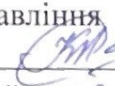



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ЗАХІДНОУКРАЇНСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ЕКОНОМІКИ ТА УПРАВЛІННЯ

ЗАТВЕРДЖУЮ
Декан факультету економіки
та управління
 Андрій КОЦУР
« 30 » 08 2024 р.

ЗАТВЕРДЖУЮ
Проректор з науково-педагогічної
роботи
 Віктор ОСТРОВЕРХОВ
« 30 » 08 2024 р.

ЗАТВЕРДЖУЮ
Директор навчально-наукового
інституту новітніх освітніх
технологій
 Святослав ПИЖЕЛЬ
« 30 » 08 2024 р.



РОБОЧА ПРОГРАМА

з дисципліни «ДОСЛІДЖЕННЯ РИНКІВ (англ. мовою)»
ступінь вищої освіти - бакалавр
галузь знань - 07 «Управління та адміністрування»
спеціальність - 076 «Підприємництво та торгівля»
освітньо-професійна програма – «Підприємництво та торгівля»

Кафедра підприємництва і торгівлі

Форма навчання	Курс	Семестр	Лекції (год.)	Практ. (семін.) (год.)	ІРС (год.)	Трепінг (год.)	Самост. робота студ. (год.)	Разом (год.)	Залік (сем.)	Екз. (сем.)
Денна	2	IV	32	14	3	6	95	150	IV	-
Заочна	2	IV	8	4	-	-	138	150	IV	-

30.08.2024

Тернопіль - ЗУНУ
2024

Робочу програму склала професор кафедри підприємництва і торгівлі,
д-р екон. наук, професор **Птащенко Олена Валеріївна**

Робоча програма затверджена на засіданні кафедри підприємництва і
торгівлі, протокол № 2 від 30 серпня 2024 р.

Завідувачка кафедри,
д-р екон. наук, професор



Ольга СОБКО

Розглянуто та схвалено групою забезпечення спеціальності
076 Підприємство та торгівля», протокол № 2 від 30 серпня 2024 р.

Голова групи забезпечення спеціальності,
д-р екон. наук, професор



Ольга СОБКО

Гарант ОП
канд. екон. наук, доцент



Ірина БОЙЧИК

**STRUCTURE OF THE WORK PROGRAM OF THE EDUCATIONAL
DISCIPLINE «MARKET RESEARCH»**

Description of the discipline «Market Research(in English)»

Discipline «Market Research (in English)»	Field of knowledge, specialty	Characteristics of the academic discipline
The number of credits is 5	Field of knowledge - 07 "Management and administration"	The status of the discipline is Elective. The language of instruction is english
The number of credit modules is 3	Specialty - 076 "Entrepreneurship and trade"	Year of training: Denna - 2 Correspondence – 2 Semester: Denna - 4 Correspondence – 6
The number of content modules is 2	Educational and professional program - "Entrepreneurship and trade"	Lectures: Daytime - 28 hours. Correspondence – 8 hours. Practical classes: Daytime - 28 hours. Correspondence - 4 hours.
The total number of hours is 150	Degree of higher education - bachelor	Independent work, including h dual education: Daily: - 87 hours. Correspondence - 138 hours. Training: Denna - 4 Individual work: Denna - 3
Weekly hours - 10 hours. of them classroom - 4 hours.	Field of knowledge, specialty	Type of final control - credit

2. The purpose and tasks of the discipline «Market Research(in English)»

2.1. The purpose of studying the discipline.

The purpose of the discipline "Market Research" is to form a system of professional competences in students regarding the conceptual foundations of the functioning and development of the market in order to justify and make effective management decisions regarding overcoming the negative phenomena of the market environment and using the opportunities of its development.

2.2. The task of studying the discipline consists in assimilating knowledge and acquiring practical skills regarding the type of market environment, the main economic factors of the macro- and microenvironment of the enterprise; studying theoretical aspects and mastering practical skills in the application of various types of analysis of the market environment (fundamental, technical, rating, statistical and expert); acquiring practical skills for analyzing a weakly structured and multivariate market environment.

2.3. Name and description of competences, the formation of which ensures the study of the discipline.

SC 2. The ability to choose and use appropriate methods and tools for justifying decisions regarding the creation and functioning of business, trade and stock exchange structures.

SK 3. The ability to carry out activities in the interaction of subjects of market relations.

SK 4. The ability to apply innovative approaches in the activities of business, trade and stock exchange structures.

