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Guest Editor



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The observed globalization of the economy greatly enhances the possibilities for the integration of enterprises, banks, insurance and other structures into the world business sphere, thus contributing to the partial collapse of already occupied market niches. These factors require the intensification of theoretical studies of modern problems of strategic management of resource potential by the economic systems.

In this regard, the rule of modern scientific research for the improvement of management of enterprises became their consideration as systems, which include the whole set of constituent components, correlations and relationships, including relations with the external environment. The study of work experience convinces that the degree of risk is significantly reduced for the enterprises that use the latest theories and methods of modern management, where strategic development and marketing services are formed.

Specific topics within the scope of the Special Issue include: Strategic management of the bank in the context of the transformation of the banking system, tourism development, foreign economic activity of enterprises and the efficiency of using the resource potential of the enterprise, human capital and the innovative potential of the enterprise.

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