

Varazdin Development and Entrepreneurship Agency
in cooperation with
Azerbaijan State University of Economics (UNEC)
University North
Faculty of Management University of Warsaw
Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat



Economic and Social Development

37th International Scientific Conference on Economic and Social Development –
"Socio Economic Problems of Sustainable Development"

Book of Proceedings

Editors:

Muslim Ibrahimov, Ana Aleksic, Darko Dukic



ISSN 1849-7535



9 771849 753006 >

Baku, 14-15 February 2019

Varazdin Development and Entrepreneurship Agency
in cooperation with
Azerbaijan State University of Economics (UNEC)
University North
Faculty of Management University of Warsaw
Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat

Editors:
Muslim Ibrahimov, Ana Aleksic, Darko Dukic

Economic and Social Development

37th International Scientific Conference on Economic and Social Development –
"Socio Economic Problems of Sustainable Development"

Book of Proceedings

Baku, 14-15 February 2019

Scientific Committee / Programski Odbor ■ Marijan Cingula, University of Zagreb, Croatia (President); Adalat Muradov, Azerbaijan State University of Economics (UNEC), Azerbaijan (Co-President); Mahish Ahmadov, Azerbaijan State University of Economics (UNEC), Azerbaijan; Ali Alirzayev, Azerbaijan State University of Economics (UNEC), Azerbaijan; Umudvar Aliyev, Azerbaijan State University of Economics (UNEC), Azerbaijan; Sandra Raquel Alves - University of Aveiro, Portugal; Ayuba A. Aminu, University of Maiduguri, Maiduguri, Nigeria; Anona Armstrong, Victoria University, Australia; Gouri Sankar Bandyopadhyay, The University of Burdwan, Rajbati Bardhaman, India; Haimanti Banerji, Indian Institute of Technology, Kharagpur, India; Elisabeth de Jesus Oliveira Brito - University of Aveiro, Portugal; Alla Bobyleva, The Lomonosov Moscow State University, Russia; Leonid K. Bobrov, State University of Economics and Management, Novosibirsk, Russia; Rado Bohinc, University of Ljubljana, Slovenia; Zeki Atıl Bulut, Dokuz Eylül University, Turkey; Adnan Celik, Selcuk University - Konya, Turkey; Angelo Maia Cister, Federal University of Rio de Janeiro, Brazil; Mirela Cristea, University of Craiova, Romania; Sreten Cuzovic, University of Nis, Serbia; Oguz Demir, Istanbul Commerce University, Turkey; T.S. Devaraja, University of Mysore, India; Onur Dogan, Dokuz Eylül University, Turkey; Darko Dukic, University of Osijek, Croatia; Gordana Dukic, University of Osijek, Croatia; Claudia Miranda Veloso - University of Aveiro, Portugal; Alba Dumi, Vloara University, Vloara, Albania; Ksenija Dumić, University of Zagreb, Croatia; Galina Pavlovna Gagarinskaya, Samara State University, Russia; Fran Galetić, Zagreb University, Croatia; Mirjana Gligorić, Faculty of Economics, Belgrade University, Serbia; Mehmet Emre Gorgulu, Afyon Kocatepe University, Turkey; Aleksandra Grobelna, Gdynia Maritime University, Poland; Liudmila Guzikova, Peter the Great Saint-Petersburg Polytechnic University, Russia; Yaddulla Hasanli, Azerbaijan State University of Economics (UNEC), Azerbaijan; Anica Hunjet, University North, Koprivnica, Croatia; Muslim Ibrahimov, Azerbaijan State University of Economics (UNEC), Azerbaijan; Altay Ismayilov, Azerbaijan State University of Economics (UNEC), Azerbaijan; Oxana Ivanova, Ulyanovsk State University, Ulyanovsk, Russia; Irena Janković, Faculty of Economics, Belgrade University, Serbia; Lara Jelenc, University of Rijeka, Croatia; Myrl Jones, Radford University, USA; Gorazd Justinek, Graduate School of Government and European Studies, Slovenia; Hacer Simay Karaalp, Pamukkale University, Turkey; Grzegorz Karasiewicz, University of Warsaw, Poland; Irshad Karimli, Azerbaijan State University of Economics (UNEC), Azerbaijan; Dafna Kariv, The College of Management Academic Studies, Rishon Le Zion, Israel; Salih Katircioglu, Eastern Mediterranean University, Northern Cyprus, Turkey; Hilal Yildirim Keser, Uludağ University, Bursa, Turkey; Martina Dragija Kostić, Sophia Khalimova, Institute of Economics and Industrial Engineering of Siberian Academy of Science, Novosibirsk, Russia; Marina Klačmer Calopa, University of Zagreb, Croatia; Vladimir Kovsca, University of Zagreb, Croatia; Goran Kozina, University North, Koprivnica, Croatia; Dzenan Kulovic, University of Zenica, Bosnia and Herzegovina; Robert Lewis, Les Roches Gruyère University of Applied Sciences, Bulle, Switzerland; Ladislav Lukas, Univ. of West Bohemia, Faculty of Economics, Czech Republic; Zahid Mammadov, Azerbaijan State University of Economics (UNEC), Azerbaijan; Gabil Manafov, Azerbaijan State University of Economics (UNEC), Azerbaijan; Pascal Marty, University of La Rochelle, France; Vaidotas Matutis, Vilnius University, Lithuania; Marjana Merkac Skok, GEA College of Entrepreneurship, Ljubljana, Slovenia; Daniel Francois Meyer, North West University, South Africa; Marin Milkovic, Rector, University North, Koprivnica, Croatia; Zlatko Nedelko, University of Maribor, Slovenia; Gratiela Georgiana Noja, West University of Timisoara, Romania; Zsuzsanna Novak, Corvinus University of Budapest, Hungary; Alojzy Z. Nowak, University of Warsaw, Poland; Tomasz Ochowski, University of Warsaw, Poland; Mislav Ante Omazic, University of Zagreb, Croatia; Vera Palea, Università degli Studi di Torino, Italy; Dusko Pavlovic, Libertas International University, Zagreb, Croatia; Igor Pihir - University of Zagreb, Croatia; Dinko Primorac, University North, Koprivnica, Croatia; Zeljka Primorac, University of Split, Croatia; Anar Rzayev, Azerbaijan State University of Economics (UNEC), Azerbaijan; Mirosław Przygoda, University of Warsaw, Poland; Karlis Pūrmalis, University of Latvia, Latvia; Nicholas Recker, Metropolitan State University of Denver, USA; Kerry Redican, Virginia Tech, Blacksburg, USA; Humberto Ribeiro, University of Aveiro, Portugal; Robert Rybníček, University of Graz, Austria; Kamil Shahbazov, Azerbaijan State University of Economics (UNEC), Azerbaijan; Joanna Stawska, University of Lodz, Poland; Elżbieta Szymanska, Białystok University of Technology, Poland; Katarzyna Szymanska, The State Higher School of Vocational Education in Ciechanów, Poland; Jan Turyna, University of Warsaw, Poland; Ilaria Tutore, University of Naples Parthenope, Italy; Rebeka Danijela Vlahov, University of Zagreb, Croatia; Ilko Vrankić, University of Zagreb, Croatia; Stanisław Walukiewicz, Białystok University of Technology, Poland; Thomas Will, Agnes Scott College, USA; Sakit Yagubov, Azerbaijan State University of Economics (UNEC), Azerbaijan; Li Yongqiang, Victoria University, Australia; Peter Zabielskis, University of Macau, China; Tao Zeng, Wilfrid Laurier University, Waterloo, Canada; Grzegorz Zimon, Rzeszów University of Technology, Poland; Snezana Zivkovic, University of Nis, Serbia.

