

4. Maria-Irina, A. (2017), Ecotourism, agro-tourism and rural tourism in the European Union. In: Proceeding of CACTUS 2017. *Contemporary Approaches and Challenges of Tourism Sustainability*. Predeal, Romania. 5 October 2017. P. 6–14.

5. Qing Ye Q., Zhou R., Anwar M.A., Siddiquei A.N., Asmi F. Entrepreneurs and Environmental Sustainability in the Digital Era: Regional and Institutional Perspectives. *Int. J. Environ. Res. Public Health*. 2020. № 17. <https://doi.org/10.3390/ijerph17041355>.

Секція 4

Міжнародний бізнес у системі сучасного підприємництва

ENSURING OF DUAL EDUCATION IN UKRAINE

*Britchenko Igor,
Doctor of Economics, Professor, Department of Finance, VUZF University of
Finance, Business and Entrepreneurship, Sofia, Bulgaria*

*Levchenko Yaroslava
PhD in Economics, Associate Professor,
Faculty of management and business,
Kharkiv National Automobile and highway University, Kharkiv, Ukraine*

On January 26, 2018, at an extended meeting of the Board of the Ministry of Education and Science of Ukraine, the "Concept of training specialists in dual education in Ukraine" was adopted. It provides for the establishment of equal partnership gaining the latest experience of practical application of competencies and their adaptation in real professional activities.

The concept provides for the following stages of its implementation:

- **Stage I.** Development of the regulatory framework for the introduction of the dual form of education in full (by 2018);

- **Stage II.** Development of standard models of the dual form of education in higher education institutions and vocational training institutions. Model guide. Evaluation of efficiency (2019-2020);

- **Stage III.** Creation of clusters of dual form of education on the basis of capable educational institutions and interested business entities (2020-2023) [1].

The precondition of the problem is also determined by Ukraine's course to the European space. Its political direction is due to the ratification on September 16, 2014 by the Verkhovna Rada of Ukraine and the European Parliament of the Association Agreement between Ukraine and the European Union (EU). The principles of the agreement provide for the gradual economic integration of Ukraine with the EU. The consequence of economic integration is the process of raising the standards of Ukrainian products and services to the European level. Renewal of production and business processes, fixed assets of enterprises requires financial investment. The

success of economic transformation depends on many factors. As you know, the fixed capital in any company is human. Among the complex aspects of investing, it should be noted that the most successful and innovative companies invest in human capital, including in the cultivation of their own staff. The constant selection of new professionals, their adaptation and further training costs the company significant financial and time costs [2]. The introduction of elements of the dual form of education in training programs will, on the one hand, increase the competitiveness of educational institutions, on the other - to provide the labor market with more qualified professionals who do not require industrial adaptation. Thus the real positive effect from introduction of principles of the dual form of education can be only on condition of system interaction of educational institutions, students and subjects of the labor market. To implement the training of specialists in the dual form of education, it is necessary to form a model of the dual form of education. The generalized model of providing training for specialists in the dual form of education is presented in Figure 1.

