## CONTENTS

Lina Pilelienė, Ahmed H. Alsharif, Ibrahim Bader Alharbi	
Scientometric analysis of scientific literature	
on neuromarketing tools in advertising	1
Nataliia Khoma, Halyna Lutsyshyn, Jaroslaw Nocon	
Compliance of the post-Soviet Baltic states	
with the institutional and value requirements of EU membership	13
Angela Secrieru	
Local financial autonomy as a prerequisite for improving the provision	
of public services and goods: the case of the Republic of Moldova	25
Sima A. Suleimanli	
International legal fight against the illegal circulation	
of cultural heritage objects in the conditions of economic integration	36
Ihor Biletskyi, Hanna Doroshenko	
Analysis of the current state and main trends in the real estate market of Ukraine	49
Volodymyr Lipkan, Serhii Poteriaiko, Serhii Mul	
Geostrategy of Ukraine: a mathematical model	
of building sectoral institutional-organizational structures	58
Volodymyr Bevzenko, Yurii Tsvirkun	
The law of public construction in the countries of the European Union:	
experience of Germany and economic and legal dimension of its creation in Ukraine	70
Liubov Bila-Tiunova, Roman Savchuk	
The right to state service in the modern measure	77
Olena Volobuieva, Oleksandra Severinova, Tetiana Ponomarova	
Socio-economic determinants and consequences	
of criminal offenses against sexual freedom and sexual inviolability	86
Bohdan Hnatkivskyi, Anatolii Poltavets, Serhii Volyk	
Economic efficiency in the use of land resources	
by agricultural enterprises in the context of global development	92
Inna Irtyshcheva, Vitaly Kim, Yehor Kletsov	
Managing business processes in the conditions of the development	
of the digital economy: global and national experiences	101
Igor Mantsurov, Alina Barvinok, Vadym Dovhoteles	
Integration of the Ukrainian economy into the Euro-Atlantic community	
in the context of internationalization and globalization processes:	
concept and assessment	108

Serhii Medvedenko, Serhii Vitvitskyi, Maryna Arapaki Economic and legal principles of commercialization	
of intellectual property in Ukraine	117
Marja Nesterova, Agostino Portera, Marta Milani Diversity and intercultural competence for sustainable community development	127
Vitalina Nikitenko, Valentina Voronkova, Yyuriy Kaganov The concept of developing a "blue economy" as a basis for sustainable development	139
Olena Pasechnyk International aspects of intellectual property rights protection	146
Anatolii Poltavets, Bohdan Hnatkivskyi, Olena Havrylchenko Managing change in land resource use: the European experience	158
Yuriy Safonov, Andrey Shtangret, Alexander Melnikov State regulation of publishing: prospects for development	165
<b>Tetiana Senchuk, Ihor Peliukhnia, Vitaliia Didenko</b> Sustainable development of the Ukrainian beekeeping industry	170
Marianna Stehnei, Inna Irtyshcheva, Halyna Mykhalchynets  Development of the financial market:  destabilizing processes, their assessment, and global impact	176
Roman Tytykalo, Nataliia Pavlovska, Maryna Andriiets  Economic and administrative methods of restoration by local governments of the environment of Ukraine destroyed as a result of military operations	184
Roman Tytykalo, Nataliia Pavlovska, Larisa Kovalenko  Legal liability of local self-government bodies and officials for failure to implement programs of socio-economic development of the hromada	191
Olga Shevchenko, Oleg Shevchuk, Bohdan Polovynko Regulation of dynamic processes in the indicators of disproportions of Ukrainian regions: operational and logistic approach	198
<b>Tetiana Shkoda, Oleksandr Savych</b> Transformation of marketing in wartime and postwar	209