SK 10. Ability to business planning, assessment of the market situation and results of activities in the field of entrepreneurship, trade and exchange practice, taking into account risks.

2.4. The prerequisites for studying the discipline are the prior mastery of the theoretical and practical material of the following educational disciplines: philosophy, political science, foreign language, economic law.

2.5. Learning outcomes

PRN 12. To have methods and tools for justifying management decisions regarding the creation and functioning of business, trade and exchange structures.

PRN 13. To use knowledge of the forms of interaction of subjects of market relations to ensure the activity of business, trade and exchange structures.

PRN 14. To be able to apply innovative approaches in business, trade and exchange activities.

PRN 20. To know the basics of business planning, assessment of market conditions and the results of business, trade and exchange structures taking into account risks.

2.6. The purpose and tasks of lectures

The purpose of conducting lectures is to form students a complete system of thorough theoretical knowledge from the course "Market Research". The tasks of the lectures are to acquaint students with the basic theoretical aspects of market functioning, the theoretical and methodological foundations of market research and their diagnosis.

The tasks of conducting practical classes are for students to acquire the skills of diagnosis and analysis of the market environment and making appropriate management decisions regarding the effective functioning of market entities in this environment.

3. Program of the study discipline «Market Research(in English)»

Content module 1. Theoretical and methodological foundations of market research

Topic 1: Market research in the enterprise management system

Characteristics of market research. The market as an object of research: characteristics. Areas of market research. The impact of market research on ensuring the competitiveness of the enterprise. Formation of competitive advantages.

Literature: [1, 2, 5, 8, 17]

Topic 2. Study of the capacity of markets and segments

Concept of market capacity. Methods of assessing market capacity. Market capacity assessment indicators. The essence, functions and stages of market segmentation. Finding market niches.

Literature: [3, 7, 9, 11, 16]

Topic 3. Research and forecasting of the market situation

Methods of studying the market situation. Optimization models in forecasting changes in market conditions. Economic cycle. Indicators and parameters of the market situation. Organization of trade. Organization of wholesale trade. Organization of placement and storage of goods in warehouses.

Literature: [2, 3, 7, 13, 15]

Topic 4. Research of product offer on the market

The concept of a product offer. Nomenclature and range of products. Updating the product offer on the market. The influence of the product offer on the competitiveness of the enterprise.

Literature: [1, 2, 4, 9, 15]

Content module 2. Research of competitive forces in the market

Topic 5. Diagnostics of the competitive environment and competitors

Concept of competitive environment and its structuring. The essence and types of competition. Methods of competitive struggle. Analysis of the competitive environment. Evaluation of the company's competitors.

Literature: [3, 7, 12, 14, 15]

Topic 6. Study of consumer behavior and demand forecasting.

Consumer behavior models. Methods of evaluating consumer behavior. Consumer motivation. Consumer behavior management strategy. The price factor and price policy in the formation of consumer behavior. Concepts, types and levels of market demand. Methods of forecasting market demand.

Literature: [5, 8, 9, 13, 14]

Topic 7. System-structural analysis of market infrastructure

Concept and structure of market infrastructure. Organizational and technical component of the market infrastructure. The financial component of the market infrastructure is a component of the market infrastructure. The scientific component of the market infrastructure is a component of the market infrastructure. Information component of the market infrastructure.

Literature: [3, 6, 7, 8, 10, 14]

Topic 8. Study of international markets

Directions of development of foreign trade of Ukraine. Methods of international market research. Evaluative criteria and indicators in the study of international markets.

Literature: [5, 8, 9, 12, 14]

4. The structure of credit from the discipline «Market Research(in English)»

Full-time education

Topic	Number of hours				
	Lectures	Practical classes	SR	IRS	Control measures
<i>Content module 1. Theoretical and methodological foundations of market research</i>					
Topic 1. Market research in the enterprise management system	3	2	11	0,2	tests
Topic 2. Study of market capacity and its segments	3	2	12	0,2	tasks
Topic 3. Research and forecasting of the market situation	3	2	12	0,2	tasks
Topic 4. Research of product offer on the market	3	2	12	0,4	tests, case
<i>Content module 2. Research of competitive forces in the market</i>					
Topic 5. Diagnostics of the competitive environment and competitors	4	2	12	0,25	tasks, tests
Topic 6. Study of consumer behavior and demand forecasting	4	2	12	0,25	tests, case
Topic 7. System-structural analysis of market infrastructure	4	1	12	0,25	tests, case
Topic 8. Study of international markets	4	1	12	0,25	tests, case
Training			4		-
Total	28	14	99	2	-

