

PUBLICATION REQUIREMENTS FOR AUTHORS

1. General provisions

1.1. Odessa National Economic University is a founder and a publisher of the open access collection of scientific works «Socio-economic research bulletin» (Certificate of the State Registration of printed mass media KV № 6448 of August 21, 2002).

The collection of scientific works «Socio-economic research bulletin» is included in the updated list of scientific professional editions of Ukraine for the branch «Economic sciences» in accordance with the Decree of Ministry of Education and Science of Ukraine No. 1528 of 29.12.2014.

Languages of publication: Ukrainian and English.

1.2. The collection is intended for domestic and foreign experts who study theoretical and practical issues of economics and economic development, management, finance, accounting, analysis and audit, etc. The collection makes it possible to publish the results of scientific researches and dissertations for doctoral and PhD degrees, make them available for the international scientific community, as well as enhance the international scientific cooperation.

1.3. When authors submit the articles in the open access collection of scientific works «Socio-economic research bulletin», they are transmitting the manuscripts to editorial office for free and non-exclusive use, with keeping only copyrights for the manuscript without limitation of the period of such transmission.

1.4. The submission of articles to publication in the open access collection of scientific works «Socio-economic research bulletin» provides authors' voluntary consent and permission for editorial office to make them available in the open Internet access, domestic and international scientometric and abstract databases (Scopus, Web of Science, Index Copernicus, etc.), scientific portals, libraries and repositories, as well as gives the right to access freely to these materials by users, regardless of where they live.

1.5. The editorial office of the collection of scientific works «Socio-economic research bulletin» reserves the right to distribute publication and/or other information, prepared by the editors, in electronic or paper forms in the full text format or only individual articles or their fragments that have already been published without notification authors of the articles of these actions with keeping of their copyright in accordance with the Laws of Ukraine «About Information» No. 2657-XII, 02.10.1992 (with amendments and additions) and «About scientific and technical information», No. 3322-XII, 25.06.1993 (with amendments and additions).

1.6. According to the Law of Ukraine «On Copyright and Related Rights» No. 3792-XII, 23.12.1993 (with amendments and additions) the author retains all non-proprietary rights for the work with the provision of the authorship of the work. The editorial office of the publication, abiding by the relevant norms of the Law of Ukraine «On Copyright and Related Rights» (Articles 19-23, 32, 33), fulfill the transfer of copies of works to libraries and archives of Ukraine and other countries, whose activities are not aimed directly or indirectly at profit-making, provided that the materials received from the editorial office are used in educational activities and the authorship is preserved. The transfer of materials is carried out in compliance with the principles of open access and free access to the materials transmitted. The editorial board also necessarily adheres to international rules of copyright and related rights and uses a Creative Commons Attribution 4.0 License. To view a copy of this license visit: <http://creativecommons.org/licenses/by/4.0/>.

1.7. Manuscripts of the articles or their electronic versions are accepted for publication in the collection in Ukrainian or English languages.

1.8. The articles, which do not match the stated requirements, are not considered.

1.9. The authors are responsible for the accuracy of the terms, surnames, data, citations, statistical materials, etc. in the article.

1.10. All manuscripts which submitted or sent for publication are undergoing an independent «double blind» review: external and internal (expert evaluation) in accordance with the «Regulation on the procedure for organizing external and internal review (expert evaluation) of

articles submitted to the editorial office of the open access collection of scientific works «Socio-economic research bulletin» approved on January 8, 2014 at a meeting of the editorial board.

1.11. The date of submission of an article is the date of its receipt to the editorial office, and in case of revision, the date of receipt of the corrected text.

1.12. In the case of the author's disagreement with the conclusions of reviewers (experts) regarding the refusal to publish the article, the final decision on publication is collectively adopted by the editorial board. If the final decision of the editorial board coincides with the findings of the independent reviewers (experts), the author sent a letter indicating the reasons for refusal.

