

## CONTENTS

### ECONOMICS

#### **Bohdan Bondarenko**

DIGITAL TRANSFORMATION OF STRATEGIC MANAGEMENT  
AS A FACTOR OF ENTERPRISE COMPETITIVENESS ..... 1

#### **Anton Vanin**

DIGITALIZATION OF IT COMPANIES AS POTENTIAL FOR HUMAN  
CAPITAL DEVELOPMENT IN THE DIGITAL ECONOMY ..... 4

#### **Anton Hrianyk**

PRICING STRATEGIES IN THE SOFTWARE PRODUCTS  
AND SERVICES SEGMENT OF THE MODERN INFORMATION  
AND COMMUNICATION TECHNOLOGIES MARKET ..... 8

#### **Mariana Dobrovna, Olena Shevchuk, Ihor Romanych**

STRUCTURAL SIMILARITIES AND DIFFERENCES OF EFFECTIVE  
SOCIAL MARKET ECONOMIES IN NORTHERN EUROPEAN  
COUNTRIES: THE CASE OF FINLAND AND THE NETHERLANDS ..... 11

#### **Olena Kovalchuk, Mihaella Lohoida-Kopyk, Ihor Romanych**

SOCIAL SYSTEM OF NEIGHBORING EU STATES: SIMILARITIES  
AND DIFFERENCES BETWEEN POLAND AND GERMANY ..... 15

#### **Oksana Kovtun**

CONTROL AND SAFETY OF DRINKING WATER  
IN UKRAINE DURING THE WAR ..... 19

#### **Olena Kostiunik**

INCLUSION AS A KEY PRINCIPLE OF MODERNIZATION  
OF THE SOCIAL SERVICES SYSTEM IN UKRAINE ..... 24

#### **Liudmyla Kot**

FORMATION OF A SOCIAL ENTREPRENEURSHIP ECOSYSTEM  
IN UKRAINE IN THE CONTEXT OF EUROPEAN INTEGRATION ..... 28

#### **Oleh Oleshko**

THE IMPACT OF “SMART” DIGITAL TECHNOLOGIES  
ON THE INNOVATIVE DEVELOPMENT OF ROAD TRANSPORT ..... 32

#### **Iaroslav Petrunenko**

FROM FORMALISM TO EFFECTIVENESS: TRANSFORMATION  
OF UKRAINE’S STATE REGULATORY POLICY IN THE CONTEXT  
OF EU STANDARDS ..... 36

<b>Kostiantyn Sazonov</b>	
MACROECONOMIC EFFECT OF ENERGY TRANSFORMATION IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT .....	41
<b>Oleksandr Sydorov</b>	
STRATEGIC INITIATIVES TO ENSURE OF INNOVATION AND INFORMATION TRANSFORMATIONS IN UKRAINE .....	45
<b>Andrii Sryberko</b>	
REVITALIZATION OF UKRAINE'S RESORT AND WELLNESS ECONOMY: LEVERAGING NATURAL HEALING ASSETS TO ESTABLISH ECONOMIC GROWTH POLES .....	48
<b>Olha Khaietska, Iliya Revuzhenko</b>	
GREEN ECONOMY AND DIGITAL INNOVATIONS AS THE FOUNDATION OF SUSTAINABLE ECONOMIC DEVELOPMENT .....	53
<b>Oleh Shulha</b>	
“GREEN” RECONSTRUCTION AND SUSTAINABLE ENERGY TRANSITION IN THE CONTEXT OF A STRATEGIC APPROACH TO FORMING URBAN RESILIENCE .....	57
<b>HOTEL AND RESTAURANT BUSINESS</b>	
<b>Oleksandr Monastyrskyi, Volodymyr Kovalyshyn</b>	
IMPACT OF SUSTAINABLE TOURISM ON THE SOCIO-ECONOMIC DEVELOPMENT OF REGIONS .....	62
<b>ACCOUNTING AND TAXATION</b>	
<b>Nataliia Golub</b>	
FEATURES AND CURRENT STATE OF ACCOUNTING IN UKRAINE .....	66
<b>Yuliia Popivniak</b>	
ARTIFICIAL INTELLIGENCE AGENTS IN THE ACCOUNTING OF AN ENTERPRISE.....	70
<b>FINANCE, BANKING AND INSURANCE</b>	
<b>Anatoliy Gutsul</b>	
ENVIRONMENTAL AND SOCIAL ASPECTS AS FACTORS INFLUENCING THE FORMATION OF PROFITS IN MODERN ENTERPRISES .....	73
<b>Yuliya Danylenko</b>	
EUROPEAN EXPERIENCE IN CROWDFUNDING LEGISLATIVE REGULATION.....	77

