

Contents

THE GLOBAL ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

Svitlana Bugil, Roman Dudyak

STRATEGIC ASPECTS OF PLANNING
AND FORECASTING THE EXIT FROM THE GLOBAL CRISIS
OF THE TOURISM INDUSTRY 9

Marina Schur, Sergiy Grytsenko

INFLUENCE OF SEISMIC ACTIVITY
ON GEOLOGISTIC ACTIVITY 14

Valeriia Kornivska

CENTRAL BANK DIGITAL CURRENCIES:
CONFLICTING EFFECTS OF IMPLEMENTATION 17

Lidiya Lisovska, Yaroslav Sydorovych

RESERVES OF THE CENTRAL BANK OF RUSSIA
AS AN OBJECT OF SANCTIONS DUE
TO MILITARY AGGRESSION IN UKRAINE 20

Mykola Muzychenko

LIQUEFIED NATURAL GAS AS A KEY COMPONENT
OF THE FRENCH GAS MARKET 26

Oleh Pustovoi

GLOBAL MULTIPOLARITY
AND PROSPECTS FOR THE POST-WAR RECOVERY
OF UKRAINIAN MERCHANDISE EXPORTS 29

Lilia Ukrainets

THE INFLUENCE OF POLITICAL CONNECTIONS
ON THE INTERNATIONAL INVESTMENT ACTIVITIES
OF CHINESE COMPANIES UNDER DEPENDENCE
ON EXTERNAL FINANCING 33

Olena Khytra

SYNERGETIC CHARACTER
OF FOREIGN ECONOMIC ACTIVITIES' REGULATION 37

Veronika Chala

DIRECTIONS OF ENVIRONMENTAL ACTIVITIES
OF SOCIALLY RESPONSIBLE COMPANIES IN THE USA 41

ECONOMICS AND MANAGEMENT OF NATIONAL ECONOMY, NATIONAL MODELS OF ECONOMIC SYSTEMS AND GLOBAL PROCESSES

Nataliia Halaiko

MODEL OF THE INFLUENCE OF INDIVIDUAL INDICATORS
ON THE EXTERNAL DEBT OF UKRAINE 46

Olena Koba

ECONOMIC SECURITY AND LEVELS OF ITS FORMATION:
CONCEPTUAL APPROACHES..... 50

Oleksandr Piriashvili

CERTAIN ASPECTS OF THE SYSTEMATIZATION
OF INDICATORS REGARDING THE CONVERGENCE
OF RAIL TRANSPORT PRODUCTIVITY IN UKRAINE WITH THE EU ... 54

Mykola Skopen, Liudmyla Krasavtseva, Oleksandr Budya

ANALYSIS OF INVESTMENTS
IN TOURISM ACTIVITIES OF UKRAINE ENTERPRISES..... 58

Nataliia Trushkina, Lev Lunov

PECULIARITIES OF THE DEVELOPMENT
OF A MODERN WASTE MANAGEMENT SYSTEM
BASED ON THE PRINCIPLES OF THE CIRCULAR ECONOMY:
EXPERIENCE OF LITHUANIA AND LATVIA 63

Vadym Shved, Olena Omelchenko

COLIVING AS A RESPONSE TO THE CHALLENGES
OF MILITARY INFLUENCE 67

ECONOMY OF ENTERPRISE AND CORPORATE GOVERNANCE: MODERN INTEGRATION PROCESSES

Mykyta Belyi, Tatiana Simkova

MANAGEMENT OF THE DEVELOPMENT
OF THE BALANCED POTENTIAL OF ENTERPRISES
IN THE CONDITIONS OF THE KNOWLEDGE ECONOMY 70

Olga Kalaman

MAIN DETERMINANTS OF COMMUNICATION PROCESSES
AT MODERN ENTERPRISES..... 74

Olha Marchenko

ECONOMIC SECURITY OF THE ENTERPRISE
AS A CORPORATE MANAGEMENT OBJECT..... 78

Kateryna Molchanova, Myroslava Semeriahina PROSPECTS FOR THE RECOVERY OF THE AVIATION INDUSTRY IN UKRAINE.....	81
Vitaliy Osmolian LEGAL ASSESSMENT OF POSSIBLE RISKS IN THE ENTERPRISE AS A CORPORATE-MANAGEMENT APPROACH IN BUSINESS	87
Kateryna Trofymenko DIRECTIONS OF MODERNIZATION OF THE DIVERSIFICATION PROCESSES OF THE ACTIVITIES OF CORPORATE SYSTEMS IN THE SPHERE OF TRADE.....	91
Liudmyla Uniiat EFFICIENCY OF INNOVATIVE DEVELOPMENT OF AGRICULTURAL PRODUCTION ENTERPRISES IN THE COMPETITION CONDITIONS – METHODOLOGICAL ASPECT.....	95
Lyudmila Chizh, Natalia Khotyeyeva THE COMPREHENSIVE DIAGNOSIS INDICATORS SYSTEM OF THE ENTERPRISE'S FINANCIAL STABILITY	99
CREATIVE ECONOMY AND HUMAN CAPITAL: THE KNOWLEDGE MANAGEMENT ISSUES	
Svitlana Hladun, Oleh Logush PRACTICAL ASPECTS OF THE CONNECTION OF BUSINESS AND EDUCATION IN UKRAINE	102
Tetiana Stovba DIGITAL MARKETING AS THE TOOL FOR SCALING THE EDUCATIONAL ACTIVITIES OF THE KSMA	105
Vasyl Fediuk HUMAN CAPITAL IN THE CONDITIONS OF ENSURING THE STATE'S DEFENSE CAPABILITY AND SECURITY.....	109
PROBLEMS OF MANAGEMENT AND MARKETING IN THE CONTEXT OF GLOBALIZATION	
Oleksandr Hridin FEASIBILITY AND PREREQUISITES OF IMPLEMENTATION OF MODERN PERSONNEL RECRUITMENT TECHNOLOGIES IN UKRAINE	112

