more effectively, monitoring objects are specified in the areas of enterprise activity of enterprise, namely: sphere of material and technical support, production, financial, marketing, product areas.

Monitoring gives the possibility to control and prevent the emergence of new problems through constant monitoring and analysis of the processes of production activity.

The analytical information that is accumulated through monitoring is needed to make managerial decisions in line with changes in the status of current control objects and will increase the efficiency of enterprise, its value in strategic perspective and will increase the level of economic security.

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CORRUPTION AND CORPORATE GOVERNANCE: INFORMATIONAL AND ANALYTICAL PROVISION

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Corruption has fierce impacts on economic and societal development and is subject to a vast range of institutional, jurisdictional, societal, and economic conditions. In Ukraine, as in many other countries, corruption remains a persistent problem. In Transparency International's (TI) most recent Corruption Perceptions Index, Ukraine ranks 131st out of 176 countries and territories surveyed with a low score of 29 on a scale where 0 indicates highly corrupt and 100 very clean.

One key way of addressing corruption problem through internal measures is the establishment of strong corporate governance within companies. Corporate governance is the set of arrangements through which organizations account to their stakeholders. Good corporate governance is not only a tool that raises efficiency, improves access to capital, and ensures sustainability — it is also emerging as an effective anticorruption tool.

The principles underlying good corporate governance and business ethics are deeply rooted in universal values. The Universal Declaration of Human Rights has established a global consensus on the applicability of shared moral principles across various countries. Many of these principles that deal with individual rights such as right to property and equal treatment under the law are now reflected in landmark documents on ethical business behavior: OECD Anti-Bribery Convention; United Nations (UN) Convention against Corruption; World Economic Forum's Partnering Against Corruption Initiative; Transparency International's Business Principles for Countering Bribery; International Chamber of Commerce Rules of Conduct to Combat Extortion and Bribery; and the UN Global Compact's 10th Principle, among others. Growth of strong national anti-corruption legislation such as FCPA also affects the emerging global standards.

Studies have shown that low corporate governance standards raise the cost of capital, lower the operating performance of industry, and impede the flow of investment.

Research demonstrates that investors are willing to pay extra for well-governed companies. The Global Investor Opinion Survey conducted by McKinsey among more than 200 professional investors who collectively manage approximately US$2 trillion in assets in 31 countries revealed that a significant majority of investors are willing to pay a premium for a well-governed company. These premiums averaged 12-14 percent in North America and Western Europe, 20-25 percent in Asia and Latin America, and over 30 percent in Eastern Europe and Africa [1].

Similarly, two studies from the UK Institute of Business Ethics, based on a comparison of FTSE 250 companies, established a strong positive relationship between business ethics and financial performance [2].

The lack of empirical studies on the link between corporate governance and corruption is in part due to the paucity of data on corporate governance. In recent years, however, a few attempts have been made by several international consulting firms to measure corporate governance at the country level among which are the following:

1. *Opacity Index* is an analytical model developed by PricewaterhouseCoopers (PwC). The first report on the Opacity Index (2001), to be followed by others at regular intervals, provides estimates of the adverse effects of opacity on the cost and availability of capital in 35 countries. It offers a composite "O-Factor" for each country, based on opacity data in five different areas that affect capital markets: a) corruption, b) legal system, c) economic and fiscal policies, d) accounting standards and practices (including corporate governance and information release), and e) regulatory regime. It is projected that results will be published within 18 months for most of the world's significant economies. The report looks at the impact of opacity from the perspective of its impact as a form of hidden corporate tax as well as the risk premium present when countries borrow through sovereign bond issuance. Besides the report providing information to potential investors, developing

countries will be able to study the results of this report and take actions to decrease their opacity factor, which may stimulate international investment.

2. *Global CEO Survey*, which is carried out annually by PwC.

3. PwC is analysed the relationship between corruption and GDP per capita, a proxy for the standard of living. In accordance with the research results, rising country-level corruption is associated with decreasing GDP per capita, suggesting corruption creates barriers for businesses across all economies.

4. McKinsey & Company ranked 21 economies around the world based on perceived quality of corporate governance from a survey of institutional investors.

Using a cross-country data set, we suggest to test the hypotheses that explicitly link various measures of corporate governance to the level of corruption.

For companies, the costs of corruption can be broadly summarized in two c categories: personal risks and business risks.

The results of the international experience analysis show that corporate governance standards can have profound impacts on the effectiveness of the global anticorruption campaign.

Today we have in place numerous international conventions and global collective action initiatives that set higher standards of transparency and accountability in corporate and public governance. More importantly, such standards are buttressed by a growing convergence of ethical values that set the tone for “doing the right thing” in both the public and private sectors.

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DIGITAL PERFORMANCE AS A TOOL OF A NON-TRADITIONAL ADVERTISING

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The human being has acquired new definition
as an "information processor” while nature
is becoming “information to be processed"

Steve Dixon defines the term “*digital performance*" broadly to include all performance works where computer technologies play a key role rather titan a subsidiary one in content, techniques, aesthetics, or delivery forms. This includes live theater, dance, and performance art that incorporates projections that have been digitally created or manipulated; robotic and virtual reality performances; installations and theatrical works that use computer sensing / activating equipment or telematic techniques; and performative works and activities that are accessed through