Correspondence form of education

Topic	Number of hours				
	Lectures	Practical classes	SR	IRS	Control measures
<i>Content module 1. Theoretical and methodological foundations of market research</i>					
Topic 1. Market research in the enterprise management system	0,5	0,25	18,0	-	tests
Topic 2. Study of market capacity and its segments	0,5	0,25	18,0	-	tasks
Topic 3. Research and forecasting of the market situation	0,5	0,25	18,0	-	tasks
Topic 4. Research of product offer on the market	0,5	0,25	18,0	-	tests, case
<i>Content module 2. Research of competitive forces in the market</i>					
Topic 5. Diagnostics of the competitive environment and competitors	0,5	0,25	18,0	-	tasks, tests

Topic 6. Study of consumer behavior and demand forecasting	0,5	0,25	18,0	-	tests, case
Topic 7. System-structural analysis of market infrastructure	0,5	0,25	18,0	-	tests, case
Topic 8. Study of international markets	0,5	0,25	18,0	-	tests, case
Total	4	2	144	-	-

5. Topics of practical classes

Practical lesson 1

Topic 1: Market research in the enterprise management system.

Purpose: to learn the theoretical foundations of market research, to study their impact on the competitiveness of the enterprise

Questions for theoretical training

1. Characteristics of market research.
2. The market as an object of research: characteristics.
3. Directions of market research.
4. The impact of market research on ensuring the competitiveness of the enterprise.
5. Formation of competitive advantages.

Questions for discussion:

1. The interaction of supply and demand and the formation of the market equilibrium price.
2. The role of price in balancing market demand and supply.
3. The infrastructure of the goods and services market.
5. Features of the modern domestic market of goods and services.

Literature: [3, 7, 9, 11, 16].

Practical lesson 2

Topic 2. Study of market capacity and its segments

Purpose: to learn the features of market capacity assessment.

Questions for theoretical training

1. The concept of market capacity.
2. Methods of assessing market capacity.
3. Market capacity assessment indicators.
4. Essence, functions and stages of market segmentation.
5. Finding market niches.

Questions for discussion:

1. Peculiarities of identifying market niches in entrepreneurial activity.
2. Evaluating opportunities to penetrate market niches.
3. Strategy of penetration into market niches.
4. Trade on the markets, its features.
5. Brand trade, directions of its development.
6. Development trends of retail turnover in Ukraine.

Literature: [3, 7, 9, 11, 16].

Practical lesson 3

Topic 3. Research and forecasting of the market situation

Purpose: to master the theoretical foundations of the study of the market situation and practical skills of their application in entrepreneurial, trading bodies.

Questions for theoretical training

1. Methods of studying the market situation.
2. Optimization models in forecasting changes in market conditions.
3. Economic cycle.
4. Indicators and parameters of the market situation.
7. trade organizations.
8. Organization of wholesale trade.
9. Organization of placement and storage of goods in warehouses.

Questions for discussion:

1. Creating a positive market environment.
2. Merchandising.
3. Organization of trade in the markets.

References: [2, 3, 7, 13, 15].

Practical lesson 4

Topic 4. Research of product offer on the market

Purpose: to learn approaches to the formation of a product offer

Questions for theoretical training

1. Concept of product offer.
2. Nomenclature and range of products.
3. Updating the product offer on the market.
4. The influence of the product offer on the competitiveness of the enterprise.

Questions for discussion:

1. Innovative products.
2. Life cycle of innovative products.
3. Innovative activity of entrepreneurial structures and its influence on the formation of the product offer.
4. Features of innovative activity in trade.
5. The strategy of forming a product offer.

Literature: [1, 2, 4, 9, 15].

Practical lesson 5

Topic 5. Diagnostics of the competitive environment and competitors.

Purpose: to master the methods of economic diagnosis of competitors and the competitive environment of the enterprise

Questions for theoretical training

1. Concept of competitive environment and its structuring.
2. The essence and types of competition.

3. Methods of competitive struggle.
4. Analysis of the competitive environment.
5. Evaluation of the company's competitors.

Questions for discussion:

1. Identification and monitoring of competitors.
2. Value factors of ensuring competitive advantages.
3. Motivation to renew competitive advantages.
4. Information technologies for evaluating competitors.

Literature: [3, 7, 12, 14, 15].

Practical lesson 6

Topic 6. Study of consumer behavior and demand forecasting

Purpose: to study the methods of consumer behavior research and to acquire analytical competences in their practical application.