Duan Yingxue PROJECT RISK MANAGEMENT: MAIN PROBLEMS AND SUGGESTIONS.....	116
Volodymyr Dubnytskyi, Olha Ovcharenko PATTERNS OF FUNCTIONING OF THE INFORMATION AND COMMUNICATION MARKET IN THE TERMS OF THE DIGITAL ECONOMY	119
Xin Mengke THEORETICAL AND METHODOLOGICAL PRINCIPLES OF THE STUDY OF THE CONSEQUENCES OF MIGRATION.....	124
Katerina Mostova, Ganna Bedradina PROBLEMS AND PROSPECTS OF THE RESTAURANT BUSINESS DURING THE WAR	127
Volodymyr Nesterenko USE OF ARTIFICIAL INTELLIGENCE IN MARKETING COMMUNICATIONS	130
Liudmyla Shevchenko MANAGER AS A CONSUMER OF COMPETITIVE INFORMATION.....	134
 REGIONAL ECONOMY AND CROSS-BORDER COOPERATION	
Olena Golovchenko FACTORS THAT PROMOTING INVESTMENTS IN THE BORDER REGIONS.....	138
Yevheniia Karpenko THE STATE OF PUBLIC PROCUREMENT IN THE POLTAVA REGION.....	142
Volodymyr Parsyak, Olena Zhukova KEY SECTORS OF UKRAINE'S MARINE ECONOMY IN THE CONTEXT OF BLACK SEA CROSS-EQUATORIAL COOPERATION.....	146
 ENVIRONMENTAL ECONOMICS AND MODERN ENVIRONMENTAL ISSUES	
Mykhailo Barskyi GLOBAL ECONOMY. ENVIRONMENTAL AND REPUTATIONAL RISKS IN GLOBAL SUPPLY CHAINS.....	149

Yevhen Naida ECONOMIC AND ENVIRONMENTAL PROBLEMS OF ENVIRONMENTAL PROGRAMS	154
---	-----

DEMOGRAPHICS, ECONOMICS AND SOCIAL POLICY IN THE CONDITIONS OF THE LABOR MARKET GLOBALIZATION

Larysa Bogush WORKFORCE' EFFECTIVE REPRODUCTION THROUGH PROFESSIONAL EDUCATION' GOALS, TASKS, MECHANISMS	158
---	-----

Lilia Holovko, Tamila Holovko MODERN ASPECTS OF VOLUNTEERING DEVELOPMENT IN UKRAINE	162
--	-----

Halyna Kraievska THE FORMATION OF PARTNERSHIPS AS A DIRECTION FOR THE DEVELOPMENT OF THE SOCIAL CAPITAL OF COMMUNITIES	166
--	-----

ACCOUNTING, ANALYSIS AND AUDIT: NATIONAL CHARACTERISTICS AND GLOBAL TRENDS

Larysa Hevlych, Ivan Hevlych DIGITAL AUDIT: THE BEGINNING OF THE JOURNEY IN UKRAINE	170
--	-----

Viktoriya Kulyk TAX RESIDENCE IN THE CONDITIONS OF MARTIAL LAW	173
--	-----

Nataliya Struk, Mariia Krip AREAS OF COST GROUPING IN THE ACCOUNTING OF COAL MINING ENTERPRISES	177
--	-----

Viktor Tomchuk USING OF DIGITAL TECHNOLOGIES IN THE ACCOUNTING OF CALCULATION OPERATIONS	182
---	-----

FINANCE, INSURANCE AND EXCHANGE BUSINESS: INNOVATION AND INVESTMENT STRATEGIES

Dana Andrukhovych REGARDING FINANCIAL SUPPORT OF UKRAINIAN ENTERPRISES DURING THE WAR	186
--	-----

Rostyslav Dyuk	
DEVELOPMENT OF DIGITALIZATION IN UKRAINE DURING THE WAR	190
Liudmyla Kozarezenko	
IMPROVING FINANCIAL POLICY FOR HUMAN DEVELOPMENT IN THE CONDITIONS OF TRANSFORMATIONAL CHANGES.....	194
Nazarii Liashuk, Zoriana Hbur	
GENERAL PRINCIPLES OF THE MECHANISM OF STATE REGULATION OF THE IMPLEMENTATION OF INDICATIVE PLANNING FOR THE IMPLEMENTATION OF INVESTMENT PROJECTS	198
Volodymyr Mishchenko	
MECHANISMS OF DIGITAL RISK MANAGEMENT OF PAYMENT SYSTEMS	202
Maryna Riabokin, Yevgen Kotukh, Olena Novytska	
DIGITALIZATION OF THE PROCESS OF SUBMISSION OF BUDGET REQUESTS AND ITS ROLE IN THE CONDITIONS OF MILITARY AGGRESSION.....	206
MODERN MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY	
Mykola Skopen, Nataliya Karpenko	
ONE OF THE APPROACHES TO AUTOMATION OF RETAIL TRADE MANAGEMENT IN A PRIVATE ENTERPRISE.....	210
MODERN PROBLEMS OF BUSINESS EDUCATION	
Olena Vasylenko	
BUSINESS EDUCATION: CHALLENGES AND STRATEGIES FOR SUCCESS	215
Tetiana Pysmenna	
INNOVATIVE EDUCATIONAL TECHNOLOGIES IN ENSURING THE QUALITY OF EDUCATION OF FUTURE MANAGEMENT PROFESSIONALS	218