

and dynamic development. The management should quickly adapt to changing business conditions and to determine the ways of development to be adjusted to the situation of environmental changes. Factors influencing the financial and economic security of construction enterprises in different ways and its functional components.

In order to increase the efficiency of the system of economic security of the construction enterprise, it is expedient to combine multiple approaches to evaluating economic security and management tools.

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INFORMATION AND ANALYTICAL SUPPORT OF ART INVESTMENT FINANCIAL SECURITY MANAGEMENT

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Both theoretical and methodological basics of art investment financial security management, interalia on the basis of an in depth review of scientists' and practitioners' opinions, the author's approach to concrete definition for content of such concepts as "art investment", "art investment financial security" and "art investment financial security management" have been substantiated in the first section. The offered concept definitions were provided as a basis for the scientific research theoretical basis formation.

The present approaches to investment have been characterized, both advantages and disadvantages of using various methodological approaches to assessment have been established, the criteria and indicators used in this process have been also given. A comparison of the yield investment in art objects with

alternative investment opportunities and various types of capital allocation in art objects have been carried out. The conditions for the art investment performance have been distinguished.

Both theoretical and methodological approaches to defining the concept of economic and financial/economic security of an enterprise have been classified. The concept of art investment financial security has been determined taking into account the specifics of this study and employing the researchers' findings. The investment theories' genesis (for 4 centuries) in the works of economists has been investigated, as well as their key accomplishments, which became the basis for the formation of theoretical and methodological foundations of art investment financial security management have been highlighted.

The conceptual and categorical apparatus of art investment financial security has been formed. Concepts such as “challenge”, “risk”, “threat”, “danger” and “destabilizing factor” have been investigated in this context, which makes it possible to counteract precisely these phenomena in order to maintain a high level of security in the art investment process. Approaches to the interpretation of the "challenge", "risk", "threat", "danger" and "destabilizing factor" concepts have been generalized.

The market infrastructure of investment quality art objects has been analyzed, its features have been also systematized. Auction houses in the art industry market, the dealer sector, art fairs, patronage have been both classified and analyzed. The concepts of tangible and intangible asset have been considered. The art industry market key indicators have been determined and the change in the dynamics of the art market investment segment general indicators has been considered.

Based on the results of the study, it was proved that art investment is one of the main forms of capital investment in art objects due to a considerable time interval. It is an alternative type of investment activity carried out with the aim of obtaining monetary and non-monetary profit with a minimum risk of losing investments in the event that a potential investor has accumulated (free) capital ahead.

Both theoretical and methodological foundations of art investment financial security management have been generated. Key approaches' generalization to the essence interpretation of the "organization management" term has been carried out in this study. The main approaches to the essence interpretation of the "wealth management", "asset management", "art management" concepts have also been defined. The approach to managing the art investment financial security has been justified by referring to a systematic approach. The risk concept in the art investment management system financial security, comprising the following two essential elements: risk assessment and risk management, has also been defined. It has been proven that the emergence, identification, measurement of risk factors, dangers and threats are one of the most important objectives in order to ensure the art investment financial security.

The art market key features have been summarized, namely, the art market is low-liquid, opaque, insufficiently regulated, containing high transaction costs and being characterized by a high investment risk, long-term profitability (certain dividends can only be expected in 8-10 years), also being subjected to both chaotic public taste and fashion trends.

Key indices reflecting the art market profitability dynamics have been both summarized and analyzed, as well as their advantages and disadvantages have been identified. It has been proven that art objects' ownership generates two types of profits: financial and irrational. Approaches to assessing aesthetic emotions and measuring the emotional impact of investing in art have been systematized. It has been proven that an expert assessment of an art object is an important component of both pricing process and minimizing the investing risk in the art industry market.

In the second chapter, the analysis of the global trends' dynamics in the art objects' investment-grade market has been successfully carried out. The global art market growth movers and the global art industry market evolution over the past 20 years have been reviewed. The global art market development, such as: the geography expansion, the increase in circulation of the great deal of works, artists, collectors, the spread of museums around the world, the globalization of demand and the auctions' dematerialization have been described. These factors significantly the attractiveness of art of the essence, expanding the Customer's base of the art market, turning it into an efficient market with an extremely high level of competence and lack of HFT.

A comparison of the global art market development trends during COVID-19 and taking into account the COVID-19 conditions has been carried out.

Segment analysis of the art market investment quality has been carried out. The dynamics of the art market development in Ukraine has been also analyzed, indicating the presence of considerable potential for the art market formation and a competitive environment development.

The current state of the art market in Ukraine has been determined on the basis of a questionnaire survey.

The third chapter provides evidence that the accountable investment of considerable capital in the art market should be based on the use of a complex analytical and applied support system. This will contribute in minimizing investment risks and ensuring both financial and economic security of investment strategies in the art industry market.

The basic components of the art investment financial security management system, as well as the principles of forming a system for assessing financial security management have been determined. Strategies for rational investment in art assets such as producing strategy, collecting strategy have been also defined.

Parametric modeling of a complex indicator for assessing the art investment financial security level has been carried out. A methodological

approach to assessing the art investment financial security level, based on the introduction of a quantitative assessment of the suggested indicators with fixing their value within the offered scale of indicator assessment has been developed. By means of it you are able to measure the art investment financial security level and apply remedies to prevent its destruction. A morphological matrix for assessing the art investment financial security level has been generated. An approach to the art investment objects' classification by risk groups has been suggested.

Analytical and applied support for minimizing the risks of art objects' investment portfolio in terms of the financial security level of art investment in the local art market has been developed. The decomposition of the art object investment allurements suggested multiplier by key indicators of art investment financial security management for the local art market has been carried out.

The necessity to implement a multi-criteria approach to assessing the art investment financial security level in the art market in the practice of art market entities is proved in this work according to the results of the development of both analytical and applied support for assessing the level of financial and economic security of investment strategies in the art industry market.

The approbation of both analytical and applied support for minimizing the art objects' investment portfolio risks of art investment financial security in the local art market using the offered model using the investment portfolio example of modern Ukrainian artists' art objects has been carried out. A methodological approach to assessing the level of art investment financial security for art objects of the investment portfolio has been suggested. It allows you to develop a trajectory to minimize the investing risks in an art object according to the financial security established components of the art investment internal environment.

SMART CITY TECHNOLOGIES

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Currently, the concept of "smart cities" is attracting more and more attention. It means using modern advances in the field of telecommunications, software, electronics, robotics technology to create a completely new high-tech urbanized human environment with minimal resource consumption, optimal traffic distribution, efficient labor, offers and innovative services for the citizens [1, 2, 3]. A smart city consists of smart devices and smart people, which are