Review Committee / Recenzentski Odbor ■ Marina Klačmer Calopa (President); Ana Aleksic; Sandra Raquel Alves; Ayuba Aminu; Mihovil Anđelinović; Josip Amerić; Lidija Bagarić; Tomislav Baković; Sanja Blazević; Leonid Bobrov; Ruzica Brečić; Anita Čeh Časni; Iryna Chernysh; Mirela Cristea; Oguz Demir; Jasmina Dvorski; Stjepan Dvorski; Robert Fabac; Ivica Filipović; Sinisa Franjic; Fran Galetić; Mirjana Gligorić; Tomislav Globan; Anita Goltnik Urnaut; Tomislav Herceg; Muslim Ibrahimov; Irena Janković; Emina Jerković; Dafna Kariv; Oliver Kesar; Hilal Yildirim Keser; Tatjana Kovac; Vladimir Kovsca; Angelo Maia Cister; Katarina Marosevic; Vaidotas Matutis; Marjana Merkac Skok; Josip Mikulic; Ljubica Milanovic Glavan; Daniel Francois Meyer; Natanya Meyer; Guenter Mueller; Ivana Nacinovic Braje; Zlatko Nedelko; Gratiela Georgiana Noja; Zsuzsanna Novak; Alka Obadić; Claudia Ogorean; Igor Pihir; Najla Podrug; Vojko Potocan; Dinko Primorac; Zeljka Primorac; Sanda Renko; Humberto Ribeiro; Vlasta Roska; Souhaila Said; Armando Javier Sanchez Diaz; Tomislav Sekur; Lorena Skuflic; Mirko Smoljic; Petar Soric; Mario Spremic; Matjaz Stor; Tomasz Studzieniecki; Lejla Tijanic; Daniel Tomic; Boris Tusek; Rebeka Daniela Vlahov; Ilko Vrankić; Thomas Will; Zoran Wittine; Tao Zeng; Grzegorz Zimon; Snezana Zivkovic; Berislav Zmuk.

Organizing Committee / Organizacijski Odbor ■ Adalat Muradov (President); Domagoj Cingula (Co-President); Sannur Aliyev; Shafa Alizade; Marina Klačmer Calopa; Asiman Guliyev; İlham Huseynov; Altay Ismayilov; Irshad Karimli; Spomenko Kesina; Erlino Koscak; Zahid Mammadov; Mirosław Przygoda; Anar Rzayev; Michael Stefulj; Rebeka Danijela Vlahov; Sime Vucetic; Mikayil Zeynalov; Sakit Yagubov.

Publishing Editor ■ Domagoj Cingula

Publisher ■ Design ■ Print ■ Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia / Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan / University North, Koprivnica, Croatia / Faculty of Management University of Warsaw, Warsaw, Poland / Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco

Printing ■ Online Edition

ISSN 1849-7535

The Book is open access and double-blind peer reviewed.

Our past Books are indexed and abstracted by ProQuest, EconBIZ, CPCI (WoS) and EconLit databases and available for download in a PDF format from the Economic and Social Development Conference website: <http://www.esd-conference.com>

© 2019 Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia; Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan; University North, Koprivnica, Croatia; Faculty of Management University of Warsaw, Warsaw, Poland; Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco. All rights reserved. Authors are responsible for the linguistic and technical accuracy of their contributions. Authors keep their copyrights for further publishing.

CONTENTS

ACADEMIC ENTREPRENEURSHIP AS AN IMPORTANT FACTOR OF SUSTAINABLE ECONOMIC DEVELOPMENT	1
Alijan Abbasov	
SUSTAINABLE ECONOMIC DEVELOPMENT AND AZERBAIJAN.....	7
Alasgarova Aygun Agasalim	
ISSUES CONCERNING IMPLEMENTATION OF THE INNOVATIVE DEVELOPMENT STRATEGY IN THE PUBLIC ADMINISTRATION SYSTEM.....	16
Naila Akhundova Fariz	
THE NECESSITY OF THE ORGANIZATION OF INNOVATIVE PRODUCTION IN THE REGIONS	26
Naila Eyvazova, Xatira Maharramova	
APPLICATION OF THE HIERARCHY ANALYSIS METHOD TO ASSESS THE PRIORITIES OF BUSINESS PROCESSES IN HIGHER EDUCATION INSTITUTION	32
Yagubov Sakit Mamadi Oglu, Aliyev Ali Imash Oglu	
ESTIMATION OF INNOVATION ACTIVITY OF THE REGIONS OF THE AZERBAIJAN REPUBLIC	41
Arzu Huseynova, Tarana Salifova, Ophelya Mazanova	
STATISTICAL ASPECTS OF TRADE RELATIONS BETWEEN AZERBAIJAN AND GEORGIA.....	51
Asiman Quliyev, Nino Abesadze, Otari Abesadze, Lala Amanova	
THEORETICAL AND PRACTICAL ASPECTS OF THE PARTICIPATION OF CIVIL SERVANTS IN DECISION-MAKING AFFECTING BUSINESS ACTIVITIES	57
Afag Huseyn	
CAPITAL MARKETS UNION AND EUROPEAN COVERED BONDS INITIATIVE FOR UPGRADING CAPITAL MARKETS IN THE NEW MEMBER STATES	67
Ivana Bajakic	
THE CURSE OF TRANSFERS? MODELLING FISCAL POLICY EFFECTIVENESS IN AZERBAIJAN	76
Khatai Aliyev	
A GLANCE THROUGH TWO DECADES OF SLOVENE-RELATED RESEARCH IN AUDITING	86
Daniel Zdolsek, Timotej Jagric, Iztok Kolar	
DO RESEARCH AND INNOVATION STIMULI IMPROVE THE COMPETITIVENESS OF PRIVATE FIRMS? EVIDENCE FROM THE SLOVAK REPUBLIC	95
Vladimir Balaz, Katarina Karasova, Martina Chrancokova	

IMPACT OF ECONOMIC DIGITIZATION ON THE DEVELOPMENT OF ENTREPRENEURIAL ACTIVITY.....	103
Irada Valiyeva Hatam	
CYBER-ATTACKS AND INTERNET OF THINGS AS A THREAT TO CRITICAL INFRASTRUCTURE.....	108
Alen Simec	
CLUSTER POLICY AND ITS FORMATION FEATURES.....	112
Ahmadova Turana Vahid	
THE PROSPECTS OF DEFENCE COOPERATION BETWEEN THE EUROPEAN UNION, THE RUSSIAN FEDERATION AND THE PEOPLE'S REPUBLIC OF CHINA	118
Bostjan Peternelj, Petar Kurecic, Igor Klopota	
INTEGRATION OF AZERBAIJAN FINANCIAL MARKET INTO INTERNATIONAL FINANCIAL MARKETS.....	126
Kenish Garayev	
HUMAN CAPITAL DEVELOPMENT & ECONOMIC GROWTH: AN EMPIRICAL STUDY ON JORDAN.....	132
Muslum Ibrahimov, Mustafa Mohammad Alalawneh	
EKOLOGICAL AND ECONOMIC ASPECTS OF THE USE OF NATURAL RESOURCE POTENTIAL IN SUSTAINABLE DEVELOPMENT OF THE REPUBLIC OF AZERBAIJAN	142
Valida Mehdiyeva, Ilgar Khalilov	
THE ROLE OF INVESTMENTS IN RESOLUTION OF SOCIO-ECONOMIC PROBLEMS	152
Niyazi Hasanov	
SOCIOECONOMIC BACKGROUND VERSUS PUBLIC SUPPORT: WHAT MATTERS FOR STUDENT PERFORMANCE?	156
Vladimir Balaz, Tomas Jeck	
INNOVATION MANAGEMENT IN THE CONTEXT OF SMART CITIES DIGITAL TRANSFORMATION.....	165
Benjamin Grab, Cristian Ilie	
THE ROLE OF THE BUSINESS IN THE PROVISION OF SUSTAINABLE SOCIO-ECONOMIC DEVELOPMENT.....	175
Aliyev Mahammad	
MANAGEMENT INNOVATION OF PRODUCTS AND SERVICES IN STRATEGIC MANAGEMENT.....	179
Biljana Ilic, Milos Nikolic	
MICROFINANCE AND MATERNAL HEALTH	190
Habib Ahmad, Syed Zulfiqar Ali Shah	

