

SCIENTIFIC DEVELOPMENT AND ACHIEVEMENTS



Volume 1

SCIENTIFIC DEVELOPMENT AND ACHIEVEMENTS

volume 1

1

London 2018

Scientific development and achievements

Copyright © 2018 by Akhnovska I., Andriushchenko K., Shergina L., Kovtun V., Antonenko I., McInyk I., Avhustova O., Zakrevska O., Bagorka M., Bezuhla L., Bardash S., Osadcha T., Basyuk D., Muzychka Y., Belinska S., Moroz O., Kamienieva N., Moroz I., Kepko V., Berezina O., Servatinska I., Bludova T., Galahova T., Tokar V., Bohatyryova G., Barabanova V., Boiko V., Boiko L., Bozhanova V., Ovechkina O., Kononova O., Budnyak L., Dobrovolska E., Calinescu T., Likhonosova G., Zelenko O., Faivishenko D., Finagina O., Pankova L., Kostyuchenko V., Petrov P., Grydzhuk D., Haiduchok T., Dmytrenko O., Honcharenko I., Shevchenko A., Hotra V., Ihnatko M., Illiashenko S., Bozhkova V., Derykolenko O., Kachula S., Kaplina T., Kaplina A., Kartseva V., Kolechkina L., Mykhailova N., Kniazieva T., Dielini M., Kovalova M., Kodatska N., Girman A., Koliada T., Muzychenko G., Kostyshina T., Kostyshyna A., Kyrnis N.

ALL RIGHTS RESERVED

Published by Sciemcee Publishing. LP22772, 20-22 Wenlock Road London, United Kingdom N1 7GU

Sciemcee Publishing is part of SCIEMCEE. It furthers the SCIEMCEE's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

No part of this publication may be reproduced in any manner without the express written consent of the publisher, except in the case of brief excerpts in critical reviews or articles. All inquiries be address to Sciencee Publishing, LP22772, 20-22 Wenlock Road, London, N1 7GU or

publishing@sciemcee.com.

First Edition: 2018

A catalogue record for this publication is available from British Library. Sciencee Publishing has no responsibility for the persistence or accuracy of URLs for external or third-party internet referred in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

Every effort has been made in preparing this book to provide accurate and up-to-date information which is in accord with accepted standards and practice at the time of publication. Nevertheless, the authors, editors and publishers can make no warranties that the information contained herein is totally free from error. The authors, editors and publishers therefore disclaim all liability for direct or consequential damages resulting from the use of material contained in this book. Readers are strongly advised to pay careful attention to information provided by the book.

Sciencee Publishing also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books. Sciencee Publishing books may be purchased for educational, business, or sales promotional use. For information, please e-mail the Sciencee Publishing at publishing@sciencee.com.

> ISBN 978-1-9993071-0-3 Includes bibliographical references and index.



CONTENTS

INTRODUCTION	8
Akhnovska I. ANALYSIS OF CONSUMERS OF THE FAMILY EDUCATION MARKET IN THE CONTEXT OF LEADERSHIP SKILLS FORMATION Conclusion	19 27 27
Andriushchenko K., Shergina L., Kovtun V. STRATEGY FOR DEVELOPMENT OF DIGITAL ECONOMY OF UKRAINE	29
Conclusion Bibliographical references	37 40
Antonenko I., Melnyk I. INNOVATIVE FORMS OF CRUISE TOURISM PRODUCTS Conclusion Bibliographical references	43 54 55
Avhustova O., Zakrevska O. CRYPTOCURRENCY IN THE WORLD ECONOMY AND ITS ACCOUNT IN UKRAINE	56 64 64
Bagorka M., Bezuhla L. THE SYSTEM OF ECOLOGICAL-ECONOMICAL MANAGEMENT IN AGRARIAN PRODUCTION AND MAIN DIRECTIONS OF ITS IMPLEMENTATION IN UKRAINE Conclusion Bibliographical references	66 75 75
Bardash S., Osadcha T. VARIATIVITY OF FORMATION AND ACCOUNTION OF INTELLECTUAL RENT Conclusion Bibliographical references	78 88 89
WINE TOURISM IN UKRAINE Conclusion Bibliographical references	93 107 107

Belinska S., Moroz O., Kamienieva N., Moroz I., Kepko V.

METHODOLOGICAL APPROACHES TO THE PROCESS OF FORMING	
A QUALITY MANAGEMENT SYSTEM FOR FROZEN FRUIT	
AND VEGETABLE PRODUCTION	109
Conclusion	119
Bibliographical references	119

Berezina O., Servatinska I.

CONTEMPORARY CHALLENGES OF HOUSEHOLD INCOME	
DIFFERENCES IN UKRAINE	121
Conclusion	126
Bibliographical references	126

Bludova T., Galahova T., Tokar V.

ECONOMIC SECURITY OF ENTREPRENEURSHIP: DIMENSION	
OF DIVERSIFICATION	129
Conclusion	140
Bibliographical references	141

Bohatyryova G., Barabanova V.

