## Contents

INTRODUCTION	6
<b>MARCHENKO V.S.</b> Postgraduate student, State university «Kyiv aviation institute» (Ukraine) <i>INFLUENCE OF THE SUSTAINABLE DEVELOPMENT CONCEPT ON THE FORMATION OF ECO-FRIENDLY PACKAGING FIELD IN LOGISTICS</i>	7 – 22
<b>MARCHENKO I.V.</b> Federation Internationale de Football Association (Ukraine) (Ukraine) <i>STRATEGIC GUIDELINES FOR INNOVATIVE DEVELOPMENT OF ENTERPRISES IN THE</i> <i>CONTEXT OF A DYNAMIC ECONOMIC ENVIRONMENT</i>	23 – 31
<b>SMERICHEVSKA S.V.</b> Doctor of Science (Economics), Professor, Head of Logistics Department, State University "Kyiv Aviation Institute" (Ukraine), <b>BUGAYKO D.D.</b> Student of the Logistics Department State University "Kyiv Aviation Institute" (Ukraine), <b>BUGAYKO D.O.</b> Doctor of Science (Economics), Professor (Full), Academician of the Academy of Economic Sciences of Ukraine, Corresponding Member of the Transport Academy of Ukraine, Vice - Director of ES International Cooperation and Education Institute, Instructor of ICAO Institute, Professor of the Logistics Department State University "Kyiv Aviation Institute", (Ukraine) CHALLENGES OF INNOVATIVE DEVELOPMENT OF RIVER TRANSPORT IN THE EU AND UKRAINE	- 32 – 45
<b>GRYTSENKO S.I.</b> Doctor of Economics, Professor, Professor of Logistics Department, State University «Kyiv Aviation Institute» (Ukraine), <b>HALLINI I.S.</b> Master's degree applicant of the Logistics Department State University "Kyiv Aviation Institute" (Ukraine)	
MODELING SUSTAINABLE SUPPLY CHAINS FOR UKRAINE'S EXPORT-ORIENTED INDUSTRIES	46 –54
<b>LAZEBNYK V.V.</b> PhD in Economics, Associate Professor, Associate Professor of the Department of Marketing and International Trade, National University of Life and Environmental Sciences of Ukraine (Ukraine)	
THE ROLE OF MARKETING STRATEGIES IN THE USE OF ORGANIC FERTILIZERS IN FARMING ENTERPRISES OF UKRAINE	55 –64

**GURINA G. S.** Doctor of economic sciences, professor, department of management of foreign economic activity of enterprises State University "Kyiv Aviation Institute" (Ukraine), **PODRIEZA S. M.** Doctor of economic sciences, professor, department of management of foreign economic activity of enterprises State University "Kyiv Aviation Institute" (Ukraine), **NOVAK V. O.** PhD in Economics, Professor of Management of Foreign Economic Activity of Enterprises Department State University "Kyiv Aviation Institute" (Ukraine)

BUILDING STRONG PARTNERSHIPS THROUGH STRATEGIC COMMUNICATIONS AND CONFLICT MEDIATION

65 –73