

CONTENTS

CHAPTER «MANAGEMENT OF NATIONAL ECONOMY DEVELOPMENT»

Natalia Bobro

INNOVATIVE POTENTIAL OF DIGITAL UNIVERSITIES
IN THE DEVELOPMENT OF MODERN BUSINESS 1

Oleksandr Botsula, Olena Golovina, Ivanna Tkach

ECOLOGICAL AND ECONOMIC FRAMEWORK
FOR SUSTAINABLE LAND USE
IN THE CONTEXT OF EUROPEAN INTEGRATION
OF THE AGRICULTURAL SECTOR 16

Vasylyna-Mykhailyna Burek, Oksana Urikova, Yuliana Mysko

STRATEGICZNA ODBUDOWA UKRAINY
PO AGRESJI ZBROJNEJ ROSJI: FINANSOWANIE, INWESTYCJE,
DROGI DO STABILNOŚCI GOSPODARCZEJ.....38

Nataliia Dzhanzhgava

DIRECTIONS OF ENSURING BUSINESS EFFICIENCY
OF INTERNATIONAL COMPANIES
IN THE CONDITIONS OF UKRAINIAN REALITIES 58

Volodymyr Kantsir, Iryna Kantsir, Yaroslav Smolyn

CRIMINAL-LEGAL AND ECONOMIC-INSTITUTIONAL MECHANISMS
OF ENSURING ECONOMIC SECURITY
IN THE CONDITIONS OF GLOBAL INSTABILITY 87

Olena Kakhovska

HUMAN CAPITAL AS A STRATEGIC DRIVER
OF RETAIL ENTERPRISE DEVELOPMENT:
ETHICAL AND MANAGERIAL DIMENSIONS 104

Maksym Martyniuk

STATE SUPPORT FOR UKRAINE'S AGRICULTURAL SECTOR
IN THE CONTEXT OF EUROPEAN INTEGRATION
AND POST-WAR RECOVERY 132

Halyna Rachynska

DIGITAL INFRASTRUCTURE
FOR SMALL AND MEDIUM-SIZED BUSINESSES:
CHALLENGES AND WAYS FORWARD 162

Iryna Sevidova, Oleksii Susidenko

MECHANISMS FOR ENSURING THE ECONOMIC SECURITY
OF THE STATE IN THE FACE OF GLOBAL CHALLENGES..... 180

Yuliia Chaliuk

LABOUR MARKET TRANSFORMATION
IN THE CONTEXT OF THE DEVELOPMENT OF THE DIGITAL ECONOMY 199

CHAPTER «TERRITORIAL DEVELOPMENT: STRATEGIC CONTEXT»

Valentyna Antoniuk

DNIPROPETROVSK REGION – INDUSTRIAL CENTER OF UKRAINE:
PROBLEMS AND DEVELOPMENT STRATEGY DURING THE WAR 218

| | |
|--|-----|
| Alina Myroshnychenko DIGITALISATION AS A STRATEGY FOR TERRITORIAL DEVELOPMENT | 245 |
|--|-----|

CHAPTER «STRATEGIC BUSINESS MANAGEMENT PLANNING AND FORECASTING»

| | |
|---|-----|
| Valeriy Balan, Inna Tymchenko EXPERT SYSTEMS BASED ON FUZZY MODELING TECHNOLOGIES IN STRATEGIC MANAGEMENT OF ENTERPRISES | 272 |
|---|-----|

| | |
|---|-----|
| Liliia Bodenchuk INTEGRATION OF RISK MANAGEMENT INTO THE SYSTEM OF STRATEGIC BUSINESS MANAGEMENT | 293 |
|---|-----|

| | |
|---|-----|
| Kateryna Dumanska, Dmytro Shpak STRATEGY FOR ATTRACTING FOREIGN CAPITAL TO THE CREATION AND MANAGEMENT OF UKRAINIAN ENTERPRISES..... | 325 |
|---|-----|

| | |
|--|-----|
| Paulina Kolisnichenko FINANCIAL RISKS WHEN CONDUCTING FOREIGN ECONOMIC ACTIVITIES BY ENTERPRISES IN THE MARKETS OF EU COUNTRIES: CHALLENGES FOR THE ECONOMIC SECURITY MANAGEMENT SYSTEM | 343 |
|--|-----|

| | |
|---|-----|
| Veronika Komandrovskya TRANSFORMATION OF THE PARADIGM OF INNOVATION SUPPORT FOR SUSTAINABLE DEVELOPMENT OF ENTERPRISES IN THE CONDITIONS OF ECONOMY 5.0 | 365 |
|---|-----|

| | |
|---|-----|
| Oleksii Kryshan INTELLECTUAL SYSTEMS AS A TOOL FOR FORMULATING AND IMPLEMENTING BUSINESS STRATEGIES | 387 |
|---|-----|

| | |
|---|-----|
| Iryna Liganenko INNOVATIVE APPROACHES TO STRATEGIC PLANNING IN THE AGRICULTURAL SECTOR OF SOUTHERN UKRAINE | 411 |
|---|-----|

| | |
|--|-----|
| Khrystyna Mandzinovska THEORETICAL AND METHODOLOGICAL ASPECTS OF MANAGING THE ECONOMIC SECURITY OF PUBLISHING AND PRINTING ENTERPRISES | 437 |
|--|-----|

| | |
|---|-----|
| Iryna Prychepa STRATEGIC PRIORITIES OF INCREASING THE COMPETITIVENESS OF AN ENTERPRISE UNDER THE CONDITIONS OF TOTAL DIGITIZATION OF BUSINESS PROCESSES | 458 |
|---|-----|

| | |
|--|-----|
| Yuliia Savchenko CECHY ZARZĄDZANIA JAKOŚCIĄ USŁUG I ROZWOJU UKRAIŃSKIEGO RYNKU USŁUG MEDYCZNYCH W OPARCIU NA MARKETING | 485 |
|--|-----|

| | |
|--|-----|
| Oleksiy Stupnytskyi MODERN SALES MANAGEMENT OF COMPANIES: NEW TRENDS, FEATURES AND POSSIBILITIES..... | 510 |
|--|-----|

Svitlana Tymchuk

ECONOMIC EFFICIENCY OF MANAGEMENT

IN HOTEL AND RESTAURANT BUSINESSES

IN THE CONDITIONS OF MARKET COMPETITION538

Iryna Topalova

THEORETICAL BASIS

OF TAX PLANNING OF BUSINESS ENTITIES560