SOCIAL-MARKETING PARADIGM OF DEVELOPMENT OF MARKET	
OF TOURIST SERVICES IN UKRAINE	142
Conclusion	154
Bibliographical references	155

Boiko V., Boiko L.

ORGANIC PRODUCTION – COMPETITIVE PERSPECTIVE FOR	
AGRARIES	158
Conclusion	168
Bibliographical references	169

Bozhanova V., Ovechkina O., Kononova O.

HUMAN CAPITAL MANAGEMENT DEVELOPMENT AND POTENTIAL	
IN UKRAINE	171
Conclusion	182
Bibliographical references	183

Budnyak L., Dobrovolska E.

KEY POINTS OF THE ANALYSIS OF CAPITAL INVESTMENTS	185
Conclusion	195
Bibliographical references	196

Calinescu T., Likhonosova G., Zelenko O.

SOCIO-ECONOMIC TENSION: CONFLICTS AND TRANSFORMATION	
OF SOCIETY	198
Conclusion	244

Bibliographical references	247
----------------------------	-----

Faivishenko D.

1

DIRECTIONS OF STRATEGIC PLANNING FOR THE FUNCTIONING OF	
TIE CONSUMER MARKET	251
Conclusion	262
Bibliographical references	263

Finagina O., Pankova L.

KEY INTERESTS AND PRINCIPLES OF USING THE CAPACITY OF	
CLUSTER POLICY	264
Conclusion	278
Bibliographical references	278

Grydzhuk D.

NEW TYPES OF BANKING ACTIVITIES DEVELOPMENT IN UKRAINE	
AND THEIR IMPACT ON ITS EFFICIENCY	280
Conclusion	300
Bibliographical references	300

Haiduchok T., Dmytrenko O.

THEORETICAL AND METHODICAL ASPECTS OF FORMATION OF	
FINANCIAL REPORTING OF ENTERPRISES IN CONDITIONS OF	
UKRAINE INTEGRATION INTO THE EUROPEAN SPACE	302
Conclusion	313
Bibliographical references	313

Honcharenko I., Shevchenko A.

THE ROLE OF FINANCIAL MARKETS IN SHAPING STATE'S FISCAL	
ND MONETARY POLICY	316
Conclusion	326
Bibliographical references	327

Hotra V., Ihnatko M.

FEATURES OF INNOVATIVE DEVELOPMENT OF UKRAINIAN AGRO-	
INDUSTRIAL PRODUCTION MANAGEMENT	329
Conclusion	337
Bibliographical references	337

Illiashenko S., Bozhkova V., Derykolenko O.

APPROACHES TO DEVELOPMENT OF VENTURE STRATEGIES FOR

4. Aktualni problemy upravlinnia vynohradno-vynorobnym kompleksom: monohrafiia / I.M. Babych, D.I. Basiuk, M.V. Bilko ta in.: Za zah. red. Shyiana P.L., Basiuk D.I. – Kamianets-Podilskyi: Vydavets PP D.H. Zvoleiko, 2014. – 252 p.

5. Basiuk D.I. Teoretychni i prykladni osnovy formuvannia destynatsii vynnoho turyzmu: monohrafiia. / D. I. Basiuk. – Kamianets-Podilskyi: Vydavets PP D.H. Zvoleiko, 2014. – 272 p.

6. Vynnyi ta hastronomichnyi turyzm: hlobalni trendy ta lokalni praktyky: monohrafiia / [kolektyv avtoriv] za nauk. red. D. I. Basiuk. – Vinnytsia, 2017. – 316 p.

7. Ofitsiinyi sait Chyzai. Rezhym dostupu: https://www.chizay.com/o-kompanii/

8. Ofitsiinyi sait «Tsentr kultury vyna Shabo». Rezhym dostupu: http://shabo.ua/sp/cultural-wine-center

9. Ofitsiinyi sait PAT «Koblevo». Rezhym dostupu: http://www.koblevo.ua/

10. Ofitsiinyi sait Vynorobnoho hospodarstva Kniazia P.M. Trubetskoho. Rezhym dostupu: https://vina-trubetskogo.com.ua/

11. Ofitsiinyi sait OKZ «Shustov». Rezhym dostupu: http://www.shustov.com/ru/muscum/

12. Ofitsiinyi sait DMK «Tavriia». Rezhym dostupu: http://www.tavria.ua/

13. Ofitsiinyi sait Simcina vynorobnia «Kurin». Rezhym dostupu: http://www.kurin.com.ua

14. Ofitsiinyi sait Vyna Beikush. Rezhym dostupu: http://www. beykush.com

15. Ofitsiinyi sait Artwinery. Rezhym dostupu: https://artwinery.com.ua

Belinska S.