MACROECONOMIC ANALYSIS AND EVALUATION OF THE TRANSITION TO THE SUSTAINABLE DEVELOPMENT STRATEGY OF AZERBAIJAN	199
Mahish Ahmedov	
EVALUATION OF EXPORT DIRECTIONS OF AZERBAIJAN IN THE WORLD MARKET.....	206
Muzaffar Mammadov	
IMPACT OF INTEREST RATES ON MANUFACTURING'S SHARE OF GDP.....	212
Farhad Mikayilov, Salman Najafov	
APPLICATION OF INNOVATIVE KNOWLEDGE FOR EFFECTIVE RECOVERY OF INDUSTRIAL WASTE IN MANUFACTURING PROCESSES OF WOODWORKING INDUSTRY	219
Eva Ruzinska	
ON INTERNATIONAL EXPERIENCE OF ESTABLISHING GROWTH POLES....	229
Muslum Ibrahimov, Victor Zaharov, Elena Stryabkova, Mikhail Kochergin, Samadova Mehriban	
THE ROLE OF FINANCIAL CONTROL OVER INCREASING THE EFFICIENCY OF USING BUDGET FUNDS	238
Ramil Huseynov	
NEW APPROACH TO MANAGEMENT EDUCATION IN THE POST-SOVIET STATES.....	248
Kamil Shahbazov	
STRUCTURAL MODEL OF ECONOMIC DEVELOPMENT OF AZERBAIJAN: CHALLENGES AND OUTLOOKS.....	253
Irshad Karimli	
DOMINANCE IMPROVEMENT OF THE EXPANSION MECHANISM OF AZERBAIJAN FOREIGN ECONOMIC RELATIONS.....	261
Ramis Azizov	
STATISTICAL ANALYSIS OF EMPLOYMENT AND UNEMPLOYMENT IN AZERBAIJAN.....	267
Ramiz Javadov	
ROLE OF TOURISM IN SOCIAL DEVELOPMENT OF THE REPUBLIC OF AZERBAIJAN.....	271
Saadat Gandilova Tagi	
LINKING INNOVATION AND NATIONAL COMPETITIVENESS	279
Rozana Veselica	
EFFECTIVE UTILIZATION OF HUMAN POTENTIAL AND LABOR PRODUCTIVITY.....	288
Alirza Israfil Mammadov	

MAIN ASPECTS OF IMPROVING THE FINANCIAL SUSTAINABILITY OF THE STATE AND THE USE OF INTERNATIONAL BORROWING IN THE REPUBLIC OF AZERBAIJAN.....	295
Damirov Yashar Rafael Oghlu	
FINANCIAL STABILITY ASSESSMENT OF THE BANKING SECTOR ON THE BASIS OF COMPOSITE INDEX	303
Avaz Akbar Alakbarov, Nigar Pirverdi Ashurbayli-Guseynova, Aybeniz Anver Qubadova, Behruz Ahmedov	
BUILDING AN INNOVATION ECOSYSTEM IN AZERBAIJAN - ON THE BASIS OF THE STUDY OF ISRAELI PRACTICE.....	312
Bahruz Babayev, Nazim Hajiyeu	
IMPLEMENTATION OF NEW APPROACHES IN RESEARCH OF INNOVATIVE SPECIAL POLYMER COMPOSITES	320
Eva Ruzinska	
THE EFFECT OF CAPITAL STRUCTURE ON FIRM EFFICIENCY	328
Rovshan Guliyev, Salman Najafov	
SUSTAINABLE DEVELOPMENT OF TOURISM IN AZERBAIJAN: CURRENT SITUATION, PROBLEMS AND SOLUTION	332
Gadir Bayramli	
MECHANISMS OF NATURAL RESOURCE REVENUES AND ECOLOGICAL BALANCE	340
Ceyhun Hajiyeu	
THE CURRENT STATE OF THE AZERBAIJAN REPUBLIC BUDGET POLICY AND THE PROSPECT OF ITS IMPROVEMENT.....	348
Rauf Gushkhani	
BUDGET AND NON-FINANCIAL ASSETS.....	359
Dubravka Mahacek, Aleksandar Vcev, Damir Sebo	
DIRECTIONS OF IMPROVEMENT OF THE INVESTMENT MECHANISM ENSURING THE ECONOMY OF THE REGION WITH PARTICIPATION OF THE PUBLIC-PRIVATE PARTNERSHIP.....	369
Barkhudarov Mansur Isa, Kalugin V. A., Bondareva Ya. Yu., Lavrinenko E. A., Mammadov Elshad Yagub	
A SURVEY STUDY ABOUT PROFESSIONAL FORENSIC ACCOUNTING AND ITS FEASIBILITY IN AZERBAIJAN.....	376
Elsevar Ibadov, Sanan Huseynzade	
CREATION OF ORDINARY MARKET INSTITUTIONS AND POTENTIAL OF AZERBAIJAN ECONOMY FOR SUSTAINABLE DEVELOPMENT.....	385
Faig Huseynov	

THE ASPECTS OF ECONOMIC SECURITY: BUDGET, TAX AND MONETARY	391
Farida Shamil Amirova	
THE EVALUATION OF SMALL AND MEDIUM ENTERPRISES ROLE IN ECONOMIC DEVELOPMENT OF AZERBAIJAN	397
Fariz Ahmadov, Jabrrayil Valiyev	
DUTCH DISEASE: HOW TO MITIGATE ITS EFFECTS.....	409
Aliagha Gasimov, Salman Najafov	
THE IDENTIFICATION OF POLES OF COMPETITIVENESS OF THE ECONOMY THROUGH INTER-REGIONAL COOPERATION	413
Gulanbar Azizova, Anna Kulik, Anna Kogteva, Aleksandr Stryabkov, Gulnara Mikayilzade	
THE ROLE OF A FINANCIAL ACCOUNTING IN ENSURING ECONOMIC SECURITY OF AN ENTERPRISE	420
Hafis Hajiyeu	
THE IMPACT OF GOVERNMENT EDUCATION EXPENDITURES ON ECONOMIC GROWTH: EVIDENCE FROM AZERBAIJAN	426
Shahriyar Mukhtarov, Ilkin Mammadov, Hamid Hamidov	
STRUCTURAL ANALYSIS OF NON-OIL SECTOR FIELDS IN THE REGIONS OF THE REPUBLIC OF AZERBAIJAN	435
Ilhama Mahamadnabi Mahmudova	
INNOVATIVE PROCESSES AS A FACTOR OF ECONOMIC DEVELOPMENT ...	444
Sarvinaz M. Khanlarzadeh	
NEW HUMAN-MACHINE RELATIONS REQUEST A NEW PARADIGM: UNDERSTANDING ARTIFICIAL INTELLIGENCE.....	451
Jolan Velencei	
AUDIT AS A KEY TOOL FOR BUSINESS KNOWLEDGE MANAGEMENT SYSTEM RESEARCH.....	459
Kashirskaya Lyudmila, Sitnov Alexey, Abbasova Sevinj	
FEATURES OF ATTRACTING FOREIGN DIRECT INVESTMENT TO THE INDUSTRY OF AZERBAIJAN	469
Lala Hamidova	
ORGANIZATION OF THE EFFECTIVE MECHANISM OF INDIVIDUAL INCOME TAXATION	479
Leyla Mehdiyeva	
SOME ASPECTS OF OUTSOURCING AS A FACTOR OF EFFECTIVE DEVELOPMENT OF THE ORGANIZATION	484
Leyla Mamedova	
EVALUATION OF TANAP AND TAP PROJECTS EFFICIENCY	491
Zeynal Agazadeh, Kamran Jannatli	