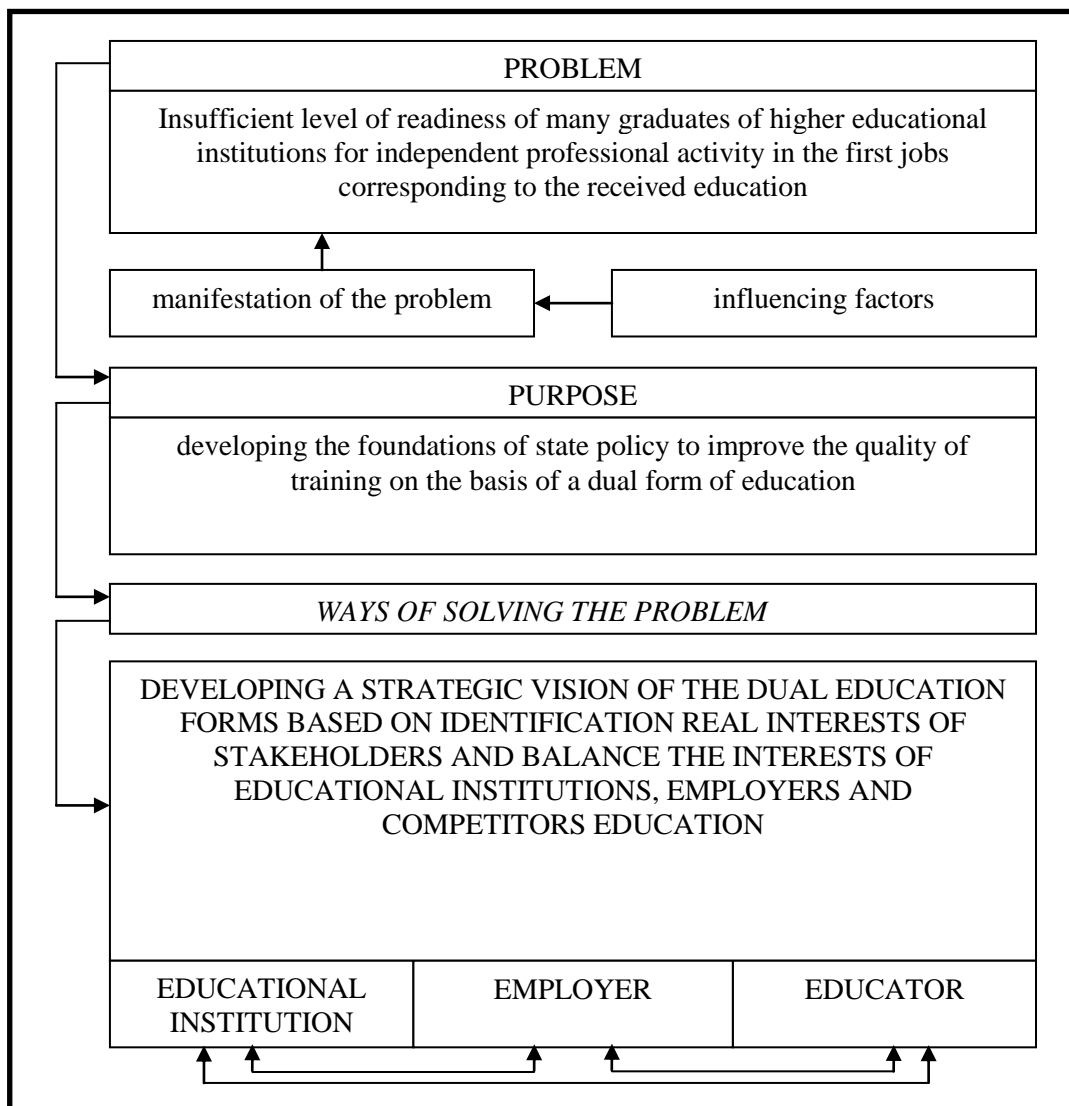


Fig. 1. Model of training specialists in the dual form of education (created by the authors)

References:

1. Розпорядження «Про схвалення Концепції підготовки фахівців за дуальною формою здобуття освіти» №660 від 19.09.2018 р. URL: http://search.ligazakon.ua/l_doc2.nsf/link1/KR180660.html.
2. The Bologna Process and the European Higher Education Area. URL: https://ec.europa.eu/education/policies/higher-education/bologna-process-and-european-higher-education-area_en.

DEVELOPMENT OF THEORETICAL PRINCIPLES OF THE COUNTRY INVESTMENT ATTRACTIVENESS IN THE CONTEXT OF GLOBALIZATION

*Nikitina A.V., Candidate of Economic Sciences, Associate Professor
Simon Kuznets Kharkiv National University of Economics
Corby Kafui Afetorgbor Fiagbe, master-degree student
Simon Kuznets Kharkiv National University of Economics*

The investment attractiveness of the country is an indicator that testifies to the success of economic policy as on macro and micro levels. As a complex indicator it is influenced by many factors direct and indirect action. In addition, a characteristic feature of investment attractiveness is duration of formation due to the adoption of a set of interrelated measures coordinated policies of public and private institutions structures in the absence of external significant negative factors. Simultaneously one factor, even short-term in its effect, is enough to drastically reduce it attractiveness of the country for investors. Therefore, investment attractiveness is an important component of a strategy for sustainable economic development state, so the study of this indicator is of great theoretical and practical importance, especially in the context of structural changes in the national economy and changes in the vectors of geopolitics.

Various aspects of the country's investment attractiveness are covered in the scientific works of the latter years. We should underline that determining the level of investment attractiveness of a country is based on the interpretation of the essence this category as a set of various factors that characterize the feasibility of investing in a particular country [1].

By structure, investment attractiveness countries are an integrated system formed by components that are different in nature and relationships [2]. In fig. 1 is displayed author's vision of the structure of the studied categories. According to the proposal scheme of investment attractiveness countries which is shown in figure 1, basic and acquired components of country investment attractiveness determine its level. If the country relies solely on its own core components, then success in attracting investment will not be achieved. Only use an integrated approach in the investment strategy of the state will allow get the desired result.

The investment attractiveness of the country is formed under the influence of many factors and the influence of patterns of development of mass socio-economic phenomena and processes. Some of these factors may be described by statistical