Doctor of Technical Sciences, Professor, Head of the Department of Commodity Studies, Safety and Quality Management, Kyiv National Trade and Economics University, Kyiv, Ukraine

Moroz O.

Doctor of Economics, Professor, Head of the Department of Entrepreneurship and Financial Activities, Vinnytsia National Technical University, Vinnytsia, Ukraine

Kamienieva N.

Candidate of Technical Sciences, Associate Professor, Department of Commodity Studies, Safety and Quality Management, Kyiv National Trade and Economics University, Kyiv, Ukraine

Moroz I.

Candidate of Economic Sciences, Associate Professor, Department of Cybernetics and Systems Analysis, Kyiv National Trade and Economics University, Kyiv, Ukraine

Kepko V.

Candidate of Economic Sciences, Associate Professor, Department of Entrepreneurship, Trade and Stock Exchanges, Bila Tserkva National Agrarian University, Bila Tserkva, Ukraine

METHODOLOGICAL APPROACHES TO THE PROCESS OF FORMING A QUALITY MANAGEMENT SYSTEM FOR FROZEN FRUIT AND VEGETABLE PRODUCTION

Introduction. The growing popularity of a healthy lifestyle is accompanied by an increase in the diet of the fruit and vegetable production the quality of which is guaranteed by the producer and undergoes minimal changes throughout the life cycle. The guaranteed quality is a fundamental feature of the products and one of the essential motivations of the potential buyers to their acquisition. The category of food quality is multifaceted. It combines safety, nutritional, biological value, organoleptic, ergonomic properties, compliance with the modern theories and dietary trends and so on. At the same time the quality generated during the production process is not stable, since the overwhelming share of food products is a multi-component system in which the physical, chemical, and biochemical processes take place. The result of these processes are changes in consumer properties whose depth determines the storage time.

Research results. The formation of food quality is a complex process that requires the permanent management of a number of factors of influence on the predicted quality of the product. The management features stem from the specifics of

the product as an object of management and can not be universal for a wide range of species, groups, assortment positions of the food products.

One of the peculiarities of the food quality management is that it, as a component of the production management, is not limited only to the process of its production, but also includes its commodity sales and preparation for consumption. One more feature of the food quality management is that the quality is not constant and changes throughout the life cycle, so it is only possible with a certain probability to predict it.

Considering the quality of a product, it should be noted that it is a hierarchical system of properties in which the properties of each previous level are determined by the simpler properties of the subsequent levels. Therefore, the change of a certain property can be achieved by the guided influence on the corresponding properties of the lower level of the hierarchy. A significant number of the product properties, the complexity of their interconnections, is what determine the specifies of the quality management.

The range of the products in the food market is constantly changing. This is due to the globalization and the elimination of the technical barriers to trade, the introduction of modern production technologies, the changes in consumer preferences and dietary trends. In recent years Ukraine and the world have seen an increase in demand for natural products that have a high degree of readiness for consumption or culinary use, and at the same time retain their intrinsic qualities. Such requirements correspond to frozen fruits and vegetables that for many decades have a steady demand.

Specific factors influence on the formation and preservation of the quality of the fast frozen fruit and vegetable products: specific and varietal features of the raw materials, degree of ripening, peculiarities of harvesting, conditions of transportation, duration of storage of the raw materials, freezing technology, packaging methods, storage conditions, transportation, sales of the frozen products and methods of the preparation before consumption.

The above stipulates the need for a systematic analysis of all the factors when making managerial decisions on the quality of the frozen fruit and vegetable products.

The purpose of our work was to develop methodological approaches to the process of forming a quality management system for quick-frozen fruit and vegetable products.

The quality management is an objective, logical process, which is inextricably linked with the development of the society and is based on the analysis and integration into a coherent set of factors of the formation of quality. The most common are the following methodological approaches to management: systemic, process and situational.

The systemic approach involves the construction of a complex model with the definition of external and internal connections, which can be influenced and

accordingly predict the functioning of the system in certain ranges. In this case the model must meet the requirements of the emergence, structural, interdependence, hierarchy.

The process approach is to identify many interrelated processes where each process is considered in combination with others as a sequence of the stages.

The situational approach is to manage a particular situation without taking into account the connections and relationships between the elements of the system.

The most common and effective are the systemic and process approaches. It is they that help to identify the main object of the object under study and ignore the secondary one by arranging them in the form of a set of interconnected and interrelated elements that are part of the system and form a single functional purpose intended to achieve a specific goal. In this formalization, namely the ability to describe the system through its structure, the interdependence of the elements of structure and environment, hierarchy allows you to identify the nature of the relationship between the elements of the system and ensure its effective management. However, solving specific problems of the quality assurance requires their adaptation to the specifics of the food products.

The main factors of the formation and preservation of the quality of frozen fruit and vegetable products are species and varietal characteristics of the plant raw materials, terms of harvesting, conditions, duration of transportation and storage of the fruits and vegetables before freezing, freezing technology, packaging methods, storage conditions, transportation, sales, methods of defrosting of the frozen products.

