

## Contents

<b>Nadiia Antonenko</b> INTEGRATION POTENTIAL OF ERP SYSTEMS IN THE DEVELOPMENT OF MANAGEMENT SYSTEMS OF TRANSPORT ENTERPRISES .....	1
<b>Oleksandr Atamas</b> INNOVATIVE MECHANISMS FOR FORMING A MODERN STRATEGY FOR DEVELOPING THE INVESTMENT ATTRACTIVENESS OF THE NATIONAL ECONOMY IN THE CONDITIONS OF TRANSFORMATION AND DIGITALIZATION .....	5
<b>Tetiana Bilorus</b> ASSESSMENT OF THE RISKS OF EMPLOYEE LOSS IN THE CONTEXT OF CURRENT CHALLENGES FOR UKRAINE .....	8
<b>Ruslan Boiko</b> MODERN APPROACHES TO ORGANIZING INTERNAL CONTROL SYSTEMS IN DISTRIBUTION COMPANIES .....	13
<b>Oksana Buha</b> DIGITAL TRANSFORMATION AS A TOOL FOR BUSINESS RECOVERY .....	17
<b>Maryna Vysotska</b> DEVELOPMENT OF A COMPETITIVE ENVIRONMENT IN THE AIR TRANSPORT INDUSTRY OF UKRAINE IN THE CONTEXT OF POST-WAR RECONSTRUCTION AND INTERNATIONAL ECONOMIC INTEGRATION .....	20
<b>Valeriia Vovk</b> THE USE OF ARTIFICIAL INTELLIGENCE TECHNOLOGIES IN AGRICULTURE: WORLD EXPERIENCE AND PROSPECTS FOR IMPLEMENTATION IN UKRAINE .....	25
<b>Tetiana Gavrliko</b> ESG – TRANSFORMATION OF FINANCIAL ENTITIES AS AN INSEPARABLE CONDITION FOR MINIMISING THE RISKS OF THEIR OPERATIONS .....	30
<b>Serhii Haidenko</b> MANAGEMENT OF THE FINANCIAL RISK MODELING PROCESS AND DETECTION OF FRAUDULENT TRANSACTIONS USING DATA ANALYSIS .....	33

<b>Lesia Hariaha</b> THE APPLICATION OF BLOCKCHAIN TECHNOLOGY I IN THE FINANCIAL SECTOR .....	37
<b>Oksana Herasymenko</b> RESEARCH COMPETENCIES OF MANAGERS: ACTUALISATION IN THE CONTEXT OF SYSTEMIC TRANSFORMATIONS AND EDUCATIONAL TECHNOLOGIES FOR THEIR FORMATION.....	41
<b>Olga Gyrka</b> DECOMPOSITION OF FACTORS THAT SHAPE CONSUMER READINESS TO CHOOSE FISH PRODUCTS IN URBANIZED RETAIL CONDITIONS .....	45
<b>Iryna Horbas</b> FORMATION OF CREATIVE THINKING AMONG STUDENTS IN THE D3 «MANAGEMENT» MAJOR.....	49
<b>Nataliia Danik</b> MANAGEMENT OF INNOVATIVE FINANCIAL INSTRUMENTS IN THE CONTEXT OF ECONOMIC TRANSFORMATIONS .....	52
<b>Olha Dimoglova</b> TRANSFORMATION OF DANUBE PORT INFRASTRUCTURE UNDER CONDITIONS OF MILITARY CHALLENGES .....	55
<b>Halyna Dolha</b> STRATEGY FOR FORMING A REVENUE MANAGEMENT SYSTEM IN CRISIS CONDITIONS .....	58
<b>Lydmyla Drymanova</b> THE ESSENCE OF ENVIRONMENTAL PROTECTION COSTS AND THE PECULIARITIES OF THEIR ACCOUNTING IN FORESTRY .....	62
<b>Lidiya Dyachenko</b> RESEARCH OF CONSUMER BEHAVIOR IN THE MARKET OF GOODS AND SERVICES UNDER THE INFLUENCE OF THE USE OF «NEUROMARKETING» METHODS .....	66
<b>Oksana Zhylinska</b> FROM A KNOWLEDGE-ORIENTED TO A PERSONAL-ORIENTED CONCEPT: PARADIGMAL SHIFTS IN THE SPHERE OF EDUCATION .....	70
<b>Roman Zakharchyn</b> SYNERGY OF SOCIO-ECONOMIC APPROACHES OF EDUCATIONAL AND MARKETING TECHNOLOGIES IN TRAINING SPECIALISTS IN ECONOMICS AND MANAGEMENT .....	74

