

Contents

Methodological Approaches to Assessing Industrial Parks: R&D Potential and the Quadruple Helix Model in the Context of Strategic Resilience	
<i>Anton Andriienko</i>	7
Generative Artificial Intelligence in E-Commerce: Economic Value Formation and Transformation of Platform Models	
<i>Anastasiia Artomova, Ievgen Reginia</i>	12
Integrating Artificial Intelligence into Digital Logistics Coordination: a Model Based on the Viber Ecosystem in the United States	
<i>Maksym Horbunkov</i>	19
Practice of Implementing Digital Educational Technologies in the Service-Oriented Admission Model	
<i>Natalia Pokornyy</i>	25
Features of the Use of Immersion Technologies in Marketing 6.0	
<i>Roman Tsaturian, Igor Virienko</i>	31
Theoretical Dimensions of Post-War Recovery	
<i>Glib Aleksin</i>	37
Video Content as a Tool for Transferring Professional Experience in Digital Logistics	
<i>Kostiantyn Saniuta</i>	45
Fairy Tale as a Tool of (Scientific and Technical Education) STEM Education for Children	
<i>Valeriia Voitko</i>	50
Emotional-Intuitive Approaches in Coaching: Barriers and Professional Identity of Women Coaches in Academic and Corporate Contexts	
<i>Tetiana Dunaievska</i>	57
Improving the Efficiency and Sustainability of the Florist Business Through Digital Optimisation	
<i>Bohdan Furman</i>	66
Cumulative Index	