

## Contents

<b>Olha Aliksieieva</b> PROBLEMS AND PROSPECTS OF THE USE OF INNOVATIVE TECHNOLOGIES IN HIGHER EDUCATION .....	1
<b>Svitlana Batychenko</b> FEATURES OF THE DEVELOPMENT HEALTH TOURISM IN TRANSCARPATIA .....	4
<b>Oleksandr Bilotserkivskyi</b> INVENTORY MANAGEMENT OF AN ENERGY SUPPLY ENTERPRISE USING ABC ANALYSIS .....	7
<b>Natalia Bobro</b> INTEGRATION OF THE DIGITAL ECONOMY INTO SOCIAL SYSTEMS .....	11
<b>Konstantin Bogomaz, Viacheslav Zadorozhnii</b> THE ROLE OF SOCIAL COMMUNICATIONS IN THE EFFECTIVE MANAGEMENT SYSTEM.....	13
<b>Svitlana Borysova</b> FINANCIAL ANALYSIS OF ENTERPRISES ACTIVITIES IN THE DIGITAL ECONOMY AND FINANCE .....	15
<b>Yelyzaveta Budnik</b> BANK LENDING IN THE CONDITIONS OF WAR.....	18
<b>Olena Varaksina</b> MOTIVATION POTENTIAL OF THE MANAGER: KEY ASPECTS AND FACTORS.....	21
<b>Ihor Vinichenko, Vitalii Oleksiuk</b> THEORETICAL ASPECTS OF FORMATION OF THE ENTERPRISE LOGISTICS SYSTEM.....	24
<b>Dmytro Vlasenko</b> CURRENT PROBLEMS OF STRATEGIC MANAGEMENT OF ROAD TRANSPORT ENTERPRISES .....	27
<b>Tetiana Gavrillo</b> OPEN BANKING IN THE WORLD AND UKRAINE .....	30
<b>Ivanna Havryliuk</b> CURRENT TRENDS IN THE DEVELOPMENT OF THE ADVERTISING MARKET OF UKRAINE IN 2023.....	32
<b>Natalia Germanyuk</b> THE ROLE OF THE MANAGER'S AUTHORITY IN ENTERPRISE MANAGEMENT .....	35

<b>Olha Hetman</b> KNOWLEDGE MANAGEMENT SYSTEM IN THE ORGANIZATION .....	39
<b>Nataliia Hurzhii</b> THE PROBLEM OF SUPPLY CHAIN MANAGEMENT IN UKRAINE UNDER THE CONDITIONS OF MARITAL STATE .....	41
<b>Svitlana Yeletsykh</b> COMPREHENSIVE ASSESSMENT OF FINANCIAL AND ECONOMIC SECURITY OF ENTERPRISE .....	44
<b>Olena Yeremian</b> INCOME TAX IN UKRAINE: TAXATION OF NON-RESIDENTS .....	48
<b>Halyna Zavarika</b> DIGITAL TECHNOLOGIES AS A KEY TO SUSTAINABLE TOURISM DEVELOPMENT .....	51
<b>Hennadii Karimov, Daniil Hryshchenko</b> MASS SERVICE SYSTEMS AS A MEANS OF OPTIMIZING RESTAURANT ACTIVITIES.....	54
<b>Olena Kakhovska</b> INNOVATIVE EDUCATIONAL TECHNOLOGIES ARE INPREPARATION OF SPECIALISTS ON HR-MANAGEMENT.....	57
<b>Mariya Kvasniy</b> MODELS FOR ASSESSMENT OF THE BORROWER’S CREDIT ABILITY: Z-SCORE DIAGNOSING THE FINANCIAL HEALTH OF ENTERPRISES .....	60
<b>Natalia Kyrylko</b> DEVELOPMENT OF INNOVATIVE EDUCATIONAL TECHNOLOGIES IN UKRAINE IN TODAY’S CONDITIONS.....	65
<b>Kateryna Klymenko</b> THE MODERN PUBLIC FINANCE ARCHITECTONICS UNDER UKRAINE–IMF COOPERATION FOR POST-WAR RECOVERY AND RECONSTRUCTION .....	68
<b>Maryna Kovbatiuk, George Kovbatiuk</b> FACTORS INFLUENCING THE MANAGEMENT OF PROCESSES OF FOREIGN TRADE ACTIVITIES .....	71
<b>Olha Kolesnyk</b> INSTRUMENTS FOR THE PROTECTION OF INTELLECTUAL PROPERTY RIGHTS IN BUSINESS.....	74
<b>Viktoriia Kolomiets</b> KEY DRIVERS OF DIGITIZATION OF EDUCATION.....	78