CRISES IN THE GLOBAL FINANCIAL SYSTEM: ANTI-CRISIS POLICY - THE STAGES OF REGULATION	499
Mirelem Hesenli	
THE DEVELOPMENT OF MANAGEMENT INNOVATION THROUGH THE USE OF LEAN-TECHNOLOGY	505
Mustafayeva Zohra Ismayil, Gurbanov Natiq Huseyn, Elena Druzhnikova, Yana Mochalova, Irina Chistnikova	
BANKING REGULATION AND THE FISCAL POLICY IN THE ECONOMIC DEVELOPMENT: WORLD AND NATIONAL EXPERIENCE	512
Ashurbayli-Huseynova Nigar Pirverdi, Qubadova Aybeniz Anver, Qushkhani Rauf Nasir, Mammadova Gulsum Mirdamat	
THE STATE OF APPLICATION OF ELECTRONIC SYSTEMS IN HIGHER EDUCATION IN AZERBAIJAN.....	528
Zohra Hasanova, Arzu Huseynova, Ophelya Mazanova	
CONCEPTUAL BASIS OF ENTREPRENEURSHIP DEVELOPMENT IN NON-OIL SECTOR	532
Gabil Manafov	
UNEMPLOYMENT AND SOME ISSUES OF USE OF HUMAN CAPITAL.....	539
Rashad Muradov	
THE EFFECTIVE MANAGEMENT WAYS OF ECONOMIC STABILITY OF ENTERPRISES	547
Nazaraliyev Sadiq Binyamin Oqlu	
ECONOMIC VALUE OF CO-PAYMENTS IN HEALTHCARE.....	552
Sevda K. Mamedova	
OPTIMIZATION OF QUALITY MANAGEMENT OF CARGO TRANSPORTATION	559
Sevinc M. Abdullayeva	
PLANNING AND FORECASTING OF QUALITY MANAGEMENT	566
Seydaliyev Ilham Mohammed	
MANAGEABILITY OF FINANCIAL RISKS AS AN IMPORTANT FACTOR OF FINANCIAL STABILITY	572
Shafa Guliyeva	
FOREIGN DIRECT INVESTMENTS IN OIL SECTOR AND SUSTAINABLE DEVELOPMENT IN AZERBAIJAN	577
Shahin Bayramov, Mayis Gulaliyev	

EVALUATING DEMOGRAPHIC CAPACITY OF TERRITORIES IN REGIONAL SUSTAINABLE DEVELOPMENT PLANS	584
Zamin R. Husseynov, Abdulla K. Abdullayev, Basti M. Aliyeva, Nahid Huseynli	
ESTIMATION OF THE EDUCATION INFLUENCE ON THE POPULATION INCOME.....	593
Adalat Muradov, Yadulla Hasanli, Fargana Musayeva	
ADVANCING TOWARDS SUSTAINABLE ECONOMIES: EXAMINING RESIDENT ATTITUDES & PERCEPTIONS TOWARDS SUSTAINABLE TOURISM DEVELOPMENT IN QATAR.....	603
Ali Abdallah, Raheeq Al-Bakry	
REGIONAL DEVELOPMENT IN PROVISION OF ECONOMIC GROWTH	613
Alina M. Aliyeva	
PREPARATION AND IMPLEMENTATION OF AGRICULTURAL DEVELOPMENT MASTER PLAN FOR ADMINISTRATIVE RAYON BASED ON SUSTAINABLE AND INCLUSIVE DEVELOPMENT PRINCIPLES	623
Zamin R. Husseynov, Abdulla K. Abdullayev, Basti M. Aliyeva, Nahid Huseynli	
STRATEGIZING OF THE SPATIAL DEVELOPMENT OF THE REGION BASED ON THE CONCEPT OF "SMART SPECIALIZATION"	626
Anar Rzayev, Julia Lyshchikova, Tatyana Dobrodomova, Nadezhda Borzenkova	
CHALLENGES AND OPPORTUNITIES RELATED TO THE EMPLOYMENT OF UKRAINE WORKERS ON THE POLISH LABOR MARKET	633
Halina Jasniowska, Anna Tomaszuk	
TANAP AND TAP AS PART OF AZERBAIJAN'S ENERGY STRATEGY	643
Araz Aslanli, Abilkhan Isayev	
SOCIO-ECONOMIC PROBLEMS OF THE NON-OIL SECTOR IN MODERN CONDITION	651
Arif S. Shakaraliyev, Zibeyda A. Shakaraliyeva	
VALUE CHAIN FOR THE DEVELOPMENT OF THE EVORA REGION. THE CASE OF THE CHICKPEA PRODUCT.....	657
Erika Guadalupe Espinoza-Duran	
INTEGRATION POTENTIAL IMPLEMENTATION MODELS.....	665
Nigar Ashurbeyli-Huseynova, Ludmila Filippova	
ASSESSMENT OF THE IMPACT OF TOURISM SECTOR ON THE ECONOMY OF AZERBAIJAN, KAZAKHSTAN AND IRAN USING INPUT-OUTPUT MODELS ...	672
Yadulla Hasanli, Sailau Baizakov, Sudabe Salihova	
PROBLEMS IN THE ENSURING MACRO-ECONOMIC STABILITY, FISCAL POLICY, PROVISION AND IMPROVEMENT OF ITS ACCOUNTING AND ANALYTICAL CHALLENGES IN THE REPUBLIC OF AZERBAIJAN	682
Qubadova Aybeniz Anver	

STATISTICAL STUDY OF INTERNATIONAL MIGRATION OF POPULATION AND LABOR RESOURCES	688
Aynur Jabbarova, Vafa Duniyaliyeva	
TRANSFORMATION OF FUNCTIONS OF THE STRATEGIC RESERVES OF RAW MATERIALS IN THE CONDITIONS OF ECONOMIC INSTABILITY	697
Azer Babayev, Yelena Linkevich	
TOURISM MARKETING OF THE CULTURAL HERITAGE IN THE CHOSEN SLOVAKIAN AREA	704
Daniel Halaj, Blanka Giertlova, Zuzana Dobsinska	
EFFECTIVE HEDGING OF BUSINESS RISKS VIA PROTECTIVE INSTRUMENTS IN PUBLIC WORKS CONTRACTS.....	710
Barbara Andriova, Jana Korytarova	
CLUSTER APPROACH TO SUSTAINABLE DEVELOPMENT OF THE NATIONAL ECONOMY.....	720
Huseynova Shahla Akif, Marina Vladyka, Ekaterina Rashina, Svetlana Yakimchuk, Huseynova Vafa Arif	
CONSUMER PROTECTION IN TRANSNATIONAL RELATIONS: THE CONTRIBUTION OF THE EU.....	728
Maria Joao Mimoso, Maria do Rosario Anjos	
WORLD TRADE ORGANIZATION LAW OR HUMAN RIGHTS – OBLIGATIONS OR RIGHTS	736
Samira Eyvazova, Dilbar Mammadova	
THE DETERMINANTS OF MENTAL HEALTH IN ENFORCED WORK REQUIREMENTS.....	742
Dinka Caha	
GOODWILL, THE PROBLEMATICS OF DETERMINATION OF ITS VALUE WITHIN THE MARKETING STRATEGY	749
Radek Dohnal, Helena Hanusova, Zuzana Lipovska	
ORGANIZATIONAL IDENTITY OF UNIVERSITY IN MERGER PROCESS.....	757
Lukasz Sulkowski, Andrzej Wozniak, Robert Seliga	
EMPIRICAL ANALYSIS OF THE IMPACT OF 2008-2009 ECONOMIC CRISIS ON IMMIGRATION TENDENCIES: CASE OF OECD COUNTRIES	764
Ahliman Abbasov	
ESTIMATION OF THE INFLUENCE OF TRANSPORTATIONS IN TRANSPORT SECTOR TO ECOLOGICAL POLLUTIONS IN AZERBAIJAN	773
Sayyad Isak Agayev	