Questions for theoretical training

1. Models of consumer behavior.
2. Methods of evaluating consumer behavior.
3. Consumer motivation.
 1. Consumer behavior management strategy.
 2. The price factor and price policy in the formation of consumer behavior.
 3. Concepts, types and levels of market demand.
 4. Methods of forecasting market demand.

Questions for discussion:

1. Formation of demand for intellectually rich products
2. Increasing consumption of organic products.
3. Features of selling eco-products.

Literature: [5, 8, 9, 13, 14].

Practical lesson 7

Topic 7. System-structural analysis of market infrastructure

Purpose: to study the methods of conducting a system-structural analysis of the market infrastructure.

Questions for theoretical training

1. Concept and composition of market infrastructure.
2. Organizational and technical component of the market infrastructure.
3. The financial component of the market infrastructure is a component of the market infrastructure.
4. The scientific component of the market infrastructure is a component of the market infrastructure.
5. The information component of the market infrastructure.

Questions for discussion:

1. Modern vectors of market infrastructure development.
2. Market infrastructure in trade.
3. Factors influencing the renewal of market infrastructure.

Literature: [3, 6, 7, 8, 10, 14].

Practical lesson 8

Topic 8. Study of international markets

Purpose: to get acquainted with the current trends in the development of international markets, as well as the possibilities of penetration into market niches.

Questions for theoretical training

1. Directions of development of foreign trade of Ukraine.
2. Methods of researching international markets.
3. Evaluative criteria and indicators in the study of international markets.

Questions for discussion:

1. Strategic directions of development in entrepreneurship and trade.
2. Development of retail trade networks.
3. Strategies of social development of trade enterprises.

Literature: [3, 6, 7, 8, 10, 14].

6. Independent work, including h dual education

The goal of the students' independent work is the formation of system thinking skills in future entrepreneurship and trade specialists while studying the peculiarities of the functioning of trade as a branch of economy and various trade enterprises.

Independent work includes the study of theoretical educational material in the discipline outside the classroom, self-study and self-control, as well as students' acquisition of practical skills in calculating certain indicators and solving practical tasks in the field of trade.

The result of independent work can be writing abstracts of a report for the annual student scientific and practical conference, as well as writing an essay on a selected and agreed topic, up to 10 pages of printed text (design in accordance with the requirements for the design of scientific and qualification papers).

№	Content of independent work	Number of hours, day form	Number of hours, correspondence form
1.	Market research in the enterprise management system 1. Marketing market research. 2. Interaction of supply and demand and formation of market equilibrium price. 3. Organization of market research. 4. Infrastructure of the market of goods and services. 5. Features of the modern domestic market of goods and services.	11	18

2	<p>Study of market capacity and its segments</p> <ol style="list-style-type: none"> 1. Marketing studies of market opportunities. 2. Formation of innovative marketing potential of business and trade structures. 3. Evaluation of market capacity. 4. Criteria and analysis of the selection of target segments. 	12	18
3	<p>Market research and forecasting</p> <ol style="list-style-type: none"> 1. Evaluation of the market situation. 2. Trends in trade development. 3. Methods of forecasting the development of the market situation. 4. Information technologies in the assessment of market conditions. 	12	18
4	<p>Research of product offer on the market</p> <ol style="list-style-type: none"> 1. Analysis of the market offer. 2. Elasticity of product supply and directions for its increase. 3. Features of the formation of the product offer of business structures. 4. Features of the formation of the product offer of trade structures. 5. Peculiarities of forming the product offer of large trade networks. 	12	18
5	<p>Diagnostics of the competitive environment and competitors</p> <ol style="list-style-type: none"> 1. Methods of analyzing the competitive environment. 2. Analysis of competitive positions. 3. Formation of valuable competitive advantages. 4. Intellectual reserves of the formation of valuable competitive advantages. 	12	18
6	<p>Consumer behavior research and demand forecasting</p> <ol style="list-style-type: none"> 1. Formation of demand for innovative, intellectually comprehensive products. 2. Formation of "conscious" consumption. 3. Trade in intellectually rich products. 4. Brand trade, directions of its development. 5. Development trends of retail turnover in Ukraine. 	12	18
7	<p>System-structural analysis of market infrastructure</p> <ol style="list-style-type: none"> 1. Modern elements of the market infrastructure. 2. Intelligence at the micro, macro and meso levels. 3. Intelligence agencies. 4. Evaluation methods of market infrastructure analysis. 5. Informatization of market infrastructure analysis processes. 	12	18

