## CONTENTS

Lev Kloba, Victor Kloba	
Implementation of Artificial Intelligence	
in Marketing Strategy of Financial Services	1
Ruslana Lisova	
Intelligent Technologies in Business:	
the Impact of Artificial Intelligence on Sustainable Development	8
Larysa Tiesheva, Olena Fridman, Marko Zelenskyi	
Administrative Management as a Mechanism for Risk Management	
of Enterprises' Green Transition and Brand Development	
in the Context of Circular Economy	18