

## Contents

### ECONOMY

#### **Bohdan Bondarenko**

THEORETICAL ASPECTS OF DIGITALIZATION  
AS A FACTOR IN FORMING THE COMPETITIVENESS  
OF ENTERPRISES ..... 1

#### **Kateryna Brenzovych, Iurii Brenzovych**

STRUCTURE, FACTORS AND DEVELOPMENT TRENDS  
OF THE GLOBAL MEDICAL TECHNOLOGY MARKET ..... 4

#### **Volodymyr Huzhva**

INVESTMENT NATURE OF DIGITAL TRANSFORMATION  
IN THE ACADEMIC SECTOR ..... 8

#### **Artem Yevlampieiev**

A COMPARATIVE ANALYSIS OF MODELS  
FOR THE USE OF DIGITAL TECHNOLOGIES  
IN SPECIAL INFORMATION OPERATIONS: FROM DATA-DRIVEN  
MANAGEMENT TO COGNITIVE DOMINANCE ..... 12

#### **Oksana Kylyn, Oleksandra Viter, Natalia Sveleba**

MACROECONOMIC SITUATION IN UKRAINE:  
ANALYSIS AND PROSPECTS ..... 17

#### **Olena Komchatnykh, Denys Serbeniuk**

THE WINWIN CONCEPT IN SHAPING ENTERPRISE  
INNOVATION STRATEGIES..... 22

#### **Arsen Kononchuk, Iryna Grinko**

GRANT FUNDING FOR INNOVATIVE INDUSTRY 4.0  
DEVELOPMENT BY THE EUROPEAN UNION ..... 26

#### **Olena Kostyunik, Anna Fedyna**

IMPLEMENTATION OF INNOVATIVE TECHNOLOGIES  
AND PRINCIPLES OF SUSTAINABLE DEVELOPMENT  
INTO THE ECONOMY OF UKRAINE ..... 30

#### **Yevhen Kotliarov, Igor Shulga**

WAY OF LOW-CARBON DEVELOPMENT  
FOR UKRAINE'S STEEL INDUSTRY ..... 34

#### **Halyna Kraievska**

INSTITUTIONAL LIMITATIONS TO THE DEVELOPMENT  
OF SOCIAL CAPITAL OF TERRITORIAL  
COMMUNITIES IN UKRAINE ..... 38

<b>Tetiana Pushkar</b> ECONOMIC RESILIENCE OF THE CONSTRUCTION SECTOR IN POST-CRISIS RECOVERY: SUSTAINABILITY-DRIVEN APPROACHES.....	42
<b>Ievgen Tishchenko</b> SUSTAINABILITY OF ECONOMIC DEVELOPMENT THROUGH AN ADAPTIVE STRUCTURAL APPROACH.....	46
<b>Volodymyr Khytrov</b> CONCEPTS OF BUSINESS DIGITAL TRANSFORMATION STRATEGIES IN THE CONTEXT OF INNOVATIVE CHANGE.....	50
<b>Yaroslav Shcherbak</b> THE IMPACT OF THE EUROPEAN GREEN DEAL ON THE STRATEGIC PRIORITIES OF INTERNATIONAL INVESTMENT IN THE UKRAINIAN ENERGY SECTOR.....	54

## **HOSPITALITY AND TOURISM**

<b>Antonina Zarubina, Yulia Silchenko, Natalia Maslova</b> DOMESTIC TOURISM IN THE CENTRAL UKRAINIAN REGION: CHALLENGES AND DEVELOPMENT OPPORTUNITIES (A CASE STUDY OF THE KIROVOHRAD REGION).....	58
<b>Artur Lupashko</b> METRICS FOR ASSESSING THE IMPACT OF ARTIFICIAL INTELLIGENCE ON HOTELS' SUSTAINABLE DEVELOPMENT.....	61
<b>Ihor Svoievolin</b> MONETIZATION OF CULTURAL CAPITAL IN TOURIST LOGISTICS SYSTEMS .....	65