<b>Valeriia Kornivska</b> METAVERSE RESEARCH METHODOLOGY .....	80
<b>Olena Kruk</b> CHALLENGES AND PROSPECTS FOR DIGITAL TRANSFORMATION OF BUSINESS.....	83
<b>Oksana Kuzmenko</b> VECTORS OF THE DEVELOPMENT OF INTERNATIONAL MIGRATION PROCESSES IN THE MIDDLE EAST .....	86
<b>Olga Kupchyshyna, Vitalii Koshmila</b> GRANTS AS A SOURCE OF FUNDING FOR TERRITORIAL COMMUNITIES .....	89
<b>Nina Kureda</b> MANAGEMENT OF ANALYSIS OF THE EFFICIENCY OF TOURISM INDUSTRY ENTERPRISES .....	91
<b>Anastasiia Liezina</b> A MECHANISM FOR STRENGTHENING THE ECONOMIC SECURITY OF ELECTRIC POWER ENTERPRISES UNDER EXPECTED UNCERTAINTY .....	93
<b>Kateryna Mazur</b> FORMATION OF PROFESSIONAL COMPETENCE OF FUTURE SPECIALISTS IN THE FIELD OF MANAGEMENT AND ADMINISTRATION .....	96
<b>Dariia Nedebelska</b> DUAL FORM OF HIGHER EDUCATION FOR THE EDUCATIONAL AND PROFESSIONAL PROGRAM «ACCOUNTING AND TAXATION»: AN NECESSITY OF TODAY .....	99
<b>Yurii Ovsichenko</b> VERIFICATION ORGANIZATION QUESTIONS OF BIG DATA STORES AT THE ENTERPRISE.....	102
<b>Oleskiv Roksolana</b> INTERNATIONAL COOPERATION IN THE SPHERE OF GEODESY .....	105
<b>Serhii Pidhaiets</b> THE FINANCIAL ASPECTS OF LEASING DEVELOPMENT AS A FORM OF PUBLIC-PRIVATE PARTNERSHIP.....	107
<b>Olena Plakhotnik</b> CREATIVE POTENTIAL OF THE INDIVIDUAL: FORMS OF DETECTION, METHODS OF DEVELOPMENT AND USE.....	110

<b>Stanislav Ponomarov</b> INFLUENCE OF INNOVATIONS ON ENSURING SUSTAINABLE DEVELOPMENT OF ENTERPRISES .....	112
<b>Dmytro Rasshyvalov</b> SECURING FINANCIAL STABILITY OF INSURANCE COMPANIES IN CRISIS SITUATIONS .....	115
<b>Viktoriia Rudenko</b> TAX CONSULTING AS A TOOL FOR SUPPORTING THE BUSINESS ACTIVITY OF BUSINESS ENTITIES .....	118
<b>Olha Samoshkina</b> FISCAL REGULATION TRENDS OF UKRAINE'S AGRICULTURAL DEVELOPMENT IN THE WAR AND POST-WAR RECOVERY CONDITIONS .....	121
<b>Tetiana Svyrenko</b> FEATURES OF THE FORMATION OF COMPETITORS STRATEGY OF BUSINESS SUBJECTS IN THE CONDITIONS OF WAR.....	124
<b>Olena Sereda</b> INNOVATIONS IN THE FINANCIAL MANAGEMENT OF BUSINESS ENTITIES .....	128
<b>Liubov Syhyda</b> HIGH COSTS ON R&D AS A BASIS FOR SUCCESSFUL COMMERCIALIZATION OF INNOVATIONS.....	131
<b>Volodymyr Sysoiev</b> LOGISTICS MANAGEMENT OF ECONOMIC ACTIVITIES.....	134
<b>Alla Sitkovska, Maryna Polehenka</b> INNOVATIVE DIRECTIONS OF AGRIBUSINESS DEVELOPMENT IN UKRAINE .....	137
<b>Serhii Stepanenko</b> AGRO-INCLUSION AS A STRATEGIC DIRECTION FOR THE DEVELOPMENT OF AGRICULTURE AND RURAL AREAS OF UKRAINE .....	140
<b>Oksana Storozhenko</b> FACTORS ENSURING THE FINANCIAL STABILITY OF INSURANCE COMPANIES IN A GLOBAL ENVIRONMENT .....	144
<b>Ivanna Strilok, Vladyslava Shevchuk, Victoriia Shkliar</b> METHODOLOGICAL APPROACHES TO ASSESSING THE COUNTRY'S COMPETITIVENESS.....	147

<b>Tetiana Somkina</b> METHODOLOGICAL APPROACHES TO THE ANALYSIS OF ECONOMIC FREEDOM AND ECONOMIC POWER DURING THE FUNCTIONING OF AN ENTREPRENEURIAL ACTIVITY .....	150
<b>Hanna Tabatskova</b> FORMATION OF THE SYSTEM OF EFFECTIVE PERSONNEL MANAGEMENT .....	153
<b>Nataliia Trushkina</b> DIGITAL MARKETING AS A MODERN CONCEPT OF MARKETING MANAGEMENT OF ENTERPRISES .....	155
<b>Larysa Turova</b> INNOVATIVE TECHNOLOGIES IN BANKING.....	159
<b>Nataliia Ukhna</b> MAASTRICHT INDICATORS AS A GUARANTEE OF MACROECONOMIC STABILITY AND FINANCIAL SOVEREIGNTY .....	161
<b>Olha Khrystenko</b> SOCIAL-DEMOGRAPHIC PROBLEMS IN THE FORMATION OF LABOR RESOURCES IN THE COUNTRY'S ENTERPRISES.....	164
<b>Iryna Cherniavska</b> MANAGEMENT OF BUSINESS PROCESSES.....	166
<b>Iryna Chornobrovka, Boris Ostapyuk</b> DIRECTIONS OF INNOVATIVE DEVELOPMENT OF RAILWAY TRANSPORT ENTERPRISES .....	168
<b>Leila Sharbatali</b> ANALYTICAL SUPPLY OF MANAGEMENT OF SALES ACTIVITIES OF THE ORGANIZATION.....	171
<b>Tetiana Shram</b> WAYS OF REFORMING THE SIMPLIFIED TAXATION SYSTEM.....	174
<b>Anton Shumilin</b> FEATURES OF LABOR MARKET REGULATION IN UKRAINE AFTER THE WAR .....	177
<b>Viktoriiia Shumkova</b> SUSTAINABLE DEVELOPMENT PRACTICES IN SOCIAL AND ETHICAL MARKETING .....	180
<b>Viktor Yarovy</b> IMPLEMENTATION OF DIGITAL TECHNOLOGIES IN THE ACTIVITIES OF SHIPPING COMPANIES .....	183