

The pricing model, on the basis of which the forecast on world energy markets is formed, is as follows: growth or decrease in growth rates and, accordingly, production volumes of the world economy causes increase or decrease in demand for fossil fuels, it stimulates demand for turn affects the dynamics of prices. [3]

Thus, many countries face the problem of limited traditional reserves of oil resources, changes in prices for traditional fuels, including oil. [4]

So, the main trends in the world oil market are:

- oil will remain a key energy resource in the world for at least another 20 years;
- the leaders in oil production are Saudi Arabia, Russia, the United States, and the largest consumers are the United States, China, Japan;
- the formation of large independent networks for trade in petroleum products, which will contribute to the market situation where oil and refineries will give their niche in trade to new market players, focusing on production and refining.

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SMALL AND MEDIUM-SIZED BUSINESSES IN UKRAINE DURING THE PANDEMIC

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2020 has made its adjustments in our lives. Countries all of the world have suffered from a virus called Coronavirus. It caused that quarantine was imposed around the world. This has hit the economies of every country hard. Ukraine was not left out either.

The quarantine has already hit small and medium-sized businesses the hardest. As the world mobilizes to stop the spread of the COVID-19 pandemic, many are being advised to “shelter in place” and “social distance” ourselves, that means for lots of us extended time at home and being strategic about how we access our groceries and necessities. [2]

In times like this, we should continue to make conscious choices to support fair trade by shopping for goods like coffee and tea, food, body care, etc., and support small businesses and producers by doing this. Many businesses operating in service and sale of goods were closed, sent on leave, and laid off. It is especially important for those who rent large premises, expensive equipment and pay loans. [4]

Currently, business is in a rather traumatic situation. Despite a significant reduction in income, entrepreneurs still have to meet their financial obligations, that are also burdened by the additional costs of organizing remote work or staff transportation. Small businesses do not have enough strength to afford working at a loss for some time yet, and therefore need enhanced state support.[1]

The state budget provides 97 billion hryvnias to combat the effects of coronavirus, which is 3%

of the country's GDP. As a part of the anti-crisis program, people who lost their jobs due to quarantine measures will be able to receive assistance. And among small businesses, according to the Association survey, about a third of businesses have been forced to reduce their staff.

Within such adverse economic conditions, there is a high risk that some small businesses will go into the shadows. To prevent the hidden economy in the short and long term, the limits for individual entrepreneurs working by the simplified taxation have been significantly increased.

We all still have to make much effort to bring our country to a higher level, to make companies not merely want to keep their businesses here but to queue up to launch new projects. It has been recently announced about the creation of an anti-crisis headquarters for combating the coronavirus – an important and top priority issue of today. It would be a good thing for our country to succeed in its efforts to quickly curb the epidemic, to develop the abovementioned economic strategy, and to achieve finally tangible results from the implementation of the judicial reform. I am sure that many rational people want to make their personal contribution to our country to propel it to new heights. [3]

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PROBLEMS OF HIGHER EDUCATION DEVELOPMENT IN UKRAINE

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There is a number of inconsistencies in the regulation of state educational services in Ukrainian society. First of all, the democratic principles of making collegial decisions on the management of the educational process in higher education are violated. Secondly, the educational and upbringing lines of higher education do not meet the national economy demands. Third, the higher education system is becoming bureaucratic and becoming a business strategy. The above reasons become steps on the way to obtaining a diploma of an unclaimed specialist [1].

Ukrainian society in the field of educational services has joined the Bologna process, which has 4 main activities: the cumulative system of modular (credit) points, recognition of diplomas in the signatory countries, student visits to several faculties and lectures, introduction of 2-level system training (bachelor's, master's). The innovations are adopted for the implementation of free migration in the countries participating in the Bologna process and the equivalent recognition of the diploma of a university graduate in the host country.

The principle of building students' work with the teacher is based on active, voluntary and joyful interaction with the deepening of scientific research and independent work. Education in any university is based on the principle of using a systematic approach, which is based on the analysis of these sciences, but independently produces an epistemological method and procedure for mastering