1.13. In the title and text of the article some minor editorial changes may be made without the consent of the author.

2. Terms, procedure for submission and payment

2.1. The deadlines for articles submission and necessary documents are following:

- Issue 1 – by March 1 of current year;
- Issue 2 – by June 1 of current year;
- Issue 3 – by September 1 of current year;
- Issue 4 – until November 30th of current year.

2.2. For the article being published in the collection, author should submit to the editorial office the following documents:

- the manuscript of article in electronic form, structured in accordance with the following requirements using MS Office Word and saved in the * .doc or * .docx format;
- information about the author (authors) – no more than two authors – (surname, name and patronymic, scientific degree, academic rank, position, affiliation, postal code and address for sending the original copy, contact telephone, e-mail address) and information about the quantity of copies, should be given in the form as shown in Appendix 1.

Payment for publication is made only in non-cash form on the specified details on the website in any bank after author has received a letter confirming the positive decision of the editorial board about its publication. The original or electronic copy of the payment for the publication must be submitted personally or sent in scanned form to the e-mail address of the editorial office.

Publication fee is **40 UAH** per 1 page. The payment for article publication involves obtaining one copy of the collection. The cost of each author's print copy for co-authors is 250 UAH.

The editorial office sending author's print copy through the «New post» or «Ukrainian post» department. The author pays for the transfer when receiving the collection in accordance with the current tariffs of this postal operator.

The editorial board of «Socio-economic research bulletin» **does not publish of the student's articles (bachelors or masters)!!!**

Payment details for article publication:

Recipient: Odessa National Economic University.

Bank: State Treasury Service of Ukraine.

MFO 820172.

USREOU code 02071079.

Payment account 31250245201375.

Purpose of payment: For article publication (the author's surname and name) in the collection of scientific works «Socio-economic research bulletin».

2.3. The articles must be checked carefully according to the rules of spelling, the authors are responsible for their content.

2.4. Computer-assisted translation of manuscripts are not accepted.

2.5. The editorial board reserves the right to edit partially the submitted article without the

consent of the author and the right to reject article that does not meet the requirements for writing and layout of articles.

2.6. The above-mentioned documents and manuscripts should be submitted by the author personally to the Scientific and Editorial Department – 65082, Ukraine, Odessa, Gogolya str., 18, of. 110, tel. +38 (048) 777-89-16, or sent by e-mail: sbornik.odeu@oneu.edu.ua; sbornik.vsed.oneu@gmail.com.

3. Formatting requirements, structure and layout of article

Technical requirements



3.1. The article manuscript with abstract and references must be no less than 10–12 full pages. The optimal number of references is not less than 10–12.

3.2. The languages of articles are Ukrainian and English, abstracts should be in Ukrainian, Russian and English. Abstract is not less than 8–10 lines.

3.3. The article manuscript should be presented in Microsoft Word 1997–2010 (file extension is .doc or .docx).

3.4. Sheet Format – A4. Text margins: top, bottom, left and right – 20 mm.

3.5. Pages are not numbered.

3.6. All the necessary indentation and text alignment (placement of the title in the middle of the line, the number in the cells in the center of the table, etc.) should be implemented by the available means of the text editor: text aligning buttons , sliders of indent rulers , dialog boxes of text editor. For the more complex layout you can use the tables.

3.7. Automatic hyphenation in the text should not be used.

3.8. You must not move the text by clicking repeatedly on the «space bar». All the words in the text should be separated by no more than one space.

3.9. We recommend the authors to use a short dash character «–» instead of a hyphen «-».

3.10. After every citation in the text the reference to the source should be given in square brackets, for example: [3, p.35; 8, p.56–59].