<b>Andrii Kech</b>	
STRENGTHENING THE INFLUENCE OF STATE REGULATION ON THE DEVELOPMENT OF FINANCIAL INNOVATIONS IN THE MANAGEMENT OF FINANCIAL ASSETS IN UKRAINE.....	81
<b>Valeriiia Kornivska</b>	
INSTITUTIONALIZATION OF DIGITAL FINANCE: EU EXPERIENCE FOR UKRAINE .....	84
<b>Victoria Mazur</b>	
ASSESSMENT OF THE VALUE OF AN ENTERPRISE'S EQUITY CAPITAL.....	87
<b>Maksym Naiko, Oleksandr Labenko</b>	
TAX INCENTIVES FOR AGRICULTURAL ENTERPRISES IN UKRAINE.....	90
 <b>MANAGEMENT</b>	
<b>Svitlana Bondarenko</b>	
TIME MANAGEMENT AS A TOOL FOR ENSURING THE COMPETITIVENESS OF FASHION INDUSTRY ENTERPRISES DURING WAR STATE .....	96
<b>Mykola Boiarkin, Mykola Boichenko</b>	
PROJECT APPROACH AS A TOOL FOR PREPARATION AND IMPLEMENTATION OF FOREIGN ECONOMIC OPERATIONS IN LOGISTICS AND TRANSPORT SYSTEMS .....	99
<b>Yana Derenska</b>	
ORGANIZATIONAL OPERATIONAL PROCESSES .....	103
<b>Olena Druhova, Aliyar Karimli</b>	
STRUCTURAL TRANSFORMATION OF THE ECONOMY AS AN ENVIRONMENT FOR THE FORMATION OF RESILIENT ENTERPRISE STRATEGIES .....	107
<b>Olena Druhova, Huseynli Shamil Rufat ogl</b>	
MODERN CONTROLLING TOOLS IN THE SYSTEM OF PROACTIVE ENTERPRISE MANAGEMENT .....	111
<b>Andriy Melnyk</b>	
BLOCKCHAIN TECHNOLOGY IN STRATEGIC PLANNING.....	116
<b>Valerii Mikulich</b>	
ECONOMIC PROBLEMS IN THE DEVELOPMENT OF HROMADAS IN UKRAINE DURING MARTIAL LAW .....	120

<b>Olena Pylypenko</b> INTEGRATING OF THE CONCEPT OF SOCIAL RESPONSIBILITY INTO THE OVERALL BUSINESS STRATEGY OF DOMESTIC ENTERPRISES .....	124
<b>Dmytro Prozhohin</b> CHARACTERISTICS OF CRISIS MANAGEMENT IN ENTERPRISES DURING WARTIME: ANALYZING MODERN APPROACHES AND THEIR ADAPTATION TO UKRAINIAN REALITIES .....	128
<b>Stanislav Rybak</b> CURRENT TRENDS IN THE DEVELOPMENT OF HUMAN RESOURCE MANAGEMENT IN AGRICULTURAL ENTERPRISES IN UKRAINE.....	132
<b>Natalia Tubaltseva, Dariia Babchenko, Valeriia Derhachova</b> MOTIVATION PROBLEMS IN INDUSTRIAL ENTERPRISES OF UKRAINE.....	137
<b>Oleh Khoroshko</b> NETWORK-BASED INNOVATION MANAGEMENT AS A TOOL FOR STRATEGIC ADAPTATION OF ENERGY SECTOR ENTERPRISES IN THE DIGITAL ERA .....	141
<b>MARKETING</b>	
<b>Denys Lytiuk</b> DIGITAL MARKETING MANAGEMENT TOOLS IN ENSURING THE COMPETITIVENESS OF ENTERPRISES .....	145
<b>ENTREPRENEURSHIP, TRADE AND EXCHANGE ACTIVITIES</b>	
<b>Maksym Klishch</b> CASCADING GOALS IN ENTERPRISES OF DIFFERENT FORMATS .....	149
<b>Viktor Konovalenko</b> THE ROLE OF ARTIFICIAL INTELLIGENCE IN INCREASING THE EFFICIENCY OF COMPANIES IN THE ECOMMERCE MARKET.....	154
<b>PUBLIC MANAGEMENT AND ADMINISTRATION</b>	
<b>Zoriana Hbur</b> THE ROLE OF DECENTRALIZATION IN REFORMING THE LOCAL SELF-GOVERNMENT SYSTEM OF UKRAINE .....	158

<b>Alina Liubyma, Andrii Panibratov</b>	
REGULATORY ASPECTS OF CYBERSECURITY IN UKRAINE AND THE EU IN THE CONTEXT OF DIGITALIZATION .....	163
<b>INTERNATIONAL ECONOMIC RELATIONS</b>	
<b>Karyna Anapriiuk</b>	
THE DEVELOPMENT POTENTIAL OF THE SPACE-BASED SOLAR POWER SECTOR IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT PRINCIPLES IMPLEMENTATION .....	167
<b>Vitaliy Zapukhlyak</b>	
THE PROBLEM OF HARMONIZING TECHNOLOGICAL PROGRESS WITH HUMAN DEVELOPMENT .....	174
<b>Illia Kotin</b>	
INTERREGIONAL COOPERATION AND THE IMPLEMENTATION OF RESILIENT APPROACHES IN URBAN DEVELOPMENT OF UKRAINE IN THE CONTEXT OF GLOBAL TRANSFORMATIONS .....	178
<b>Peter Krasnopyorov</b>	
EXPORT-ORIENTED ECONOMIC GROWTH IN THE PHILIPPINES .....	183
<b>Halyna Mykhaylyak</b>	
CHARACTERISTIC FEATURES OF AUTHORISED ECONOMIC OPERATOR PROGRAMS IN THE USA AND EU .....	187
<b>Kyrylo Oliinyk</b>	
DIGITAL TRANSFORMATION OF THE ECONOMY AND SOCIAL INEQUALITY: CHALLENGES FOR UKRAINE .....	191
<b>Ihor Posokhov</b>	
ANALYSIS OF COMPLIANCE OF UKRAINE AND EU COUNTRIES WITH THE MAASTRICHT STANDARD CRITERIA.....	195
<b>Volodymyr Shevchenko</b>	
GLOBAL ECONOMY: INSTABILITY AND DIFFERENTIATION .....	199