The beginning of the general chain of the formation of consumer properties is the determination of the species and varieties of the plant material suitable for freezing [1-4]. The general criterion that determines the variety of fruits and vegetables to refrigeration is the high moisture content and a dense structure after defrosting, resistance to cracking, high content of pectin substances, fiber, hemicellulose which provide the relative stability of the covering tissues and the consistency of the pulp as after freezing, and after defrosting, high content of dry substances, biologically active components (anthocyanins, carotenoids, ascorbic acid). Specifics: homogeneity of colour, density of pulp, peculiarities of separation of peduncles, sepals, bone from the pulp, dry breakage of the peduncle, etc.

The agricultural production and harvesting are important in terms of the quality of the frozen fruit and vegetable production [5]. For most crops, harvesting is optimal in the stage of consumer maturity. However, for strawberries, raspberries, apricots, intended for quick freezing, the most optimal for harvesting is the transitional stage of tipening - from the technical to the consumer.

The reason for lowering the quality of the frozen fruits and berries (relaxing their consistency after defrosting) is a long period of time between the harvesting and freezing [6, 7]. The frozen freshly harvested fruits and vegetables are of superior

quality compared to those made from raw materials even with short-term storage in optimum conditions. The strawberries, currant, cherries, apricots, peaches for freezing can be stored in refrigerating chambers for up to three days, grapes, plums - up to seven days at a temperature from 0 to $6...7^{\circ}C$ [8]. The foreign authors recommend to freeze fruits and vegetables in 1.5 hours after they are harvested [9]. At the same time, under conditions of harvesting at high temperatures, the fruits and vegetables should be cooled to a temperature of 0 to 2° before freezing. With increasing storage temperature, the intensity of heat dissipation increases, metabolic processes are accelerated, turgor is lost, nutritional and biological value decreases, and weight loss increases. Different cooling methods are used to slow down the metabolic processes: air, hydro- and vacuum cooling. It is proved that it is expedient to carry out air cooing for small berries and vegetables with a gentle consistence, hydrocooling - for fruits and vegetables of a large size, vacuum cooling - for leafy vegetables. Air cooling is effective for all types of fruits and vegetables, hydrocooling - for 62%, vacuum cooling - for 43%.

The modern technologies and methods of pre-treatment help to reduce unwanted changes in the consumer properties of the frozen fruits and vegetables: loss of turgor, changes in organoleptic properties. The existing methods of preliminary treatment, regardless of the nature of the effect on the plant material (physical, chemical, biochemical) can be conventionally grouped into two groups: those that are aimed at inactivation of the enzymes and those that are aimed at reducing the activity of the water.

The effective methods of inactivating enzymes of the plant tissues include blanching (water or steam) and the treatment with chemical reagents. However, along with the positive sides of blanching, namely, inactivation of the enzymes, partial destruction of the vegetative forms of microorganisms, displacement of air from the intercellular space and increased intensity of colour expression, decrease in the content of pesticides and nitrates, it also should be noted disadvantages the main of which is the loss of the valuable water-soluble substances, adsorption of water by the product, the loss of tissue elasticity. Adding citric acid to water for blanching contributes to a more intense decrease in the activity of the enzymes, as the pH and the threshold of thermal denaturation of the enzymes are reduced. The colour stabilization is achieved under condition of blanching in milk whey, addition to water for blasting of bisulfite, metabisulfite, sodium carbonate, consistency - sugar and pectin with a low degree of esterification [10].

In recent years studies have been conducted on the inactivation of the enzymes by electroconductive method, infrared rays, high frequency currents.

The positive influence on the consumer properties of the fruits and berries has been confirmed by preliminary treatment in solutions that have antioxidant properties: extracts of oak, birch, St. John's wort; infusion of green tea; solutions of sugar and ascorbic acid; ascorbic acid and sodium chloride.

The pre-treatment methods aimed at reducing the activity of the water include dehydration, osmotic dehydration, freezing in concentrated solutions. Pre-drying at temperatures of 100°C and above ensures the inactivation of the oxidative-reducing enzymes, promotes the preservation of the biologically valuable components, accelerates the freezing process, prevents lacing of the products during storage.

The aerial dehydration is sometimes replaced by osmotic. This changes the ratio of the free and osmotically absorbed moisture which contributes to the preservation of the microstructure of the tissues and stabilization of the consistency. However, despite the benefits of osmotic dehydration, namely, increasing the content of the dry matter, preserving the vitamin value, colour and structure of the tissues of the fruits, from a technological point of view, the osmotic dehydration is a rather costly process.

In order to reduce the activity of water, the fruits are frozen in sugars or in its solutions of different concentrations. Adding to a solution of starch sugar helps to soften the sweet taste of the fruits at high concentrations of the first; the addition of accorbic acid, citric acid and their mixture guarantees the preservation of the colour; and the addition of gelatin, pectin, agar - ensures the stability of the consistency.