3.11. All the statistical data should be supported by references to the sources.

3.12. Citations from textbooks and other educational literature are unwelcome.

3.13. All the references to the sources should be given in the order they are mentioned in the text.

Font Requirements

3.14. The text must be typed using Times New Roman font, font size is 12 pt and 100%, letter-spacing is normal (not increased and not decreased), the color of the font is only black. Line-spacing – single, paragraph alignment – to the width of the page, the indent of the first line of the paragraph is 1.27 cm.

3.15. The entire text, except the definition of article sections, is not allowed to be typed in **bold**, in *italics*, in CAPITAL letters, or underlined.

Formatting the main text

3.16. When you mention personalities it is recommended to place the initials before the last name. Between two initials, as well as between the initials and the last name, the usual space is used. For example: V. S. Petrov, N. O. Ivanov.

3.17. In case when the word wrapping (the separation between two words with the transfer to the next line) is undesirable, we recommend using a non-breaking space or «Shift + Enter» – moving to the new line without paragraph break.

3.18. Quotation marks in the text of the article must correspond to the typographic standards – «...».

3.19. It is unacceptable to force transfer of the text by inserting the hyphen character between the letters of the word.

3.20. For presenting lists in the main text two styles are used: numbered and marked. In both cases indentations of the list lines should be used without a «new paragraph». Therefore, it is not recommended to use the automatic numbered and marked lists, which are proposed by the Word text editor.

3.21. The marking of the line in marked list is a dash (the sign «–», but not the hyphen «-»). Other symbols and graphic marks for marketed lists do not apply.

For example:

In the theory of conjuncture it is accepted to allocate the following types of fluctuations depending on the wavelength:

- long waves;
- cycles of medium length (small cycles of business activity);
- short waves;
- ultra-short waves.

3.22. The footnotes at the end of the page are not allowed.

Formatting formulas, illustrations and tables

3.23. **Scanned and poor-quality formulas, drawings and tables are not allowed!!! All the formulas, drawings and tables, as well as their names and symbols must be displayed strictly in black and white color without gray background and other colors!!!**

3.24. Drawings, charts, tables are placed as a new paragraph (the way of wrapping – only «in the text»). Alignment of drawings and tables is centered.

3.25. Each illustration or table should be accompanied by a signature. The signature line begins with the word «Table» and the sequence number of the object (separated by a space); alignment – right. There is no full stop at the end of the signature line. If the text mentions a table or a figure, it is necessary to write «tabl. 1», «fig. 1». The signature of the drawing is made after the illustration itself without using italic or other font attribute, font size – 12 points, alignment – centered. After drawing or table title it is **necessary** to indicate its source or, if it is author's development, you should indicate – developed by the author, if it is original development or developed by the author on the basis of [resource number and page], if the author used the developments from certain resources.

3.26. The drawings are inserted in the text as a graphic object, which make it possible to edit and format it.

3.27. While preparing formulas, illustrations and diagrams, it is necessary to monitor: the color of the elements and the background, provided that the printing will be black and white; the text inscriptions in the figures (font, size) that should correspond to the main article text; the format of formulas, which should correspond to the format of the main text; the correctness of the spelling in the inscriptions of the illustrations, since after saving in format of the picture, it will be difficult or impossible to edit them. Inscriptions should be in English.

3.28. Mathematical, logical, and other formulas should be made using Microsoft Equation, Times New Roman, font 12 pt and placed as a separate paragraph. The formula should be centered, and its number should be placed on the right in the round brackets.

For example:

$$a^2 + b^2 = c^2 \quad (1)$$

3.29. It is not allowed to use **unclear, blurry** formula or typed in **bold** type in the text.

3.30. Formatting the text inside the tables should correspond generally to the formatting of the main article text. The tables should be built in so that their orientation is vertical and fit into the common page margins.

3.31. In case the table is divided between two pages the inscription «Continued tab. 1» should be placed on the right at the top.

