.N., Evstafyeva I.S.</b> The theory and practice of surface transport insurance.....	<b>41</b>
<b>Vodolazska .</b> The evolution and genesis of the insurance concept.....	<b>49</b>
<b>Demchenko I.V.</b> The financial safety of the agrarian enterprises.....	<b>54</b>
<b>Sitshayeva L.Z.</b> An evaluation of the taxation impact on the effective activity of enterprises in construction complex in Ukraine.....	<b>61</b>

### Banks

<b>Bondar A.P., Melnik S.S.</b> Securitization of mortgage loans as a method of increasing liquidity of the bank.....	<b>75</b>
<b>Tarasov I.</b> The segmentation of clients in the development system of bank deposit policy.....	<b>80</b>
<b>Zemlyacheva O.A.</b> Economic and legal principles of setting up supermarkets by bank and insurance business.....	<b>85</b>
<b>Mogylko L.V.</b> The credit ratings of Ukrainian government bonds and factors of their improvement.....	<b>91</b>

### Investments

<b>Bilonog T.V.</b> The basic directions of investment brewery companies in Ukraine.....	<b>96</b>
<b>Zekiryaeva E.A.</b> Methodological aspects how to form and realize the strategy of investment development in the regions.....	<b>103</b>

### Economics & management

<b>Blazhevich O.G., Sokolov I.V.</b> Management of business activity.....	<b>111</b>
<b>Sevka V.</b> The theoretical and methodical bases of forming social housing facilities in the regions..	<b>121</b>
<b>Sukhina A.</b> The reformation of housing and communal services: high-quality aspect (on the example of the heating supply enterprises in the Donetsk area).....	<b>125</b>
<b>Nadvorna GG.</b> The profitability and liquidity impact on the economic potential in tourism sphere.....	<b>129</b>