EVALUATION OF TANAP AND TAP PROJECTS EFFICIENCY: “DIVERSIFICATION OF THE GAS SUPPLY FOR THE EUROPEAN UNION’S ENERGY SECURITY – CASPIAN AND CENTRAL ASIAN GAS”	780
Muslum Ibrahimov, Agshin Aliyev, Talish Babayev	
DIGITALIZATION CHALLENGES TO GLOBAL BANKING INDUSTRY.....	787
Fahri Murshudli, Boris Loguinov	
FOREIGN BANKS IN TRANSITION ECONOMIES: TRENDS AND IMPACT ON SYSTEMIC STABILITY	796
Fahri Murshudli, Roman Kornyluk, Erkin Dilbazi	
IS ALL THAT GLITTERS, GOLD? A BEHAVIORAL ASPECT OF CRYPTOCURRENCY MARKET	808
Falak Khan	
FACTORS AFFECTING AUDIT QUALITY IN CORPORATE SECTOR	813
Vagif Guliyev, Nazim Hajiye, Fariz Guliyev	
SOCIAL BALANCE AS ONE OF THE KEY CHALLENGES ON THE WAY TO SUSTAINABLE DEVELOPMENT	822
Gunay Piriye	
UNDERSTANDING ASPIRATIONS: R&D PROJECT EVALUATION BY KNOWLEDGE BASED SYSTEMS.....	829
Gabriella Toth-Haasz, Zoltan Baracska, Tibor Dory	
ANALYSIS OF LOGISTICS SECTOR IN THE EUROPEAN UNION	837
Evgeni Genchev	
ASSESSMENT OF DISTRIBUTION OF EXAMINATION POINTS AND PASSING SCORES OF EXAMS OBTAINED IN THE ADMISSION TO HIGHER EDUCATION INSTITUTIONS IN AZERBAIJAN.....	845
Sakit Yaqubov, Yadulla Hasanli, Sardar Shabanov, Gunay Rahimli	
THE SLOVAK PUBLIC VERSUS ADVERTISING: A CASE STUDY	853
Daniel Halaj, Zuzana Dobsinska, Blanka Gierthiova	
PROBLEMS OF OPPORTUNISM OF FINANCIAL INTERMEDIARIES IN THE COUNTRIES WITH “TRANSITIVE” ECONOMY.....	861
Azer Babayev, Bogdan Stetsenko	
GREEN INVESTING FOR SDGS: EU EXPERIENCE FOR DEVELOPING COUNTRIES	868
Zohrab Ibragimov, Serhiy Lyeonov, Tetyana Pimonenko	
THE NATIONAL ECONOMY COMPETITIVENESS: EFFECT OF MACROECONOMIC STABILITY, RENEWABLE ENERGY ON ECONOMIC GROWTH.....	878
Zohrab Ibragimov, Tetyana Vasylieva, Oleksii Lyulyov	

SOCIO-ECONOMIC PROBLEMS OF SUSTAINABLE DEVELOPMENT	888
Tagiyeva Ilaha Farkhad	
THE DEVELOPMENT OF INTERACTION FORMS AND METHODS FOR INNOVATION ACTIVITY SUBJECTS IN REGIONAL INNOVATION SYSTEMS	895
Naila Aliyeva Rauf	
NATIONAL WEALTH IS THE BASIS OF SUSTAINABLE DEVELOPMENT	910
Elshad Samedzade Ziyad	
AGRICULTURAL SUBSIDIES IN MEXICO AS PART OF THE HACENDARY POLICY FOR THE REGIONAL DEVELOPMENT	914
Patricia Inzunza-Mejia	
SINALOA: THE FUTURE OF AGRICULTURAL SMES BEFORE THE NEW AGRICULTURAL POLICY	931
Jaime Jimenez - Santos	
INTERNATIONAL STANDARDS OF FINANCIAL SUPPORT STABILITY OF THE BANKING SYSTEM	939
Atik Kerimov, Victoria Kovalenko	
PROVIDING SAFETY AND HIGH QUALITY OF PRODUCTS IN ENTERPRISES AND ORGANIZATIONS BASED ON THE REQUIREMENTS OF INTERNATIONAL STANDARDS	949
Kheyri Umudova	
WHAT EMPLOYABILITY QUALITIES DO COMMERCIAL BANK MANAGERS EXPECT FROM GRADUATES IN AZERBAIJAN?	957
Khumar Huseynova	
DEVELOPMENT OF THE SOUTH BOHEMIAN REGION AS VIEWED BY ITS INHABITANTS	971
Alena Kajanova	
INTEGRATION OF ISO 9001 AND SIX SIGMA IN TERMS OF CONTINUOUSLY IMPROVING QUALITY MANAGEMENT	978
Konul Azizova, Muhammedali Nuriyev	
SPECIES COMPOSITION AND QUANTITATIVE DISTRIBUTION OF LARVAE OF DRAGONFLIES (ODONATA) IN THE NEW ECOLOGICAL CONDITIONS OF THE LAKE MEHMAN	985
Sanubar Guliyeva A.	
AZERBAIJAN FROM INCLUSIVE AND INNOVATIVE GOVERNANCE TO GREEN ECONOMY	989
Elshan Ahmadov, Tural Khalilov	
IMPROVING THE COMPETITIVENESS OF NATIONAL ECONOMY AND STRENGTHENING STATE AID TO ENTREPRENEURSHIP	1003
Leyla Z. Aliyeva	

SUSTAINABLE DEVELOPMENT AS NATIONAL DOCTRINE: EXPERIENCE OF VIETNAM.....	1012
Liudmila A. Guzikova, Lo Thi Hong Van	
BENEFITS AND FAILURES OF ELECTRONIC SYSTEMS OF PAYMENT	1023
Sinisa Franjic	
TERMS OF POST-SECONDARY EDUCATION MANAGEMENT	1031
Mammadov Mammad	
THE ANALYSES OF EMPLOYMENT AND SALARY IN AGRARIAN FIELD	1037
Mirzabayeva Mehriban Samaddin	
MENTAL ACCOUNTING: THE IMPACT OF HUMAN PSYCHOLOGY ON FINANCIAL DECISIONS	1044
Nasimi Nuriyev, Aqil Azizov	
ADVERTISING MANAGEMENT IN BUSINES STRATEGY SELECTION	1052
Nigar Guseynova L.	
MODELLING THE IMPACT OF EXCHANGE RATE VOLATILITY ON AGRICULTURE SPHERE: IN CASE OF AZERBAIJAN.....	1063
Tahmasib Huseynov, Ali Rustamov, Zamin Babashov	
THE ROLE OF THE ENERGY CHARTER TREATY IN FOSTERING AND PROMOTING ENERGY EFFICIENCY AND SUSTAINABLE DEVELOPMENT .	1073
Naimeh Masumy	
THE MAIN DIRECTIONS OF MONETARY SUPPORT OF MACROECONOMIC STABILITY IN MODERN CONDITIONS.....	1081
Nigar Ashurbayli-Huseynova	
THE ROLE OF ICT IN TOURISM GLOBALISATION.....	1087
Nigar Abdullayeva	
THE IMPACT OF THE FLUCTUATION OF GLOBAL OIL PROCES ON AZERBAIJAN'S BUSINESS DEVELOPMENT.....	1092
Nijat Mursalli	
THE PLACE AND IMPORTANCE OF DOMESTIC TOURISTS' PERCEPTUAL MAPS IN TOURISM MARKETING	1098
Oqtay Quliyev, Ayshan Ayyubzada	
REFRAMING PRACTITIONER DEVELOPMENT: A TRANSDISCIPLINARY APPROACH ON COMPUTER SUPPORTED COLLABORATIVE LEARNING IN ORGANIZATIONAL LEARNING AND DEVELOPMENT.....	1107
Orsolya R. Szabo, Andras Nemeslaki	
TRANSFORMATION OF NATIONAL ECONOMIES IN BOUNDLESS WORLD. 	1117
Lovorka Gotal Dmitrovic, Mario Lesina, Marko Stojic	