General article layout

3.32. **The UD code** should be indicated on the left, in capital letters, the font is normal, 14 pt). To identify the UD code on your own, you can use the UDC abridge tables on the UDCA website: <http://www.udcc.org/udcsummary/php/index.php?lang=uk&pr=Y> or ask for help in

university library – e-mail: lib-bibliogr@oneu.edu.ua. After the UDC code is an empty line (Times New Roman font, 10 pt, interval – single).

3.33. **Author (authors).** Number of authors is no more than two. Center alignment: full name, first name and last name of the author, the last name in capital letters, font – 14 pt, bold, in English, Ukrainian and Russian).

3.34. **Information about the author (authors).** Center alignment in the nominative case: information about the degree and academic rank (without abbreviations), author's position and affiliation (without abbreviations), detailed contact work address with a postal code, country, contact phone and e-mail (will be indicated in articles). All the information is provided in English, Ukrainian and Russian. Font is 12 pt, Italic. Further – empty line – font 10 pt.

3.35. **Title of article.** Center alignment, capital letters, the font is 14 pt, not more than 6–10 words in English, Ukrainian and Russian. After the article name is empty line – font 10 pt.

3.36. **Bibliographic description** (in English, Ukrainian and Russian) – Times New Roman font, 10 pt, italic (see Appendix 2). After the bibliographic description – empty line, font – 10 pt.

3.37. **Structured annotation** (abstract in English, Ukrainian and Russian). It should be written using impersonal style. Each abstract should be no less than 200 words – Times New Roman font, 10 pt, italic (see Appendix 2). You also should display the subject in structured form, the purpose of work; research method or methodology; research results; scope of results; conclusions). Further – empty line – font 10 pt.

When you write an abstract, you should follow requirements:

- the research results should be described accurately and informatively. The basic theoretical and experimental results, actual data, revealed interconnections and regularities should be given. The preferences are given to new results and long-term data, important discoveries, original conclusions, as well as data that, in the author's opinion, have practical importance;
- in the abstract it is necessary to use syntactic constructions inherent in the language of scientific documents to avoid complicated grammatical constructions;
- the abstract should be laconic and clear, without secondary information, unnecessary introductory words, general and insignificant wording.

You can check recommendations for abstract writing on the Emerald publisher's site (United Kingdom) – www.emeraldinsight.com/authors/guides/write/abstracts.htm.

3.38. **Keywords** (in English, Ukrainian and Russian, italics in the paragraph, at least six words or phrases, separated by a comma). The keywords should not repeat the title of article. Font – Times New Roman, 10 pt, italic (see Appendix 2). After the key words – empty line – 10 pt font.

3.39. **JEL classification code** (placed under the keywords, from 1 to 5, in one line, comma-separated list, bold, italics, 12 pt. Further – blank line – font 10 pt. For example: ***JEL classification: C120; C140; C180.***

For reference: The JEL classification system originated from the Journal of Economic Literature (JEL) of American Economic Association (AEA) and it is a standard method of classifying scholarly literature in the field of economics. It is used in many research materials published by AEA's.

You can use the following links to identify the JEL code on your own:

JEL Codes Guide (on AEA site) – <http://www.aeaweb.org/jel/guide/jel.php>.

3.40. **The article manuscript** in a structured form should contain the following obligatory components in bold text, font – Times New Roman, 12 pt:

1. Introduction.

2. Aim and methodology of research.

3. Literature review, shortcomings and problem statement.

4. The main material research. Disclosure of research. The title of this section can be reflected by the author in arbitrary manner, depending on the problem, which is discussed in the article.

5. Research results.

6. Conclusions (in this section you can highlight separate sections – theoretical contribution, practical implications, future research).

Each sections should contain at least 10 lines.

According to the specifics of the problem considered in the article the number of sections might be supplemented by the author. But the key sections of the article have to be kept by the author.

The total size of the article should not be less than 10–12 pages. Paper format – A4.

3.41. **Competing interests**

Author Competing Interests:

Financial (We don't require authors to state the monetary value of their financial interests).