A significant factor in the formation and preservation of the consumer properties of frozen foods is the detection of an optimal method of freezing and its method contact or non-contact. The choice of freezing methods is determined by the economic and technological aspects. The most used is air freezing. Along with its significant advantages, it has significant disadvantages: low thermal conductivity of air which slows down the heat transfer intensity and activates oxidation processes under the condition of free access of oxygen to air; massive loss of mass.

When freezing fruits and vegetables in solutions (calcium and sodium chlorides, propylene glycol, ethyl alcohol, mixtures of salts and alcohols), the process of freezing contentified. This is due to higher thermal conductivity of the solutions compared with an reducing mass losses during freezing. In addition, rapid immersion freezing, compared with air, reduces the dehydration of the product. A significant drawback is the negative influence of the solution on the taste properties of some types of plant material (except eggplant, pepper, potato) and the need for special waterproof film and capid corrosion of equipment.

The use of low-boiling cryogenic liquids, in particular, liquefied nitrogen, carbon droxide, reduces the product temperature from plus 21°C to minus 18°C, depending on the size of the product for 1 to 5 minutes. However, the high freezing rate, the intense increase in the internal volume of the product can cause cracking of the fruits. The advantages of freezing in vapors of liquefied nitrogen include the lack of drying. The presive nitrogen atmosphere formed on the surface of the product helps to slow down

the oxidation processes, maximally preserve sensory, the properties and biological value. The advantages of the cryogenic freezing are minimally changing the nutritional and biological value of the fruits and vegetables, maximizing the mass of the product and the possibility of organizing the production in confined areas with the use of simple technological equipment. The main disadvantage of this freezing method is the high cost of the liquefied nitrogen. A new method of the cryogenic contact freezing in conventional type cells using granular carbon dioxide is characterized by a reduction in production costs [11].

To reduce the negative physical and chemical changes that occur during the freezing and storage of the plant material, namely drying and oxidation, the packaging of products in containers of different types of packaging materials is used [12-14]. The optimum packaging of the frozen fruits and vegetables in terms of preserving their consumer properties is the packaging of polymer materials. It is proved that the degree of weight loss of fruits and vegetables is directly proportional to the vapor permeability of the packaging material. However, if the seal is impermeable, the evaporating moisture will settle in the form of frost on the inner surface of the packaging material which makes it impossible to visualize the product.

One of the factors of preservation of the quality of the products formed during freezing is the observance of the optimum conditions for its storage. According to the recommendations of the scientists the storage temperature should not exceed minus 18°C. However, the studies of the recent years have established that this temperature does not guarantee the complete crystallization of the moisture.

The high level of the frozen production formed during the production process, during its life cycle can not be preserved without the integrity of the refrigeration chain and the corresponding temperature regimes on each of its components. The failure to comply with the requirements for the integrity of the refrigeration chain at any of the units is accompanied by recrystallization, defrosting, laceration, loss of cellular juice and soluble dry matter, including vitamins. At the same time the enzymatic activity increases, the oxidation processes are intensified, and the consumer properties of the fruits and vegetables decrease.

The final link in the complex chain of the formation and preservation of the quality of the frozen fruit and vegetable products is its preparation for consumption. In case of violation of the recommended methods of defrosting (with the use of surface or internal heating), or unsatisfactory performance of the product the quality can significantly deteriorate.

In view of the above, we have developed a functional model of production as a control system (Fig. 1). Its elements are subsystems of the market, science, production with internal and external coordination and subordination relations.



Figure 1. Functional model of the production as a quality management system

The management of the external and internal communications which can be direct and inverse, the detection of causation among them, ensures the efficiency of the functioning of the system by reducing the risk of the probability of occurrence of the meonsistencies during its operation.

Due to the existing horizontal and vertical connections, the subsystem of technology in the production system can not be considered separately from other subsystems. Given its complexity, it is expedient to decompose and consider it as a separate integral system with internal connections.

The developed model of the subsystem of technology of the frozen fruit and vegetable products (Figure 2) indicates that it is not a set of its components, but is a qualitatively new organization with straight and inverse links.

In the technology subsystem the factors of influence are grouped into groups: controlled, random, and restrictive.

The controlled factors include those that can be traced, monitored and effective to achieve the ultimate goal of ensuring the quality of the finished products. These are: whiety, quality, safety of the raw materials, duration of its storage prior to freezing, storage conditions, methods of processing the raw materials (chemical processing, blanching, cleaning and cutting), temperature parameters of freezing, kind of packing materials, storage conditions.



Figure 2. Model of the technology subsystem

The random factors (chemical composition) do not depend on specific conditions, they are difficult to predict, but they also affect the end result.

The restrictive factors (technical and economic possibilities of the enterprise concerning the use of modern equipment, the ability to implement the results of scientific research, the possibility of ensuring the continuity of the technological process and staff qualification) are related to the activities of a specific enterprise.