UNDERSTANDING THE HUMAN CAPITAL DEVELOPMENT: DIVERSIFICATION OF MULTINATIONAL ENTERPRISES	1128
Piroska Hoffmann, Zoltan Baracska	
THE IMPLEMENTATION OF PARTIAL LEAST SQUARE MODELLING (PLS) FOR MARKETING RESEARCH IN ARAB COUNTRIES: INTRODUCTION TO BEGINNER USERS - EVIDENCE FROM ISLAMIC BANKS OF PALESTINE	1135
Feras M. I. Alnaser, Mazuri Abd Ghani, Samar Rahi	
PREDICTIVE MODELS AND SCENARIOS OF ECONOMIC DEVELOPMENT OF THE REGION	1143
Gushhani Rauf Nasir, Titova Irina Nikolaevna, Glotova Anastasia Sergeevna, Aleksandr Troshin	
SUSTAINABLE DEVELOPMENT ASPECTS OF INFORMATION SOCIETY	1150
Rasul Balayev, Masume Aliyeva, Sevda Badalova, Sevda Hajizada, Saadat Abdullayeva	
DESIGNING SURVEY RESEARCH: RECOMMENDATION FOR QUESTIONNAIRE DEVELOPMENT, CALCULATING SAMPLE SIZE AND SELECTING RESEARCH PARADIGMS	1158
Samar Rahi, Feras M. I. Alnaser, Mazuri Abd Ghani	
THE ASSESMENT OF IMPACT OF COMPETITIVENESS TO ECONOMIC DEVELOPMENT.....	1171
Adalat Jalal Muradov, Yadulla Hamdulla Hasanli, Nazim Ozbey Hajiye	
EXAMINING THE ROLE OF CREDIT VOLUME ON ECONOMIC GROWTH: THE CASE OF AZERBAIJAN.....	1179
Nurkhodzha Akbulaev, Aysel Huseynova	
PUBLIC-PRIVATE PARTNERSHIP: OPPORTUNITIES AND PROSPECTS OF BANKING FINANCING.....	1186
Atik Kerimov, Azer Babayev	
IMPORTANCE OF ACADEMIC STAFF ATTITUDE TOWARDS THE RANKINGS OF HIGHER EDUCATION INSTITUTIONS.....	1194
Evija Rusite, Biruta Sloka	
ECONOMETRIC ASSESSMENT OF THE DEPENDENCE OF REVENUES ON VALUE ADDED TAX ON INCOME TAX AND PROFIT TAX REVENUES IN REPUBLIC OF AZERBAIJAN AND IN RUSSIAN FEDERATION	1202
Aynur Sabir Suleymanova, Gunay Fazil Rahimli	
ASSESSMENT OF THE INTEGRATION RELATIONSHIPS BETWEEN SCIENCE AND EDUCATION AT THE DOCTORAL.....	1211
Adalat Jalal Muradov, Yadulla Hamdulla Hasanli, Nazim Ozbey Hajiye, Sardar Ahmadiyya Shabanov	
WHAT AGRICULTURAL PRODUCTS CAN INCREASE THE COUNTRY'S EXPORT POTENTIAL	1220
Sevar Mammadova	

INTERNATIONAL EXPERIENCE IN ENSURING THE STABILITY OF SMALL AND MEDIUM-SIZED ENTERPRISES AND THEIR ROLE IN THE AZERBAIJANI ECONOMY..... 1228

Shahla Alijanova

ROLE OF THE SOCIAL PROTECTION SYSTEM OF POPULATION IN ENSURING NATIONAL ECONOMIC INTERESTS 1239

Shahla M. Rzayeva

THE IMPACT OF FDI ON ENVIRONMENTAL DEGRADATION IN AZERBAIJAN 1248

Shahriyar Mukhtarov, Shahriyar Aliyev, Jeyhun I. Mikayilov, Altay Ismayilov

THE ROLE OF THE CORPORATE SOCIAL RESPONSIBILITY IN SUSTAINABLE DEVELOPMENT OF SMALL AND MEDIUM ENTERPRISES IN AZERBAIJAN 1255

Shahla Gahramanova

MONITORING AND EVALUATION SYSTEM OF RESEARCH ACTIVITIES AND SCIENTIFIC POTENTIAL (IN CASE OF AZERBAIJAN)..... 1262

Shafa Alizada

PRIORITY DIRECTIONS OF FINANCING SOCIO-ECONOMIC DEVELOPMENT OF REGIONS IN AZERBAIJAN 1271

Nusret Babayev

STATISTICAL SIGNIFICANCE OF FACTORS INFLUENCING TERRORISM IN PAKISTAN 1280

Samra Naseem, Ghulam Murtaza, Manan Aslam

DEVELOPMENT OF COMPETENCE MODEL FOR INDUSTRY 4.0: A THEORETICAL APPROACH 1289

Marijana Simic, Zlatko Nedelko

FORMATION FEATURES OF THE MIDDLE CLASS: DEVELOPING COUNTRIES AND AZERBAIJAN 1300

Farhad Mikayilov, Alvan Suleymanova, Tarana Salifova, Arzu Suleymanov

GROWTH AND INNOVATION ACTIVITY OF AGRICULTURAL AND FOOD PROCESSING FIRMS IN BULGARIA 1313

Dimitrina Stoyancheva, Darina Stoyanova

THE RESEARCH OF INVESTMENT FACTOR IN ECONOMIC GROWTH..... 1322

Sugra Ingilab Qizi Humbatova, Natig Qadim-Ogli Hajiye

LONG TERM ECONOMIC SUSTAINABILITY IN THE PERSPECTIVE OF AZERBAIJAN..... 1330

Tahmasib Alizada, Seymur Aliyev

CONTENT COMMUNICATION IN BUILDING BRAND IMAGE VIA SOCIAL MEDIA - CASE STUDY..... 1338

Beata Tarczydlo

HOW DOES LABOR MIGRATION AFFECT THE ECONOMIES OF RECIPIENT COUNTRIES? 1346

Terane Shirvanova

THE (FOREST) WASTE AS SOURCE OF NEW COMPANIES AND JOB CREATION 1355

Amadeu Duarte Da Silva Borges, Bruna Soares, Carla Mascarenhas, Anderson Galvao

THE IMPORTANCE OF RESOURCES IN THE INTERNATIONALIZATION STRATEGIES OF CROATIAN FIRMS 1364

Ivana Kovac, Roka Mihaljevic

TRANSFORMATION OF THE WORLD MONETARY SYSTEM FROM THE GOLD STANDARD TO THE CRYPTOCURRENCY? 1375

Inara Rzayeva

DEVELOPMENT AND INTERNATIONALIZATION OF SMES IN POST-SOVIET COUNTRIES: SUGGESTIONS FOR FUTURE PERSPECTIVES 1381

Ganira Ibrahimova

USE OF FINANCIAL INSTRUMENTS TO SUPPORT FOREST ECOSYSTEM SERVICES 1400

Blanka Giertlova, Daniel Halaj, Zuzana Dobsinska

A CONCEPTUAL MODEL FOR SMART CITY EVALUATION: ATTRIBUTES AND RULES 1408

Peter Farago

THE NEW METHODS OF HUMAN RESOURCES IN AZERBAIJAN CASE 1417

Abdulova Aygun Agasadiq, Hamid Hamidov Insaf

MAIN CHALLENGES OF TOURISM DEVELOPMENT MANAGEMENT IN GEORGIA 1427

Nino Paresashvili, Ketevan Chitaladze

IDENTIFYING THE RELATIVE INFLUENCE OF THE PRODUCT-RELATED ATTRIBUTES ON CONSUMER'S CHOICE 1434

Trina Mjeda, Mario Tomisa, Petar Kurecic

THE ELEMENTS OF THE MECHANISM OF BUDGETARY REGULATION AND STRATEGY OF BUDGET POLICY MANAGEMENT 1440

Tunzale Gurbanova

UNIVERSITY BRANDING IN AZERBAIJAN: EMPIRICAL STUDY OF STUDENTS' CHOICES FOR EDUCATION 1445

Turan Suleymanov

COMPARATIVE ANALYSIS OF THE CURRENT SITUATION AND DEVELOPMENT PROSPECTS OF THE FORMER SOVIET UNION REPUBLICS IN THE SOCIAL BUSINESS 1454