## **SOCIAL WELFARE**

<b>Oksana Diakonenko</b> INNOVATIVE MECHANISM FOR STRENGTHENING SOCIAL COHESION: UKRAINIAN COMMUNITIES AS A SPHERE OF RESILIENCE OF QUALITY OF LIFE .....	70
--	----

## **ACCOUNTING AND TAXATION**

<b>Nadiia Antonenko</b> ACCOUNTING AND ANALYTICAL SUPPORT OF TRANSPORTATION OF DANGEROUS GOODS BY ROAD TRANSPORT.....	75
--	----

<b>Olha Vysochan</b> ACCOUNTING IN EXTRA-BUDGETARY NON-PROFIT ORGANIZATIONS WITHIN THE STRUCTURE OF THE SOCIO-CULTURAL PARADIGM OF WAR .....	79
<b>Iryna Karlova</b> ACCOUNTING AND ANALYTICAL SUPPORT OF SETTLEMENT WITH BUYERS AND CUSTOMERS IN THE CONDITIONS OF DIGITIZATION OF BUSINESS PROCESSES AT TRANSPORT ENTERPRISES.....	82
<b>Yevheniia Karpenko, Olena Koba, Sofiia Marynych</b> DIGITAL TRANSFORMATIONS AND THEIR IMPACT ON THE CONSTRUCTION OF AN ENTERPRISE'S ACCOUNTING SYSTEM.....	87
<b>Olha Starenka</b> ACCOUNTING ASPECTS OF THE ACTIVITIES OF ENTITIES OF THE UKRAINIAN STOCK MARKET .....	91
<b>Iryna Topalova, Anna Soroka</b> MODERN APPROACHES TO ACCOUNTING IN THE AGRICULTURAL SPHERE .....	95
<b>Natalia Khoteyeva</b> GREEN BONDS AS AN EFFECTIVE TOOL FOR FINANCING RENEWABLE ENERGY.....	100
<b>FINANCE, BANKING AND INSURANCE</b>	
<b>Ivan Zhyliuk</b> CONCEPTUAL MODEL OF THE FINANCIAL MECHANISM FOR RESTORING THE COMPETITIVENESS OF UKRAINE'S REGIONS .....	104
<b>Olena Maliy, Dzhemali Rionidze, Diana Starykova</b> ANALYSIS OF THE FINANCIAL STABILITY OF THE BANKING SYSTEM OF UKRAINE IN THE CRISIS CONDITIONS OF THE WAR PERIOD .....	109
<b>Volodymyr Mishchenko</b> MECHANISMS OF DIGITAL REGULATION OF THE FINANCIAL SECTOR .....	113

**MANAGEMENT**

**Kateryna Barkova**

CREATIVE COLLABORATION IN REMOTE TEAMS:  
TOOLS, RITUALS, AND BEHAVIORAL BARRIERS .....118

**Svitlana Bondarenko**

DIGITAL TRANSFORMATION AND GREEN LEADERSHIP  
OF FASHION INDUSTRY ENTERPRISES.....122

**Yuliia Grudtsyna**

DIGITAL COMMUNICATIONS IN MANAGEMENT:  
CHALLENGES AND OPPORTUNITIES  
FOR SUSTAINABLE DEVELOPMENT .....126

**Dmytro Palei**

CRISIS-READY SCALING OF HEALTHCARE ENTERPRISES:  
MANAGEMENT ARCHITECTURE AND DIGITAL LEVERS.....129

**Oleksandr Panasiuk**

THE ROLE OF INNOVATIVE TECHNOLOGIES  
IN THE TRANSFORMATION OF BUSINESS PROCESSES  
OF SMALL AND MEDIUM-SIZED ENTERPRISES IN THE  
CONDITIONS OF POST-WAR ECONOMIC RECONSTRUCTION .....134