The management of the above-mentioned factors ensures a reduction of the risk of the production of the products of inadequate quality. This approach to product quality management involves a comprehensive analysis of all the factors of influence and the development of measures aimed at preventing the potential problems of the quality preservation.

In order to minimize the risks associated with the use of unfit for freezing of the varieties of vegetables, we conducted a study on the influence of broccoli cabbage variety and the duration of its storage prior to freezing on the predicted quality of the frozen cabbage. The value of broccoli is due to the content of ascorbic acid, chlorophyll, glucosinolates, amino acids and other biologically active substances important for the human body.

The fulfillment of the task was carried out through comprehensive research on the chemical composition and organoleptic properties. According to the results of the tasting evaluation, the variety Parthenon broccoli cabbage was of excellent quality (4.81 points), Monaco F1, Belstar F1 and Quinta F1 - good (4.57, 4.33 and 4.31 points,

respectively). It has been established that in the composition of the moisture, the total content of which is in the range from 87.11 to 88.07%, about 40% belongs to the colloid-bound which is retained by the forces of surface molecules of colloidal substances: proteins and carbohydrates on the fringe of the "solid body – water". The broccoli cabbage contains a small amount of sugars: from 2.97% to 3.34%.

Table 1 Chemical composition of varieties of broccoli cabbage, %

n=5; $P \ge 0.95$; $\varepsilon \le 5$

-5.0 > 0.05.0 < 5

Indexes	Varieties			
	Parthenon	Belstar F1	Monaco F1	Quinta F1
Mass fraction of moisture	87,42 ± 4,33	87,93 ± 4,39	$88,07 \pm 4,41$	87,11±4,35
Soluble dry matter	$9,3 \pm 0,28$	$8,9 \pm 0,27$	$9,0 \pm 0,27$	$8,6 \pm 0,26$
Bulk protein	$3,97 \pm 0,19$	$3,86 \pm 0,18$	$3,92 \pm 0,19$	$3,81 \pm 0,18$
Lotal sugar content	$3,34 \pm 0,17$	$3,22 \pm 0,16$	$2,97 \pm 0,15$	$3,14 \pm 0,16$
including:				
reducing sugars	$1,\!83\pm0,\!09$	$1,71 \pm 0,09$	$1,52 \pm 0,08$	$1,71 \pm 0,09$
succharose	1,43 ± 0,07	$1,43 \pm 0,07$	$1,37 \pm 0,06$	$1,36 \pm 0,06$
Fitrated acids	$0,39 \pm 0,02$	$0,\!43 \pm 0,\!02$	$0,34 \pm 0,02$	$0,38 \pm 0,02$
Cellulose	$0,76 \pm 0,04$	$0,78\pm0,04$	$0,81 \pm 0,05$	$0,74 \pm 0,03$

The content of protein varieties of broccoli cabbage are not significantly different. The studies of the amino acid composition of the protein allowed the identification and quantification of 8 essential and 8 amino acid substitutions: glutamine, aspartic acid, arginine, sulfur, glycine, alanine, proline, histidine. The highest biological value is the protein of broccoli cabbage of the Quinta F1 variety (64.2%).

The elemental composition of the experimental varieties of broccoli cabbage is tepresented predominantly by potassium (from 402.34 to 428.41 mg/100 g) and sulfurous (from 93.25 to 106.02 mg/100 g).

The varieties of broccoli cabbage differ significantly in content of ascorbic acid and isothiocyanates (Table 2).

Table 2 Content of biologically active substances in varieties of broccoli cabbage, mg/100 g

				$11-3, 1^{2} \ge 0,93, 1^{2} \ge 3$
		Vari	eties	
indexes	Parthenon	Belstar F1	Monaco F1	Quinta F1
Vscorbic acid	$116,4 \pm 5,83$	$96,2 \pm 4,87$	$104,5 \pm 5,26$	$88,6 \pm 4,48$
Chlorophyll	$49,0 \pm 2,45$	$48,8 \pm 2,44$	$53,7 \pm 2,69$	$49,8 \pm 2,49$
// carotene	$4,6 \pm 0,23$	$3,8 \pm 0,19$	$4,1 \pm 0,21$	$3,1 \pm 0,16$
Lothiocyanates	$590,4 \pm 29,52$	$510,6 \pm 25,53$	$530,8 \pm 26,54$	$550,4 \pm 27,52$

The intensity of respiration in different varieties of broccoli cabbage is also different. It varied in the range from 14.7 mg per kg for 60×60 s in the Parthenon surjety to 20.8 mg per kg for 60×60 s in the Monaco F1 variety.

