PREFACE

In today's world, the rapid development of digital technologies is driving fundamental changes in all spheres of society. Artificial intelligence, as one of the most powerful technologies of the 21st century, plays a key role in transforming the global environment, influencing not only scientific and technological progress but also economic stability, social security, and the information space. In light of current challenges related to military aggression, cybersecurity threats, the spread of fake news, and manipulative technologies, the issue of implementing artificial intelligence in the system of countering disinformation is gaining particular importance.

Under martial law, Ukraine is compelled to seek innovative solutions capable of ensuring not only effective defense on the front lines but also information resilience in the rear. In this context, the use of artificial intelligence technologies opens up new prospects. This involves not only technical tools for automating data processing or enhancing analytical capabilities, but also the creation of a comprehensive digital ecosystem that enables the detection, analysis, and neutralization of destructive information influences in real time.

The monograph "Innovative Approaches to the Use of Artificial Intelligence in Countering Disinformation: EU Experience and Prospects for Ukraine" aims to comprehensively explore both the theoretical and methodological foundations and practical tools for applying AI in the current conditions of digital transformation. The chapters presented in the volume examine the definition, historical development stages, and key areas of artificial intelligence application. The study analyzes the impact of digitalization on the socio-economic security of European countries and Ukraine, business

adaptation to martial law using AI, and provides a SWOT analysis of digitalization of small and medium-sized enterprises in Ukraine. It also considers the prospects of digital solutions in post-war economic recovery, improving the efficiency of big data processing, the impact of AI on the labor market, and the transformation of professional spheres during wartime.

Special attention is given to the European experience in combating disinformation and the potential for adapting these approaches within the Ukrainian information space. The monograph highlights the potential of artificial intelligence as a strategic resource for shaping a new information policy, building digital security, and fostering societal resilience to external threats.

The collective monograph offers theoretical and methodological generalizations, conclusions, and practical recommendations that will be useful for researchers, teachers, students of higher education institutions, PhD Students, doctoral students, practitioners, representatives of state authorities and local governments, business, university administrative staff, representatives of civil society, the public, and all interested parties.

The collective monograph is based on the results of research within the framework of the project of basic scientific research, applied scientific research, scientific and technical (experimental) developments on the topic No. 2/25 "Artificial intelligence as a tool to counter disinformation during the war and post-war economic recovery in Ukraine" (state registration number 0125U000996) (01.01.2025–31.12.2027).