Funding Sources: financial support for research (salaries, equipment, supplies, travel reimbursement), speaker/organizer honoraria.

Employment: employment while engaged in this research, present or anticipated employment by any organization that may gain or lose financially through publication of this paper.

Personal Financial Interests: stocks or shares in or ownership of companies affected by publication of this research, consulting fees/remuneration, royalties, from organizations which may profit or lose as a result of publication, patents or patent applications whose value and integrity may be affected due to publication.

Institutional Competing Interests: Are you aware that your academic institution or employment has a financial interest in or a financial conflict with the subject matter or materials discussed in this manuscript?

For example:

The authors declare that they have no competing interests.

3.42. **Authors' contributions**

Examples of author contribution statements

A.B. and B.C. conceived of the presented idea. A.B. developed the theory and performed the computations. C.D. and D.E. verified the analytical methods. B.C. encouraged A.B. to investigate [a specific aspect] and supervised the findings of this work. All authors discussed the results and contributed to the final manuscript.

A.B. developed the theoretical formalism, performed the analytic calculations and performed the numerical simulations. Both A.B and B.C. authors contributed to the final version of the manuscript. B.C. supervised the project.

A.B., B.C., C.D., D.E., E.F., F.G., and G.H. conceived and planned the experiments. A.B., B.C., C.D. and D.E. carried out the experiments. A.B., F.G. and E.F. planned and carried out the simulations. J.K., K.L., A.B., B.C., D.E., C.D., F.J., and F.G. contributed to sample preparation. A.B., B.C., C.D., D.E., F.J., E.F., F.G. and G.H. contributed to the interpretation of the results. A.B. took the lead in writing the manuscript. All authors provided critical feedback and helped shape the research, analysis and manuscript.

3.43. **Acknowledgements**

You can include brief acknowledgements to some scientists, specialists, heads of departments of different organizations, who contributed to the preparation of the article or provided the necessary materials, as well as organizations, which provided funding for research.

3.44. **References** (in English) should be given after the text of an article. The resources given using the Cyrillic alphabet should be translated into English and transliterated into the Latin alphabet. It should be made taking into account international requirements for indexing in scientometric and abstract databases. We recommend using the **Harvard referencing style** (BSI) – Times New Roman, italic, 11 pt. The minimum number of sources is 15.

For example:

– **for books**

Porter, M. (2008). *Competitive strategy: methodology for analyzing industries and competitors*. Trans. from Eng. 3rd ed. [Konkurentnaya strategiya: metodika analiza otraslei i konkurentov; per. s angl. 3-e izd.], Alpina Biznes Buks, Moskva, 453 s. [in Russian]

Turner, A. (2006), *Introduction to Neogeography*, O'Reilly Media, London, 56 p.

– **for articles or separate chapters with showing different authors from a book or collection**

Gokhberg, L. M., Kuznetsova, I. A., Yasin, E. G. (2004). *Innovation as a factor of economic modernization, Structural developments in the Russian industry* [Innovatsii kak faktor modernizatsii ekonomiki, Strukturnye izmeneniya v rossiiskoi promyshlennosti], GU-VShE, Moskva, s. 37–74 [in Russian]

– **for dissertation**

Voskresenskaya, E. V. (2003). *Legal regulation of valuation activities: dissertation* [Pravovoe regulirovanie otsenochnoi deyatel'nosti: dis. ... kand. jurid. nauk], St. Petersburg, 187 s. [in Russian]

– **for author's thesis**

Bezrodnaya, V. F. (2004). *Features of civil society development in the process of political modernization of Ukraine: Author's thesis* [Osobennosti formirovaniya grazhdanskogo obshchestva v protsesse politicheskoi modernizatsii Ukrainy: avtoref. dis. ... kand. polit. nauk], Odessa, 16 s. [in Russian]

– **for journal or newspaper article**

Fedosiuk, O. (2005). *Trafficking in human beings in criminal law and practice of courts*, Law, No. 54, pp. 72–73.

