

- to form an optimal investment portfolio according to risk-based investment strategies.

The object of the study is a development of modern methods and models used in the process of forming the optimal investment portfolio.

The subject of the study is a development of economic relations in the measurement of such factors that influence the formation of an investment portfolio of an individual.

The methodological basis is Markowitz's, quasi-Sharp models, methods of analysis and synthesis.

The practical significance of study:

- mathematical models used in the formation of investment portfolios have been analyzed;

- a comparative analysis of investment portfolios containing different types of securities, in particular a cryptocurrency, has been obtained under the volatility of the Ukrainian economy;

- residual risks of selected assets have been established;

- the optimal investment portfolios have been formed for each strategy: «maximal income» and «minimal risk».

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PROSPECTIVE TRENDS IN NEUROMARKETING TOOLS OF THE FOOD INDUSTRY IN VIEW OF UKRAINIAN SOCIETY DIGITALIZATION

Zubko Tatyana

Kyiv National University of Trade and Economics, Kyiv, Ukraine

Kovshova Iryna

National University «Kyiv-Mohyla academy», Kyiv, Ukraine

Sydorenko Oksana

National University «Kyiv-Mohyla academy», Kyiv, Ukraine

The base of this research was to study theoretical and methodological provisions for implementation of neuromarketing tools within food companies to define the main needs and wishes of young people.

Nowadays business mainly uses rational arguments to increase the awareness of the interested parties (consumers, intermediaries, partners, investors etc.) regarding foodstuffs. The main hypotheses of the rational approach to the effect on a society are:

- before to make a decision whether to buy foodstuffs a consumer looks for information and carries out an independent research keeping in mind and comparing the available data on different alternatives;
- the intermediaries rationally determine needs and wishes by choosing the most advantageous offer based on the price and quality correlation;
- the managerial staff of food companies has to use rational and logical arguments to create a loyalty of intermediaries, partners, investors and consumers.

In this approach the available tools are incomplete due to the absence of the emotional component, which is now becoming more and more significant for the millennial consumers who are gradually increasing their presence at the food market.

Therefore, the goal of this article is the development of theoretical and methodological provisions and practical recommendations for implementation of neuromarketing tools within food companies to define the main emotional, rational and behavioral responses of millennials and to form new consumer preferences taking into account the society digitization factor.

The authors have developed and proposed the motivational model of effect of neuromarketing stimuli on the food industry and society.

Theoretical and methodological basis of the research has formed the concepts of the modern socio-economic theory, neuromarketing and behavioral economy. The research is grounded on the dialectic method of studying the effect of neuromarketing tools on the food industry. Within the framework of this approach, general scientific and specific methods have been used, in particular: comparison – to determine the advantages and disadvantages of different groups of neuromarketing tools; a survey – to carry out a pilot research of emotional, rational and behavioral responses of millennials when buying foodstuffs; mathematical modeling – to evaluate the data obtained during the experiment and to define the Ukrainian society digitization trends; analysis and synthesis – to create a mechanism for implementation of neuromarketing tools in food companies; induction and deduction – to make conclusions based on the study results.

In the course of the study it has been established that due to society digitalization the Ukrainian millennials gain some different emotional, rational and behavioral responses when choosing and buying foodstuffs. To confirm the basic hypothesis a pilot study of consumer preferences. The level of conjugation of psychological attitudes to the choice of foodstuffs has been revealed and calculated, as well as the levels of the Ukrainian students' income. The motivational model of effect of neuromarketing stimuli on the food industry and

society has been developed.

Trends of Ukrainian millennial digitalization when buying foodstuffs have been analyzed and prospects of development of neuromarketing tools in the food industry have been defined. It has been concluded that implementation of neuromarketing tools by food companies will contribute to establishing emotional ties with interested parties to understand their conscious and subconscious needs and wishes and create associations for pleasant experience of communication.

Scientific novelty of the study results lays in development of a motivational model of applying neuromarketing stimuli for food companies' effect on a society. This model contains a three-level set of actions and is based on the features of emotional, rational and behavioral responses of millennials when choosing and buying foodstuffs in view of society digitalization.