**Yulia Polusmyak, Yuriy Myroshnyk**

PROBLEMS OF APPLICATION OF STRATEGIC  
MANAGEMENT IN COMPANIES IN CRISIS .....138

**Stanislav Rybak**

SOCIALLY RESPONSIBLE MANAGEMENT  
AS A COMPETITIVE ADVANTAGE.....142

**Oksana Stepanenko**

RESPONSIBLE ARTIFICIAL INTELLIGENCE:  
THE PATH FROM FUNDAMENTAL GOVERNANCE  
TO INNOVATION AND SCALING .....146

**Diana Shalkovska, Olena Hurman**

THE ROLE OF AN EFFECTIVE MARKETING STRUCTURE  
IN ENSURING THE SUSTAINABLE DEVELOPMENT  
OF THE ENTERPRISE .....150

**Nataliy Yurchenko, Danylo Bahorka**

MANAGEMENT OF STRATEGIC CHANGES  
IN AN AGRICULTURAL ENTERPRISE .....153

## **MARKETING**

**Ilona Babukh, Inna Martymish**

INNOVATIVE DETERMINANTS OF THE FORMATION  
OF A SUSTAINABLE DEVELOPMENT MODEL  
OF UKRAINE'S ECONOMY ..... 157

**Mariia Bahorka, Denys Vovk**

FORMATION OF A STRATEGY FOR DIGITAL  
TRANSFORMATION OF MARKETING ACTIVITIES  
OF MANUFACTURING ENTERPRISES..... 161

**Olena Vynogradova, Dmytro Hurinenko, Myhaylo Galushka**

SPECIFICS OF MARKETING MANAGEMENT  
OF BUSINESS ACTIVITIES OF SMALL BUSINESSES ..... 166

**Maryana Kohut**

INNOVATION-DRIVEN MARKETING AS A TOOL  
FOR STRENGTHENING ECONOMIC SECURITY  
IN THE CONTEXT OF SUSTAINABLE GLOBAL DEVELOPMENT ..... 170

**Taia Chernyshova**

GDPR AND PATENT LAW AS INSTITUTIONAL FRAMEWORKS  
FOR CREATING COMPETITIVE ADVANTAGES  
IN OPEN INNOVATION MARKETING STRATEGIES ..... 174

**Yevhen Shkurov**

TERRITORIAL REPUTATION AS AN INTANGIBLE  
INSTITUTIONAL RESOURCE FOR RESILIENT MARKETING ..... 178

## **INTERNATIONAL ECONOMIC RELATIONS**

**Dmytro Harapko**

COMPARATIVE ANALYSIS OF SOCIETY 5.0 IMPLEMENTATION  
STRATEGIES IN JAPAN AND THE EUROPEAN UNION..... 182

**Andrii Kazanishen**

INSTITUTIONAL TOOLS FOR SUPPORTING  
THE GLOBAL FOOD SYSTEM..... 186

**Mykola Muzychenko**

FEATURES OF LIQUEFIED NATURAL GAS SUPPLY  
DIVERSIFICATION TO INDIA UNDER CONTEMPORARY  
CONDITIONS ..... 190

**Kyrylo Oliinyk**

STRUCTURAL DYNAMICS OF DIGITAL INEQUALITY  
IN THE GLOBAL ECONOMY ..... 194

<b>Stefaniia Parubets</b>	
TRANSFORMATION OF UKRAINE'S INTEGRATION INTO THE EUROPEAN RESEARCH AND INNOVATION SPACE.....	199
<b>Iryna Tymkiv</b>	
THE DIGITAL STAGE OF DEVELOPMENT OF THE GLOBAL ECONOMIC SYSTEM: ESSENCE, IMPERATIVES, PROSPECTS AND RISKS .....	204
<b>Viktoriiia Tsvirova</b>	
MODELING BRAZIL'S DEFENSE EXPENDITURE AS A FUNCTION OF TRANSFORMATIONS IN THE INTERNATIONAL SECURITY ARCHITECTURE .....	208