Fariz Ahmadov, Aytan Huseynli, Ulkar Zeynalova

BAYESIAN APPROACH TO THE REDUCTION OF INFORMATION ASYMMETRY IN ENTERPRISE	1463
Tarana Aliyeva, Aida Guliyeva, Ulviyya Rzayeva	
THE PROGRESS CLAUSE IN FOREIGN INVESTMENT CONTRACTS	1471
Maria Do Rosario Anjos, Maria Joao Mimoso	
ECONOMETRIC ANALYSIS OF THE IMPACT OF HUMAN CAPITAL COMPONENTS ON UNEMPLOYMENT	1478
Vusala Teymurova, Leyla Huseynova	
MARKETING RESEARCH OF GRAIN AND GRAIN PRODUCTS OF AZERBAIJAN	1490
Ismail Mahmud Kheyirkhabarov, Alislam Israil Gasimov	
GREEN PROJECT MANAGEMENT: BALANCING OF SUSTAINABLE DEVELOPMENT PRINCIPLES	1496
Yulia Fomina, Svetlana Apenko	
INTEGRATION OF CIS COUNTRIES' NATIONAL STANDARDIZATION SYSTEM INTO ISO STANDARDS	1502
Zabit Aslanov, Azer Huseynov	
FEATURES AND TRENDS IN THE DEVELOPMENT OF THE PRIVATE HEALTH FINANCING.....	1509
Zahid F. Mamedov, Sevda K. Mamedova	
INNOVATIVE APPROACH TO HUMAN CAPITAL MANAGEMENT UNDER CONDITIONS OF STRONG TURBULENCE OF FOURTH INDUSTRIAL REVOLUTION.....	1518
Zahid F. Mamedov, Oksana K. Mineva, Edvard I. Glinchevskiy	
FACTORS AFFECTING DEVELOPMENT OF MUSSEL FARMING IN THE BALTIC SEA REGION.....	1526
Zaiga Ozolina, Biruta Sloka	
KNOWLEDGE-BASED ECONOMIC ACTIVITY AND SOCIO-ECONOMIC DEVELOPMENT.....	1534
Zeynab Habibagha K. Giyasova	
AN ANALYSIS OF THE SELECTED FACTORS OF THE INFORMATION SOCIETY IN THE UNITED STATES	1543
Anna Janiga-Cmiel	
COMPETITIVENESS PROBLEMS IN THE FIELD OF CONSTRUCTION MATERIALS INDUSTRY	1549
Zanura Hasrat Aliyeva	
THE EURASIAN ECONOMIC UNION: AT A CROSSROADS?	1558
Zelenkov Yuriy, Spitsina Daria, Ogloblina Elizaveta	

MODERN MARKET TRENDS	1566
Zumrud Nadjafova	
STUDY OF QUALITY INDICATORS OF THE PUMPKIN GROWN ON THE TERRITORY OF AZERBAIJAN	1570
Farida Quliyeva	
THE IMPACT OF THE EXTERNAL DEBT TO THE ECONOMIC GROWTH	1573
Fikret Huseyn Yusifov, Yadulla Hamdulla Hasanli, Nazim Ozbey Hajiyeu, Emin Teymurov, Anar Ibrahimov	
ANALYSIS OF THE IMPACT OF THE HUMAN CAPITAL ON TOURISM DEVELOPMENT IN AZERBAIJAN	1580
Leyla Hajiyeua, Vusala Teymurova	
MODERN ECONOMIC THEORY IN THE FRAMEWORK OF THE CHALLENGES OF THE XXI CENTURY	1589
Babayev Alijan Pirijan	
BENCHMARKING OF IMPLEMENTATION OF ADVANCED MANAGEMENT TECHNOLOGIES OF RUSSIAN ORGANIZATIONS & DIFFUSION OF THIS EXPERIENCE TO COUNTRIES OF CASPIAN REGION.....	1596
Alislam I. O. Gasimov, Raisya I. Akmaeva, Oksana K. Mineva, Edvard I. Glinchevskiy	
PROSPECTS OF ENSURING THE SUSTAINABLE DEVELOPMENT IN AZERBAIJAN.....	1603
Umudvar Aliyev, Gunay Guliyeva	

NATIONAL WEALTH IS THE BASIS OF SUSTAINABLE DEVELOPMENT

Elshad Samedzade Ziyad

Azerbaijan State University of Economics, Azerbaijan
selshad@yahoo.com

ABSTRACT

The national wealth notion and increase ways have been historically thought by the economists. One of the advices for entrepreneurs is "recline to your assets". When an entrepreneur establishes and improves his activities, he should use the assets as the base of development. This success key saying at the level of entrepreneur, I think, can also be attributed to the country. The category of the national wealth is macroeconomic category that measures the aggregate assets in the country. One of the main questions in the economic theory is that what is the wealth, how it is calculated, and what is its source. Mercantilists, physiocrats, classics have different opinions about this issue. In the study of the national wealth notion, the prominent economist Raymond Goldsmith, Eurostat and the UN Statistical Commission researches have a special place. Analyzing the existing theory, let's try to describe this category as follows. National wealth is a monetary expression of national-moral values and the amount of money that has been formed by deducting the country's and its residents' aggregate assets from outside that country's non-residents. The size of the country's national wealth affects the credit, the investment volume, and conditions of its economy. There are different approaches to the national wealth. I think it's more convenient for modeling based on the accumulated wealth distribution, but I suggest its improved option:

- *natural wealth (depleted and inexhaustible)*
- *wealth created by human labor (physical, intellectual, financial)*
- *the essence of man.*

The methodology of calculating the national wealth category should be improved. The property must be calculated with full or residual value? When they calculate by residual value, there is a different approach to the amortization in the legislation of different countries. There are other questions from this point of view... Along with other factors, sustainable development, requires the national wealth structure to be effective on key and sub-elements. That's why the invested capital in it should be oriented in terms of efficiency. The major change in the structure of national wealth in the world is increase of the human wealth share. What is the national wealth of our country? We try to find answer to this question.

Keywords: *national health, sustainable development, assets*

*"Give me a point of support, I'll raise the Earth."
Archimedes*

1. INTRODUCTION

One of the advices for entrepreneurs is "recline to your assets". When an entrepreneur establishes and improves his activities, he should use the assets as the base of development. This makes him competitive in the competition and shortens the way to reach the goal. For example, having a car has a carrier advantage over someone else, so it is more likely to earn profits if it operates based on a truck with its own asset. This success key saying at the level of entrepreneur, I think, can also be attributed to the country. The category of the national wealth is macroeconomic category that measures the aggregate assets in the country. The concept of national wealth means the national income used by United Nations statistics, an international

macroeconomic indicator in Gross National Product level. The root of the word in Azerbaijani is "serv" (cypress). Serv is evergreen, beautiful, sky-flying. Probably the symbol of eternity wood, which prepared the Noah's ship, which has saved humanity, recommended writing all the laws by Plutarch on it. One of the main questions in the economic theory is what to count as a wealth, how to calculate it, and what its source is. Mercantilists count gold as wealth, and saw its source in trade. Physiocrats saw the peasant, their source as a real wealth. The classics saw labor in all areas as source, natural, human resources, produced and gathered blessings as wealth. National wealth is totality of national-spiritual wealth and material national wealth.

2. OPENING OF NATIONAL WEALTH CATEGORY

National spiritual wealth is national-moral values, cultural monuments, character and ideology of the people. Tangible national wealth is a monetary expression of the aggregate net assets of the country, its residents in that country and beyond. This also applies to the net financial requirements for non-residents. The size of the material national wealth of the country affects the credit, the amount and terms of the investment, forming its real trust in its economy.

