

ability to cooperate. Such classes promote the development of creativity, forming their own views on the problems to be solved. During these classes students learn to compare, summarize, systematize knowledge and skills and thus develop their speech.

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### **MANAGEMENT ASPECTS OF BLOCKCHAIN PLATFORMS**

*Представлені результати інформаційно-економічного аналізу інтернет-ресурсу однієї з компаній ІТ-індустрії в галузі криптовалют на базі технології блокчейну. Визначено завдання управління компанією в ІТ-галузі на базі технологій блокчейну: залучення партнерів з рекламних послуг та розробка спільних з ними програм; розвиток мереж CPA (розповсюдження інформації за фінансову винагороду); просування контекстної реклами на*

*спеціалізованих ресурсах, використання соціальних мереж для просування бренду компанії; активне використання цільової реклами та блогів у соціальних мережах; просування компанії в засобах масової інформації.*

**Ключові слова:** *управління інформаційними ресурсами; технологія блокчейн; криптовалюта; адаптація.*

*The results of information and economic analysis of the Internet resource of one of the companies in the IT industry in the field of crypto currency based on blockchain technology are presented. The tasks of the company's management in the IT industry based on blockchain technologies have been determined: attracting partners from advertising services and developing joint programs with them; development of CPA networks (dissemination of information for financial reward); promotion of contextual advertising on specialized resources, the use of social networks to promote the company's brand; active use of targeted advertising and blogs on social networks; promotion of the company in the media.*

**Keywords:** *information resources management; blockchain technology; crypto currencies; adaptation.*

Mobile systems, due to consumer qualities, ease of use, as well as technical and communication development in the field of portable devices, are increasingly replacing personal computers as everyday personal information and computing devices. The current trend is that mobile devices are increasingly crowding out stationary systems on the Internet. A large number of mobile services for various purposes have been developed, including payment systems [1]. Bitcoin, Ethereum and other decentralized networks based on blockchain technologies have certainly proven the relevance of independent, decentralized ledgers of transactions. However, decentralization and the lack of control by third parties imposes high demands on the resource intensity of network nodes and leads to a loss of universality.

The most attractive product based on blockchain technologies is the crypto

currency segment - a new and rapidly developing unexplored phenomenon in the global economy, the production companies that occupy a certain niche in the field of financial services and arouse increased interest in society, especially from young people. It should be noted that there is almost complete absence of official statistics for the analysis and management of this segment of the digital economy. There is no such information for a wide range of users, therefore, analytical tasks of management and promotion of projects in this area are solved with the help of proactive socio-economic research [2; 3].

This segment is still little researched, therefore the purpose of the study is an information and economic analysis of the Internet resource of one of such companies, the IT industry, in the field of crypto currency based on blockchain technology. However, since the real company, on which the research was conducted, considered the obtained data to be a commercial secret and did not allow its name to be published, it was assigned a certain conditional name "IT company producing crypto currency." The direction and purpose of the resource is to attract investors, make investments, and provide the information necessary for this.

The company has been operating for several years, has a large staff of developers and advisors, each of whom is a highly qualified professional. The target audience of the site is made up of residents of different countries: America, Russia, Europe and Central Asian countries. Mostly male, between the ages of 18 and 35, with above average financial support. These are mainly employees of the banking, finance and IT industries.

Table 1 Traffic statistics of the site of the "IT-company producing cryptocurrency" for 2018–2019

| The country   | Number of visits | Average time attendance |
|---------------|------------------|-------------------------|
| Russia        | 12 107 (14.6%)   | 00:03:14                |
| United States | 5 359 (6.47%)    | 00:01:54                |
| Indonesia     | 4666 (5.63%)     | 00:01:39                |
| Ukraine       | 4837 (4.19%)     | 00:02:06                |
| Brazil        | 3473 (2.15%)     | 00:01:22                |

The purpose of visiting the site is to invest your own funds, perform speculative actions, conclude partnership agreements, as well as diversify your

income. It was revealed that in order to improve the statistics of website traffic, and ultimately, the capitalization of the company, this organization uses a strategy that is as follows:

1. an affiliate program is being implemented, which includes an agreement with third-party services engaged in advertising activities;
2. CPA networks are developing (dissemination of information for financial reward);
3. contextual advertising is promoted on sites devoted to this topic;
4. targeted advertising on social networks is used;
5. preparation and publication of articles in large mass media is actively underway;
6. the personal brand of the company was formed and promoted;
7. social media blogs are administered.

The number of site visits directly depends on the development of the cryptocurrency market, its popularization, as well as exchange rate fluctuations. The advertising and marketing strategy, which is developed by the marketing department, plays a significant role in site traffic.

For informational and economic research of the site, requests were sent to specialized services. The site was assessed by experts who, according to certain criteria, gave an overall assessment of the site. Also, the site is rated by the audience. At the time of the study, the following estimates were stated: ICO Bench - 4.9 out of 5.0, Track ICO - 5.0 out of 5.0, ICO Marks - 9.0 out of 10.0, Foundico - 9.5 out of 10.0, ICO Inspect - A +, Coin Khoj - 8.1 out of 10.0, which says about the successful promotion of the company in the Internet space 1.

Thus, the conducted research allows you to narrow down and define the main tasks of the company's management in the IT industry based on blockchain technologies. The main ones are: attracting partners from advertising services and developing joint programs with them; development of CPA networks (dissemination of information for financial reward); promotion of contextual advertising on specialized resources, use in social networks to promote the

company's brand; active use of targeted advertising and blogs on social networks; promotion of the company in the media.

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## **THE INFLUENCE OF GLOBALIZATION PROCESSES ON THE ACCOUNTING SYSTEM IN UKRAINE (ВПЛИВ ГЛОБАЛІЗАЦІЙНИХ ПРОЦЕСІВ НА СИСТЕМУ БУХГАЛТЕРСЬКОГО ОБЛІКУ В УКРАЇНІ)**

*У статті розглянуто особливості впливу глобалізаційних процесів на розвиток системи бухгалтерського обліку в Україні, проаналізовано результати і наслідки впливу глобалізаційних процесів світової економіки на розвиток системи бухгалтерського обліку в Україні.*

**Ключові слова:** бухгалтерський облік, глобалізація, глобалізаційні процеси, положення (стандарт) бухгалтерського обліку.

*The article considers the peculiarities of the impact of globalization processes on the development of the accounting system in Ukraine, analyzes the results and consequences of the globalization processes of the world economy on the development of the accounting system in Ukraine.*