

FOREWORD

“World is changing as we are thinking, and nations are reshaping as voters are changing. Current world affairs, and Presidential election’s result in Ukraine, presents a new roadmap for changing Ukraine, Russia, and the European Union relations. Mr. Zelenskyi has said that he supports Ukraine’s aspiration to one day join the European Union and NATO. He also wants Moscow to return Ukraine’s annexed Crimean Peninsula. He said on Sunday the April 21st 2019, that Ukraine will continue talking to Russia in the Normandy format, the peace talks that include Germany, France, Ukraine and Russia.

Ukraine is changing which is increasing the expectations of the people of Ukraine for the better life and better society with less corruption and more opportunities.

It’s a globalisation, which creates a concept of global village without border with equal opportunity for everyone. The dynamics of this concept is that minimize the restrictions and maximise the benefits. The recent event – BREXIT (exit of U.K. from E.U.) can be seen as one of the best example of such risk in the dynamics of the global village, as highest than ever before. The concept of sovereignty and sovereign states are increasing, borders are fenced, and migration policies are restricted, and new risks are generated in the global market. Predictions are presented by the analysts for short and long term effects, but the risk in businesses in the current context of globalisation is remain in suspicion.

Thus, we’ve decided to bring BRCDGV (Business Risk in Changing Dynamics of Global Village) second edition at Ternopil Ivan Puluj National Technical University, Ternopil, Ukraine. It is great opportunity for research scholars, business elites, lawmakers, governmental and nongovernmental organizations, and society at large, to come and share your concerns in order to find the best solutions for creating a better world, better Ukraine”.

Dr. Pradeep Kumar

The monograph is prepared based on the presentations and discussions made at the **II International Conference “BUSINESS RISK IN CHANGING DYNAMICS OF GLOBAL VILLAGE (BRCDGV 2019)”**, November, 7th-08th, 2019, in Ternopil, Ukraine.

CONFERENCE AIM

The aim of this scientific international conference is to provide a platform for professional debate with the participation of experts from around the globe in order to identify & analyze risks and opportunities in today’s global business, and specifically in Ukraine. The conference will provide a framework for researchers, business elites and decision makers to uplift the business ties and minimise the risk for creating a better world and better Ukraine.

SCALE OF THE CONFERENCE

The Conference is designed to call experts around the globe from different sectors of practices which are effected by globalization and watching changes in Europe as well as in Ukraine. It is an excellent platform for interactions and communication between academicians, corporate representatives, policy makers, representatives of organizations and community, as well as individuals being the part of this globalized world.

The 1st edition of this conference was held at the University of Applied Sciences in Nysa, Poland (2017); the 2nd edition took place at Ternopil Ivan Puluj National Technical University, Ukraine (2019); the 3rd edition will be organized at Patna University, India (2020) in cooperation with Indo-European Education Foundation (IEEF, Poland) and its partner universities from Poland, India, Europe and other part of the world.

BRCDGV 2019

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PREFACE

Under modern conditions of globalization nowadays, economic activity is undergoing changes. Innovative technologies, new forms of business, dynamic changes taking place in the world today result in the emergence of the necessity to minimize risks in order to maximize benefits.

The cooperation between experts from different fields with the aim to ensure sustainable growth – policymakers, scientists, universities representatives and business elites is essential nowadays. With the purpose to bring them together and discuss the main issues of today's global world this conference took place in Ternopil, Ukraine. As Ukraine is now passing through a dynamic period of changes, recommendations coming up from such discussions can be very beneficial for building stronger society and meet the risks globalization brings up.

This monograph provides a useful review of economic, financial and policy issues in the context of globalization processes and has proven extremely popular with practitioners and industry advisors. This edition is given the continued high demand and interest for experts from different areas working on diminishing of business risks wishing to keep abreast of current thinking on this subject.

According to many experts process of managing risks is currently one of the most relevant business technologies and at the same time it is a complex process which requires ground knowledge in the research field and practical experience. The popularity of business risks management is due to objective reasons such as dynamics of society, interconnections and interdependence between different players in the society, increasing role of human capital in the country's sustainable development.

The monograph includes four main sections:

❖ **Economics**

provides a review on International Economics, Welfare Economics, Labor Economics, Economic Development, State and Household Finance, Economic Policy, Regional Economic Development, Public Economics

❖ **Business & Tourism**

contains discussions on the Entrepreneurship, Banking and Insurance, Accounting, E-Commerce, International Business, Human Resources, Science and Business, Education and Business, Healthcare Administration, NGO Activities, Tourism, Investments Opportunities

❖ **Management & Marketing**

analyzes Organizational Management, Governance and Effective Leadership, Strategic Management in Public Sector, Change Management, Trends and Future of Strategic Management, Social Corporate Responsibility, Marketing Theory and Applications, Marketing Strategies, International Marketing, Customer Relationship Marketing, Consumer Behavior, Market Structure and Pricing

❖ **Technologies & Innovations**

is devoted to Artificial Intelligence, Big Data, Data Mining, Innovations Management, It, Social Networks, R&D, Web Technologies, Engineering

The monograph covers a wide range of economic topics in today's global world and recommendations of how to overcome problems and meet challenges.

BRCDBGV 2019 was initiated by the Indo-European Education Foundation (Poland), hosted by Ternopil Ivan Puluj National Technical University (Ukraine) in cooperation with University of Applied Sciences in Nysa (Poland), ABS Institute (Poland), Savitrabai Phule Pune University (India), Patna University (India), University of Galati (Romania) and other partners from different countries.

We believe that discussions held within the suggested topics produce new recommendations in the process of managing business risks in changing dynamics of global village.

Organizing Committee