<b>Viktorija Zelich</b>	
PR-TECHNOLOGIES AS A TOOL FOR STRATEGIC BUSINESS DEVELOPMENT .....	79
<b>Oksana Kamianetska</b>	
MODERN TRENDS IN INTERNATIONAL PUBLIC PROCUREMENT .....	85
<b>Yuliia Klius</b>	
DIRECTIONS FOR IMPROVING THE ACCOUNTING OF INNOVATIVE ACTIVITIES OF ENTERPRISES IN THE CONTEXT OF ENSURING THEIR ECONOMIC SUSTAINABILITY .....	88
<b>Olena Krasnyak</b>	
INTERNATIONAL TRADE OF UKRAINE IN THE CONDITIONS OF THE MODERN BUSINESS ENVIRONMENT .....	92
<b>Olena Lavrova-Manzenko</b>	
CORPORATE TAX MANAGEMENT AS A TOOL FOR OPTIMIZING THE FINANCIAL RESOURCES OF AN ENTERPRISE .....	96
<b>Mykhailo Lepkiy</b>	
INNOVATIVE TECHNOLOGIES AS A FACTOR FOR IMPROVING THE QUALITY OF SERVICE IN THE HOTEL AND RESTAURANT BUSINESS .....	100
<b>Andriy Lyndyuk</b>	
DIGITAL PLATFORMS AS A TOOL FOR DEVELOPING COMPETENCIES IN PLACE BRANDING .....	103
<b>Inna Lintur</b>	
APPLICATION OF ECONOMETRICS IN ECONOMIC LOGISTICS OF CROSS-BORDER BUSINESS .....	107
<b>Victoria Mazur</b>	
FEATURES OF THE CONSTRUCTION INDUSTRY IN THE CONTEXT OF CAPITAL STRUCTURE MANAGEMENT OF CONSTRUCTION COMPANIES.....	111
<b>Viktoriia Makarovykh</b>	
ORGANISATION OF ACCOUNTING IN BANKING ACTIVITIES IN THE CONTEXT OF IMPLEMENTING INNOVATIVE INFORMATION TECHNOLOGIES .....	115
<b>Sergiy Maksymov</b>	
MECHANISM OF ADAPTIVE STRATEGIC PLANNING FOR TRANSPORT ENTERPRISES IN A DYNAMIC ENVIRONMENT .....	119

<b>Andriy Maksymuk</b> OPTIMIZATION OF THE COMMODITY AND GEOGRAPHICAL STRUCTURE OF UKRAINE’S FOREIGN TRADE WITH ASIAN COUNTRIES .....	122
<b>Tetiana Melnyk</b> METHODOLOGICAL PRINCIPLES FOR FORMING PURCHASING CATEGORY STRATEGIES OF ENTERPRISES .....	127
<b>Mirzoiev Dzhavid Shirzad oglu</b> INNOVATIVE EDUCATIONAL TECHNOLOGIES IN MARKETING TRAINING: ADAPTING EUROPEAN EXPERIENCE IN UKRAINIAN UNIVERSITIES .....	131
<b>Mykola Miroshnychenko</b> THEORETICAL AND METHODOLOGICAL FEATURES OF THE FORMATION OF A MODERN PROCESS-ORIENTED ECONOMIC SECURITY MANAGEMENT SYSTEM: EPISTEMOLOGICAL PARADIGMS .....	135
<b>Kateryna Molchanova</b> RISKS OF USING DIGITAL TOOLS IN SUPPLY CHAIN MANAGEMENT .....	139
<b>Oleksandr Nesterov</b> INNOVATIVE METHODS OF TRAINING SIGNAL OFFICERS: COMBINING THEORY, PRACTICE AND COMBAT EXPERIENCE.....	142
<b>Andriy Nesterovych</b> TRANSFORMATION OF CONSUMER BEHAVIOR IN THE DIGITAL ECONOMY: CHALLENGES FOR MARKETERS .....	147
<b>Yuliia Nesterchuk</b> MODELLING OF AGRO-INDUSTRIAL SYSTEMS TAKING INTO ACCOUNT THE ENVIRONMENTAL COMPONENT .....	151
<b>Iryna Netreba</b> PROJECT-ORIENTED TECHNOLOGIES AS A TOOL FOR FORMING RESEARCH COMPETENCIES OF FUTURE MANAGERS.....	154
<b>Vladyslav Obniavko</b> QUALITY OF HIGHER EDUCATION AS A FACTOR OF HUMAN CAPITAL GROWTH AND ECONOMIC DEVELOPMENT OF UKRAINE: THE ROLE OF ESG STANDARDS IMPLEMENTATION .....	158