2.1. the structure of national wealth

There are various approaches to the structure of the national wealth: Collected wealth, National economy balance and National accounts System. I based on collected wealth because it is more comfortable for analysis, but I offer improving it.

- natural resources(exhaustible,inexhaustible,partly exhaustible)
- created wealth by human labor ((physical (primary assets,circulating assets, goods- material valuables) intellectually (art pearls, research results, patents-licenses) finance (gold, cash, bank loan, securities, other financial requirements))
- the essence of man

2.2. Benefit from Raymond Goldsmith's researchs

Researchs by prominent economist Raymond Goldsmith is important for learning national wealth concept.(1) He only considers real assets as wealth.(For example. land, construction, equipment). He does not consider financial instruments that are manifestations of wealth. We based on Goldsmith,that means manat does not belong to national wealth. Manat belongs to personal wealth - as a financial requirement. The manat that Azerbaijani citizen saves is a loan given to the Azerbaijani state. It is a tool that substituting with his /her labor or asset. That is, the citizen's manat is his / her demand, but the Central Bank's passive-liability. That's why the demand and liability are zero and there is no effect on the rise or fall of national wealth.And how is dollars of the Azerbaijani citizen? Dollar is belongs to net financial requirements to non-residents in the definition of national wealth. If we try to calculate the totality of national wealth of the world, then the countries' demand for each other will not be counted. Thus, world-class paper money will automatically go beyond the concept of wealth. Therefore, based on Goldsmith, we can say that financial requirements for non-residents, which are known to be responsible for the precious metals and liabilities of our residents, belong to our national wealth. That's the dollar, bitcoin is not.The origin scheme of bank loan. People first create bank by taking manat that is the Central Bank's liability selling their labor, land and so on. Then he lends some of the money that he collects. The borrower receives equipment with this money. That equipment is national wealth. Money, credit is a mediator tool. If the foreign currency is borrowed instead of a loan, it will also belong to our national wealth. But in this case, our national wealth will serve the development of the economy of foreign country, not our national economy. It means that our national wealth is part of a certain period of time that serves our national economy and serves other economies.

3.METHODOLOGY

The value of exhaustible natural wealth is management from its value in the world market. It is solved by deducting totality expenses that delivery expenses to delivery extraction and sale point. So the prices in the world market are much , management: if the expenses of extraction and transportation are less then the value of our wealth of the earth is very much. Inexhaustible:

- Climate resources:
 - The sun. Total temperature per year. Solar energy conversion into electricity
 - potential and its evaluation.
 - Wind. Annual wind speed is total.
 - Atmosphere. Real situation. Taking into account the contravention.
 - Wave energy.
- Partially exhausted / partially renewed:
 - land, relief is depleted.
 - water.
 - forest cost - service cost.
 - other flora and fauna. One of the remedies - The Red Book.

4. HUMAN WEALTH

The funds are converted into capital at that time, which brings in revenue. Human resources are totality of knowledge, skills, abilities to pay society's needs. It is believed that for the first time this term was used by American scientist Teodor Schulz in 1961. His successor, Harri Becker, has developed this idea since 1965 by justifying investments in human capital and forming an economic approach to human behavior. He was awarded the Nobel Prize in 1992 for his theory. Previously, human capital was invested in human resources, and its ability to work - increasing investments and profits. Later, the essence of this concept grew. World Bank adds: family and state expenditure on food, clothing, housing, education, health and culture. The origin of human capital theory go back to Adam Smith's research of the 18th century. He regarded the gained and useful skills of all members of society. Individuals spend money to earn their abilities, which ultimately turns into a capital in their person (2). The concept of human capital of the Shults explains the difference in the volume of production between the countries and the volumes of the spent resources. Schultz and some economists have suggested that investments in human capital are the basis of this difference (3). The most difficult part of the national wealth is linked to human wealth. "The value of human is the quantity of the value of human relationships. The word of Chinese ancestors. The insurance company insures evaluating its life. But, there is no common approach to the calculation of human resources in the world. It has ethical, intellectual, and other reasons. So, the scientific community will deal with this problem. Development prompts human capital to increase its specific weight in national wealth. The President of the Republic of Azerbaijan Mr. Ilham Aliyev proposes to "Turn oil capital into human capital" and create conditions for the material support of foreign education of Azerbaijanis to benefit from progressive international education.

5. CONCLUSION

The methodology for calculating the national wealth category should be improved. Should such property be calculated with full or residual value? When calculating the residual value, there is a different approach to depreciation in the legislation of different countries. There are other questions than this tribe. Sustainable development, along with other factors, requires the national wealth structure to be effective on key and sub-elements. So, the investment invested in it should be oriented in terms of efficiency. The major change in the structure of national wealth in the world is increasingly the share of human wealth.

Thus, what is the national wealth of our country? - try to find answers to the question. To compute the national wealth, let us attend some details. According(4) to the OPEC report, Azerbaijan's proven oil reserves are about 7 billion barrels. The Azerbaijani oil brand Azerilight has \$ 62.5 per barrel. According(5) to SOCAR data, we calculated that, the production cost of 1 barrels is \$ 10.4. $62.5 - 10.4 = 51.4 * 7 \text{ billion} = \$ 359.8 \text{ billion}$. The transportation and our foreign partners' profit share is deducted from that. Gas reserves are 1.277 trillion m³. US \$ 0.26 per is 1 m³ of Azerbaijani gas (6). According (7) to SOCAR data, we calculated that, Production cost of 1 m³ of gas is US \$ 0.036. $0.26 - 0.036 = 0.224 * 1.277 \text{ trillion m}^3 = \$ 286 \text{ billion}$. Sales and other expenses are deducted from this amount. The hydroenergy reserves of our rivers are 37 billion. Kvt. The value of fixed assets is \$ 99.5 billion.(8) The official gold-currency reserves of the Central Bank of Azerbaijan are USD 5.534 billion (28.09.2018). The assets of the SOFAZ are \$ 38,987 billion (01.10.2018). In The Commonwealth of Independent States(CIS) the average national wealth per capita is \$ 275,000.(9) If we apply this to Azerbaijan, which has a population of 10 million, the national wealth of our country is \$ 2.75 trillion. Calculation of national wealth is a difficult process both in terms of methodology and in gathering necessary information. The report will focus on its detailing. The continuation of the arguments in this direction will probably lead to real results. P.S First of all, I knew that first time human capital was used by Theodor Schulz in the year 1961. I wish a restoration of historical justice along with my great respect for his research. By quoting the famous poem by the famous Azerbaijani poet Mikayil Mushviq, published in 1937, "The Feeling Leaves":

*Sky is an open embrace of love,
Imagine stars are baby children,
Our young mothers on their lap
Many such stars will shine.*

*Who is wrong saying life is a talent,
Is it a sweet dream and sweet idea?
Beautify nature every moment
Human being is an inexhaustible capital!*

LITERATURE:

1. National wealth of the USA in the post-war period [Text] / Translated from English by I. M. Osadchie and R. M. Entov; Intro. Article by V.N. Kirichenko and G.A Shpilko, [p. 5-29]. - Moscow: Statistics, 1968. - 430.
2. Smith, 1776.
3. Schultz, 1961. Manual on measuring human capital EEC, UN, New York, Geneva, 2016.
4. OPEC-Annual Statistical Bulletin(2018)
5. <https://report.az/energetika/socar-in-neft-ve-qaz-hasilatinin-maya-deyeri-aciqlanib/>
6. https://ru.globalpetrolprices.com/lpg_prices/
7. <https://report.az/energetika/socar-in-neft-ve-qaz-hasilatinin-maya-deyeri-aciqlanib/>
8. Azstat.org
9. Nesterov L. National wealth and human capital.// Journal of Economic Questions, Moscow, 2003, No