

## Contents

<b>The state of the global market of project financing and the problems of its development in Ukraine</b>	
<i>Tetiana Mayorova, Iryna Petrenko, Iaroslav Shevchuk</i>	7
<b>Economization of media education: globalizing trend</b>	
<i>Andrii Chuzhykov, Viktoria Chuzhykova</i>	14
<b>On innovation activities development</b>	
<i>Oleh Khymenko</i>	19
<b>The impact of application of information-communication technology to increase the efficiency of management in tourism</b>	
<i>Aleksandra Jovanović</i>	30
<b>Dominant business models in the global pharmaceutical industry</b>	
<i>Roman Simonov</i>	39
<b>Marketing in the socio-economic development of Ukrainian cities in the context of European dimension</b>	
<i>Volodymyr Pylypchuk, Arutiun Papoian</i>	45
<b>Trends of social entrepreneurship</b>	
<i>Jevgenija Dehtjare, Viktoriia Riashchenko</i>	51