Timoshenko, V. S. (2010). *The issues of the law state development* [Problemy postroeniya pravovogo gosudarstva], Veche, No. 18, s. 12–13 [in Russian]

Matsola, M. & Matsola, S. (2009). *Influence of social infrastructure is on human development in rural locality of areas the Carpathians region* [Vplyv sotsialnoi infrastruktury na liudskiy rozvytok u silskii mistsevosti oblasti Karpatskoho rehionu], Visnyk Prykarpatskoho universytetu, Ekonomika, No. 7, s. 15–22 [in Ukrainian]

– **for conference proceedings**

Tascheev, Y. (2015). *Conceptual differences renewable and non-renewable resource: Proceedings of XVI International scientific and practical conf. «Renewable energy and energy efficiency in the XXI century»* [Kontseptualnye razlichiya vozobnovlyаемого y nevozobnovlyаемого resursa: Materialy XVI Mezhdunarodnoy nauch.-prakt. konf. «Vozobnovlyаемaya energetika i energoeffektivnost v XXI veke»], Polskaya Akademiya Nauk, Natsionalnaya Akademiya Nauk Ukrainy [and others], Kiev, s. 109–112 [in Russian]

– **for electronic resource**

Serdyuk, T. V., *Self-regulation in Ukraine: advantages and disadvantages in the current economic conditions* [Samoregulirovanie v Ukraine: preimushchestva i nedostatki v sovremennykh ekonomicheskikh usloviyakh], available at: <http://economy.kpi.ua/ru/node/343> [in Russian]

Supplementary Convention on the Abolition of Slavery, the Slave Trade, and Institutions and Practices Similar to Slavery, available at: www.unhchr.ch/html/menu3/b/30.htm.

Official website of the State Statistics Service of Ukraine [Ofitsiyniy sait Derzhavnoi sluzhby statystyky Ukrainy], available at: www.ukrstat.gov.ua [in Ukrainian]

State and international requirements for transliteration:

Ukrainian and Russian sources should be translated into English and transliterated into Latin alphabet.

You can see transliteration tables of the Ukrainian and Russian alphabet into Latin alphabet: http://vsed.oneu.edu.ua/files/vymogy_vsed.pdf.




An example of the article layout is given in Appendix 2.

An example of the references formatting is given in Appendix 3.

We are looking forward to successful cooperation!

Editorial board

Information about the author (s)

First name	
Last name	
Scientific degree	
Academic rank	
Honorary title	
Position	
International IDs of a scientist: ORCID  , Researcher ID  , Scopus Author Identifier 	У форматі: ORCID ID – http://orcid.org/0000-0000-0000-0000 , Researcher ID – http://www.researcherid.com/rid/A-0000-0000 , Scopus Author ID – https://www.scopus.com/authid/detail.uri?authorId=11111111111 .
Full name of organization	
Organization address (<i>with a postal code</i>)	
Phone (<i>with a city code</i>)	
E-mail	
Title of article	
Article's subject area	
Number of copies of the collection that author(s) would like to receive	
The address to which the author's copies of the collection should be sent (<i>with a postal code</i>)	
Other information	

A sample of the article

UDC [005:519.23]:330.16

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THE INSTRUMENTS FOR OPTIMAL STRATEGIC CHOICE OF THE FOOD INDUSTRY

Ivanova, O. (2017). The instruments for optimal strategic choice of the food industry. Ed.: M. Zveryakov (ed.-in-ch.) and others [Instrumentarii optimalnoho stratehichnoho vyboru pidpriemstva kharchovoi promyslovosti; za red.: M. I. Zveriyakova (gol. red.) ta in.], Socio-economic research bulletin; Visnik social'no-ekonomichnih doslidzen' (ISSN 2313-4569), Odessa national economic university, Odessa, No. 1 (60), pp. 37–48.