<b>Tetiana Ovcharenko</b> DIGITAL TECHNOLOGIES IN THE BANKING SECTOR: A EUROPEAN APPROACH IN THE CONTEXT OF HUMAN RESOURCE MANAGEMENT.....	162
<b>Hanna Omelchak</b> OPTIMIZATION OF COMMUNICATION PROCESSES IN PROVIDING INCLUSIVE SERVICE IN REHABILITATION TOURISM.....	167
<b>Bohdana Opria</b> INNOVATIVE EDUCATION AS A FACTOR IN FORMING A COMPETITIVE SPECIALIST IN THE TOURISM INDUSTRY.....	170
<b>Sergii Pianov</b> INNOVATIVE EDUCATIONAL TECHNOLOGIES IN THE TRAINING OF SPECIALISTS IN CORPORATE GOVERNANCE AND INVESTMENT ACTIVITIES: EUROPEAN EXPERIENCE AND THE UKRAINIAN PERSPECTIVE.....	174
<b>Alona Poltoratska</b> EUROPEAN PRACTICES OF IMPLEMENTING INNOVATIVE EDUCATIONAL TECHNOLOGIES INTO PROFESSIONAL TRAINING OF MANAGERS.....	177
<b>Ihor Posokhov</b> CURRENT STATUS AND RECOMMENDATIONS FOR FURTHER DEVELOPMENT OF NON-TARIFF REGULATION OF FOREIGN ECONOMIC ACTIVITY.....	181
<b>Andrii Samoilenko</b> ACHIEVING THE EFFICIENCY OF AGRIBUSINESS ENTERPRISES UNDER THE INFLUENCE OF GLOBAL CLIMATE CHANGES AND THE FACTOR OF PRODUCTION MARKET.....	184
<b>Oleksandr Serhiienko, Iryna Hanzhala</b> MARKETING DURING WARTIME: BUSINESS ADAPTATION TO CRISIS CONDITIONS.....	188
<b>Iryna Solovei</b> SOCIO-ECONOMIC ANALYSIS OF THE STATE AND PROSPECTS OF THE TOURISM INDUSTRY IN UKRAINE UNDER MARTIAL LAW.....	192
<b>Serhiy Soloviy</b> INVESTMENT AND INNOVATION ACTIVITIES OF TOURISM AND HOSPITALITY ENTERPRISES.....	195

<b>Ihor Tarlopov</b> TRENDS IN THE DEVELOPMENT OF TEACHERS' DIGITAL COMPETENCES IN THE MODERN EDUCATION SYSTEM .....	199
<b>Larysa Turova</b> TRANSFORMATION OF THE BANKING SYSTEM OF UKRAINE UNDER MARTIAL LAW.....	203
<b>Nadiia Fisunenko</b> RATING INDICATORS OF DIGITAL TRANSFORMATION IN THE STRATEGIC ANALYSIS OF UKRAINE'S ECONOMIC DEVELOPMENT .....	205
<b>Olha Khaietska</b> INNOVATION AND INVESTMENT PRIORITIES FOR THE DEVELOPMENT OF UKRAINE'S AGRICULTURAL SECTOR .....	210
<b>Olha Khytrova</b> EUROPEAN EXPERIENCE IN THE USE OF EDTECH IN THE PROFESSIONAL TRAINING OF ECONOMICS AND MANAGEMENT SPECIALISTS.....	214
<b>Valentyna Yasyshena</b> CONTINUOUS PROFESSIONAL DEVELOPMENT OF EDUCATORS: CHALLENGES AND PERSPECTIVES .....	218