## Contents

INTRODUCTION	
Igor G. Mantsurov, Alina S. Barvinok, Iryna G. Stoletova	
PARADOXES OF MONETARY POLICY PROVIDED BY THE NATIONAL BANK OF UKRAINE (OR, FOLLOWING HONORE DE BALZAC "SHINE AND POVERTY OF COURTESANS")	
Igor G. Mantsurov, Yana V. Khrapunova, Anna H. Hvelesiani	
INFLATION TARGETING AND ECONOMIC GROWTH IN UKRAINE (THEORY AND ITS APPLICATION IN THE PRACTICE OF THE NATIONAL BANK)	0
Alexey (Oleksii) Aleksandrov	
PRIVATE BANKING & WEALTH MANAGEMENT MODERN PROBLEMS OF THE INDUSTRY. CUSTOMER REQUIREMENTS: IS THE INDUSTRY READY FOR A RESET49	9
Nadiia Novytska, Kostiantyn Shvabii	
MODERN TRENDS IN PERSONAL INCOME TAXATION IN EU COUNTRIES AND UKRAINE	4
Vitaly Danich, Rostyslav Lutsenko	
DEVELOPING PROFESSIONAL DIGITAL COMPETENCIES FOR CRYPTOCURRENCY MARKET BEGINNERS (CASE STUDY OF ECONOMICS STUDENTS)	0
Anatoliy Guley, Alexey (Oleksii) Aleksandrov	
CENTRAL BANK DIGITAL CURRENCY (CBDC) AS A THIRD FORM OF MONEY: KEY RISKS AND DEVELOPMENT DIRECTIONS	6
Halyna Kryshtal	
THE IMPACT OF DIGITIZATION TOOLS ON THE INTELLECTUAL DEVELOPMENT OF THE COUNTRY'S POPULATION	3
Mykola Chumak	
HUMAN OR TECHNOLOGY: THE FUTURE OF CUSTOMER EXPERIENCE IN PRIVATE BANKING & WEALTH MANAGEMENT	6
Tamara Merkulova, Vladyslav Bobrov	
MOBILE GAMES MARKET TRENDS IN CONTEXT OF EXPERIENCE ECONOMY87	7
Innola Novykova, Viktor Leshchynskyi	
DEVELOPMENT OF A CLASSIFICATION OF STRATEGIES FOR OPERATING ACTIVITIES OF AN INDUSTRIAL ENTERPRISE94	4

Olga Zadorozhnaya	
CRISIS OF MODERN ECONOMY. HUMAN MANAGEMENT OF ANTI-CRISISIS TRANSFORMATIONS AND PERSPECTIVES OF NATIONAL ECONOMIC DEVELOPMENT	106
Ludmila Yadchenko	
REGULATORY ASPECTS OF CROWDFUNDING PLATFORMS AS AN EMERGING PART OF ALTERNATE FINANCE MARKET IN EUROPE	113
Oleksandr Rosenfeld, Victor Savinov	
ECONOMIC RESISTANCE OF THE POPULATION – PROBLEMS OF MEASUREMENT, MONITORING AND FORECASTING	120
Oleksandr Sharov	
GLOBAL MONEY AND GLOBAL CURRENCY	128
Volodymyr Danko	
IS CBDC THE REMEDY TO REVOLUTIONIZE COUNTRIES BANKING & FINANCIAL SYSTEMS (WITH PRIMERELY OBECT TO UKRAINE)?	138
Aleksandr Kud	
TOKENIZED ASSETS: DISPELLING THE MYTH OF THEIR ESSENCE FOR THE NEEDS OF REAL ECONOMY	151
Andrejs Surmačs, Evelina Surmača	
PROBLEMS OF MODERN BANKING COMPLIANCE	167
Renāte Indrika, Galina Reshina	
SCENARIO FORECASTING AND TARGETING OF STATE POLICE MEASURES TO PROMOTE SMALL BUSINESS DEVELOPMENT IN LATVIA	173
Innola Novykova	
THE GLOBALIZATION CONTEXT OF THE DEVELOPMENT OF THE EXPORT OF HIGHER EDUCATION IN THE WORLD.	185
BOOK OVERVIEW	195
INFORMATION FOR AUTHORS	200