The application of the method of multicriteria optimization, the correlationregression analysis on the complex of organoleptic and physico-chemical indices made it possible to rank the varieties: Parthenon, Monaco F1, Belstar F1, Quinta F1 and determine the most important influencing factors (respiratory intensity, organoleptic properties, soluble solids content, titrated acids, total sugars content, ascorbic acid) on the value of the target function, a composite quality index. It is these factors that are chosen to establish the preservation quality of the cabbage of various varieties. The obtained data confirm that the freshly picked cabbage broccoli of all grades on the scale of Harrington's desirability is characterized by a level of "good quality" (Fig. 4). However, after 5 days of storage only the Parthenon variety retains "good quality", while in all the other varieties the quality is reduced to "satisfactory".



Figure 4. Summary of Harrington's desirability scale

A prognostic model of the quality preservation of broccoli cabbage is developed depending on the storage duration: $y = 4.41 - 0.72x R^2 = 0.889$, where y is a complex quality index, x - duration of storage (days).

The conducted researches make it possible to state the following. The comprehensive commodity research of broccoli cabbage of Partenon, Monaco F1, Belstar F1, and Quinta F1 varieties zoned in Ukraine has confirmed its high organoleptic properties and biological value. In the variety section no significant differences in the chemical composition have been established except for the content of ascorbic acid, isothiocyanates, and the intensity of respiration. The method of multi-criteria optimization has carried out a ranking of grades in quality: Parthenon, Monaco F1, Belstar F1, Quinta F1. This confirms the possibility of using all the varieties for canning at low temperatures.

CONCLUSION

According to Harrington's desirability scale it has been determined that only Purthenon varieties have a "good quality" quality during the 5 days of storage. In all other varieties the quality is reduced to "satisfactory". That is what makes the Purthenon variety of domestic products best recommended for freezing.

Prospects for further research in the development of predictive models of the quality of frozen products on the basis of establishing dependencies between all the identified controlled and random factors of quality formation.

BIBLIOGRAPHICAL REFERENCES

1. Ukrainian Agricultural Encyclopedia. Volume 1 edited by V.F. Peresypkin - K. 1970 - 488 p.

2. Bart T.V. Quality Management. - M.: MIEMP, 2010. - 256 p.

3. Ogvozdin V.Yu. Quality Management: the Fundamentals of Theory and Practice. Uch. pos. M.: Case and Service, 2002.

4. Lisiecka K.: Systemy zarządzania jakością produktów. Metody analizy i oceny. M. Katowice 2013.

5. Managing Frozen Foods / [edited by Christopher J. Kennedy] – CRC Press. – 2000. 320 p.

6. Chirkova E.S., Pozdnyakovskiy V.M. Influence of Freezing Regimes on the Biochemical Composition and Commercial Quality of Black Currant Berries (ubesnigrum I.) of Siberian varieties // Food Industry, No. 2, 2016, p. 50-53.

7. Maestrelli A. Partial removal of water before freezing: cultivar and pretreatments as quality factors of frozen muskmelon (Cucumis melo, cv reticulates '...ud.) / A. Maestrelli, R. Lo Scalzo, D. Lupi, G. Bertolo, D. Torreggiani // Journal of 1 ood Engineering . 2001. – No. 49(2 - 3), P. 255 – 260.

8. Gustavo V. Barbosa-Cánovas, Bilge Altunakar, Danilo J. Mejía-Lorío. Licezing of Fruits and Vegetables: An Agribusiness Alternative for Rural and ... / Food and Agriculture Organization of the United Nations, Rome, 2005, 59 p.

9. Quality in Frozen Food / [edited by Marilyn C. Erickson, Yen-Con Hung]. – BMB Press, 1997, 479 p.

10. Hripko I.A. Development of Technologies for Low-Temperature Canning of brusalem artichoke for the Production of Functional Food Products: dissertation of cand.Tech.Sci.: 05.18.01 / Hripko Irina Alexandrova. - Krasnodar, 2005 - 199 p.

11. Food Processing Technology (Fourth Edition). Principles and Practice / [edited by P.J.Fellows] – Woodhead Publishing Series in Food Science, Technology and Nutrition. – 2017. – Pages 885-928. https://doi.org/10.1016/B978-0-08-100522-100022-5

12. Orlova N.Ya. Frozen Fruit and Vegetable Products: Problems of Assortment and Quality Assembling: [monograph] / N. Orlova, S. Belinska. - K.: Kiev National Trade and Economic University, 2005 - 336 p.

13. Active and intelligent packaging: The indication of quality and safety / Theeranun Janjarasskul & Panuwat Suppakul / Critical Reviews in Food Science and Nutrition, Volume 58, 2018 - Issue 5, Pages 808-831. https://doi.org/10.1080/10408398.2016.1225278

14. M^a Alejandra Rojas-Graü Gemma Oms-Oliu Robert Soliva-Fortuny Olga Martín-Belloso. The use of packaging techniques to maintain freshness in fresh-cut fruits and vegetables: a review / Food Science + Technology / Volume 44, Issue5, May 2009. – Pages 875-889. https://doi.org/10.1111/j.1365-2621.2009.01911.x

Berezina O.