Abstract. *The catalog of optimal strategic alternatives and a graphical model of joint dynamics of the main patterns of consumer behavior in the food market, depending on makroimpacts of environment is designed. The recommendations on the application of the proposed toolkit of optimal strategic choice are formulated and the potential effects of its implementation are evaluated. Investigated Refined Summarized Analyzed Justified Proposed (not less than 200 words)*

Keywords: *strategic choice of the enterprise; catalog of optimal strategic alternatives; dynamics of the main patterns; toolkit of strategic choice.*

Олена Володимирівна ІВАНОВА

кандидат економічних наук, доцент кафедри економіки підприємства,

ІНСТРУМЕНТАРІЙ ОПТИМАЛЬНОГО СТРАТЕГІЧНОГО ВИБОРУ ПІДПРИЄМСТВА ХАРЧОВОЇ ПРОМИСЛОВОСТІ

Іванова, О. В. Інструментарій оптимального стратегічного вибору підприємства харчової промисловості // Вісник соціально-економічних досліджень: зб. наук. праць (ISSN 2313-4569); за ред. М. І. Зверякова (голов. ред.) та ін. Одеса: Одеський національний економічний університет. 2016. № 1 (60). С. 37–48.

Анотація. Розроблено каталог оптимальних стратегічних альтернатив та графічну модель спільної динаміки основних патернів поведінки споживача на ринку продуктів харчування залежно від макровпливів середовища. Сформульовано рекомендації щодо застосування запропонованого інструментарію оптимального стратегічного вибору та оцінено потенційні ефекти від його впровадження. Досліджено..... Уточнено..... Узагальнено..... Проаналізовано..... Обґрунтовано..... Запропоновано..... (не менш як 200 слів)

Ключові слова: стратегічний вибір підприємства; каталог оптимальних стратегічних альтернатив; динаміка основних патернів; інструментарій стратегічного вибору.

Елена Владимировна ИВАНОВА

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ІНСТРУМЕНТАРІЙ ОПТИМАЛЬНОГО СТРАТЕГИЧЕСКОГО ВЫБОРА ПРЕДПРИЯТИЯ ПИЩЕВОЙ ПРОМЫШЛЕННОСТИ

Иванова, Е. В. Инструментарий оптимального стратегического выбора предприятия пищевой промышленности // Вестник социально-экономических исследований: сб. науч. трудов (ISSN 2313-4569); под ред. М. И. Зверякова (глав. ред.) и др. Одесса: Одесский национальный экономический университет. 2016. № 1 (60). С. 37–48.

Аннотация. Разработан каталог оптимальных стратегических альтернатив и графическая модель совместной динамики основных паттернов поведения потребителя на рынке продуктов питания в зависимости от макровлияний среды. Сформулированы рекомендации по применению предложенного инструментария оптимального стратегического выбора и оценены потенциальные эффекты от его внедрения. Исследованы..... Уточнены..... Обобщены..... Проанализированы..... Обоснованы..... Предложены..... (не менее 200 слов).

Ключевые слова: стратегический выбор предприятия; каталог оптимальных стратегических альтернатив; динамика основных паттернов; инструментарий стратегического выбора.

JEL classification: R220; I000

doi:

1. Introduction.

2. Aim and methodology of research.

3. Literature review, shortcomings and problem statement.

4. The main material research. Disclosure of research The title of this section can be reflected by the author in arbitrary manner, depending on the problem, which is discussed in the article.

Table 1: Title of table....

After table

Source: [11, с.122–125] or author's calculations based on the data...., developed by author according to the data [5, с. 17]) and other.

5. Research results.

6. Conclusions (in this section you can highlight separate sections – theoretical contribution, practical implications, future research).

Appendix 3

Sample of references (Harvard referencing style (BSI) – Times New Roman, italic, 11 pt

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The author takes sole responsibility for the content of the article, its correctness, accuracy and correctness of citations, references and translation.