8	<p>Research of international markets</p> <ol style="list-style-type: none"> 1. The concept of foreign trade and its types. Subjects of foreign trade. 2. Criteria and indicators of foreign trade (volume, structure, dynamics, effectiveness). 3. Forms and methods of conducting foreign trade. 4. Types of prices in foreign trade. 5. Justification of the choice of means of transport when conducting foreign trade operations. 6. Characteristics of Ukraine's foreign trade in goods and services. 7. State regulation of foreign trade. 8. Prospects and directions of transformation of Ukraine's foreign trade at the current stage. 	12	18
Training		4	
	Total	99	144

7. Discipline training

1. The introductory part is conducted in order to familiarize students with the topic of the training class.
2. The organizational part consists in creating a working mood in the student group, familiarization with the rules of the training session and the conditions for summarizing the results.
3. The practical part is implemented by a group or subgroups of students numbering 4-5 people by performing tasks or solving problematic issues of the training class.
4. The summing up takes place by means of a discussion of the results of the training task by a group or subgroups of students, an exchange of opinions on the issues raised at the training sessions.

The topic of the training

1. Topic of the training: Research of the regional market.
2. Topic of the training: Segmentation of the regional market.

8. Assessment tools and methods of demonstrating learning outcomes

The following assessment tools and methods of demonstrating learning outcomes are used in the process of studying the discipline "Market Research":

- standardized tests;
- current survey;
- credit module testing and survey;
- analytical studies, abstracts, essays;
- presentations of the results of completed tasks and research.

9. Evaluation policy

Deadlines and Rescheduling Policy. Specific deadlines are established for the performance of all types of tasks and control measures, which the teacher informs students about at the beginning of the study of the discipline. Rearranging modules takes place with the permission of the dean's office if there are valid reasons.

Academic Integrity Policy. The use of printed or electronic sources of information during the current control of knowledge and modular works is prohibited. During the control event, the student can use only authorized auxiliary materials or tools, he is prohibited from exchanging information with other students in any form, using, distributing, collecting versions of control tasks. Mobile devices are allowed to be used only during practical tasks that involve analytical calculations.

Attendance Policy. Attending classes is mandatory. For objective reasons (for example, illness, study abroad, foreign internship, quarantine, martial law), learning can take place in a distance form, upon agreement with the course leader, with the permission of the faculty directorate, by completing tasks posted in the WUNU Moodle distance learning system.

10. Criteria, forms of current and final control

The final score (on a 100-point scale) from the discipline «Market Research(in English)» is determined as a weighted average value, depending on the specific weight of each credit component.

The final grade for the course is calculated as follows:

Module 1		Module 2		Module 3	Module 4	TOTAL
20%	20%	20%	20%	5 %	15%	100%
Current assessment	Modular control 1	Current assessment	Modular control 2	Training	Independent work	Test
<p>1. The grade for the current assessment is defined as the arithmetic average of the grades obtained during 1-7 classes (for 1-4 topics). Evaluation on a 100-point scale (the winner must be evaluated at least once every two classes).</p> <p>2. The assessment for Modular control 1 is issued on the basis of the implementation of modular work on topics 1-5 and includes: 10 tests of 4 points each = 40 points; two tasks 60 points (2 for 30 points). Evaluation on a 100-point scale.</p>		<p>1. The grade for the current assessment is defined as the arithmetic average of the grades obtained during 8-15 lessons (for 5-8 topics). Evaluation on a 100-point scale (the winner must be evaluated at least once every two classes).</p> <p>2. The grade for Modular control 1 is assigned based on the completion of modular work on topics 6-12 and includes: 10 tests of 4 points each = 40 points; two tasks 60 points (2 for 30 points). Evaluation on a 100-point scale.</p>		<p>The grade for the training is defined as the arithmetic average of the grades received for completing the tasks during the training. Evaluation on a 100-point scale.</p>	<p>Independent work. Assessment for writing theses of a report on the topic of independent work</p>	<p>The grade is defined as the arithmetic average of the grades obtained for the completion of the previous tasks of the modules</p>

Student evaluation scale:

ECTS	Points	Content
A	90-100	perfectly
B	85-89	good
C	75-84	good
D	65-74	satisfactorily
E	60-64	enough
FX	35-59	unsatisfactory with the possibility of reassembly
F	1-34	unsatisfactory with a mandatory repeat course

11. Tools, equipment and software, the use of which is provided by the academic discipline

№	Name	Topic number
1.	Multimedia projector EpsonEB-505	1-8
2.	Microsoft Office general purpose application software	1-8

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