PhD (Economics), Professor, Professor of the Finance Department, Cherkasy auto Technological University, Cherkasy, Ukraine

Servatinska I.

PhD (Economics), Senior Lecturer of the Finance Department, Cherkasy State to Imological University, Cherkasy, Ukraine

CONTEMPORARY CHALLENGES OF HOUSEHOLD INCOME DIFFERENCES IN UKRAINE

Introduction. Valid formation and distribution of household income have traditionally been the basis for a stable development of any country in the course of mankind evolution. The founders of classical Economics A. Smith, D. Ricardo behaved the income distribution to be the basis for theoretical research in political reconomy and significant disparities to be the main obstacle for the economic development. In the early twentieth century due to the rapid development of the reconomy this problem needed a theoretical background and relevant practical obtaines. Throughout this century western economists H. Dalton (1920) [1], V. Atkinson (1970) [2], A. Dayton (1997) [3] et all suggested substantiated theoretical constructs. Modern scholars, such as E. Libanov, [4], V. Libanova, [4], V. Mandybura [5] V. Semenov [6], N. Kholod [7] also investigated this issue.

Having learnt foreign experience of many countries regarding the dynamics of memory, we come to the conclusion that a slight disparity contributes to the development by stimulating employees to provide real results for the corresponding vages and vice versa, a significant separation between social groups forms a depressive mood, causes social tension. The latter is a situation occurring in Ukraine.

In Ukraine the European integration vector of development influenced complex transformational changes which significantly affect the income formation and difference to detect the reasons of shadow aspects, the mentality role and are not tudied enough, hence they are of great importance.

Currently there is a significant amount of research directions for the differentiation of incomes ranging from small analytical and statistical reviews to the fundamental monographs. A complex research was done by such foreign scholars as 1 Lanzi [8], F. Schneider [9.10], and Sh. Chandra, J. Iado [11], G. Bosch, T. Kalina 11^{11} [3], Azarenkova [14], Yu. Pasichnyk [15], P. Shubina, O. Miroshnyk [16]. However, the studies of foreign and domestic scientists do not discuss all the existing problems that have arisen in Ukraine in the current circumstances, therefore, there is a used for further scientific substantiation of theoretical and practical bases of household meane differences.

Scientific development and achievements

Copyright © 2018 by Akhnovska I., Andriushchenko K., Shergina L., Kovtun V., Antonenko L., Melnyk I., Avhustova O., Zakrevska O., Bagorka M., Bezuhla L., Bardash S., Osadcha T., Barvuk D., Muzychka Y., Belinska S., Moroz O., Kamienieva N., Moroz I., Kepko V., Berezma O., Servatinska I., Bludova T., Galahova T., Tokar V., Bohatyryova G., Barabanova V., Boiko V., Borko L., Bozhanova V., Ovechkina O., Kononova O., Budnyak L., Dobrovolska E., Calinescu L., Likhonosova G., Zelenko O., Faivishenko D., Finagina O., Pankova L., Kostyuchenko V., Petrov P., Grydzhuk D., Haiduchok T., Dmytrenko O., Honcharenko I., Shevchenko A., Hotra V., Ihnatko M., Illiashenko S., Bozhkova V., Derykolenko O., Kachula S., Kaplina T., Kaplina A., Kartseva V., Kolechkina L., Mykhailova N., Kniazieva T., Dielini M., Kovalova M., Kodatska N., Girman A., Koliada T., Muzychenko G., Kostyshina T., Kostyshyna A., Kyrnis N.

ALL RIGHTS RESERVED

Published by Sciemcee Publishing. LP22772, 20-22 Wenlock Road London, United Kingdom N1 7GU

Sciencee Publishing is part of SCIEMCEE. It furthers the SCIEMCEE's mission by disseminating knowledge in t æ pursuit of education, learning and research at the highest international levels of excellence.

No part of this publication may be reproduced in any manner without the express written consent of the publisher, except in the case of brief excerpts in critical reviews or articles. All inquiries be address to Sciemcee Publishing, LP22772, 20-22 Wenlock Road, London, N1 7GU or publishing@sciemcee.com. First Edition: 2018

A catalogue record for this publication is available from British Library. Sciencee Publishing has no responsibility for the persistence or accuracy of URLs for external or third-party internet referred in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.

Every effort has been made in preparing this book to provide accurate and up-to-date information which is in accord with accepted standards and practice at the time of publication. Nevertheless, the authors, editors and publishers can make no warranties that the information contained herein is totally free from error. The authors, editors and publishers therefore disclaim all liability for direct or consequential damages resulting from the use of material contained in this book. Readers are strongly advised to pay careful attention to information provided by the book.

Sciencee Publishing also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books. Sciencee Publishing books may be purchased for educational, business, or sales promotional use. For information, please e-mail the Sciencee Publishing at publishing@sciencee.com.

> ISBN 978-1-9993071-0-3 Includes bibliographical references and index.

