



MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
NATIONAL ACADEMY OF PEDAGOGICAL SCIENCES OF UKRAINE  
KYIV NATIONAL UNIVERSITY OF TECHNOLOGY AND DESIGN  
STATE RESEARCH INSTITUTE "ACADEMY OF FINANCIAL MANAGEMENT"  
MINGACHEVIR STATE UNIVERSITY (REPUBLIC OF AZERBAIJAN)  
UNIVERSITY OF BUSINESS (WYŻSZA SZKOŁA BIZNESU W DĄBROWIE GÓRNICZEJ) (REPUBLIC OF POLAND)  
INTERNATIONAL ACADEMY OF APPLIED SCIENCES (LOMZA, REPUBLIC OF POLAND)  
GEORGIAN NATIONAL UNIVERSITY SEU (GEORGIA)  
UNIVERSITY OF FOGGIA (ITALY)  
RISEBA UNIVERSITY OF APPLIED SCIENCES (REPUBLIC OF LATVIA)  
INSTITUTE OF TECHNOLOGY AND BUSINESS IN ČESKÉ BUDĚJOVICE (CZECH REPUBLIC)  
ESTONIAN UNIVERSITY OF APPLIED SCIENCES OF ENTREPRENEURSHIP



# PROGRAM

of the V International scientific and practical  
Internet conference

"IMPERATIVES OF ECONOMIC GROWTH  
IN THE CONTEXT OF REALIZATION  
GLOBAL SUSTAINABLE DEVELOPMENT GOALS"

April 23, 2024

*As part of the implementation of the grant project  
ERASMUS-EDU-2021-VIRT-EXCH  
«International network of virtual*

## SCIENTIFIC COMMITTEE

### CHAIRMAN

**Ivan GRYSHCENKO** - Doctor of Science in Economics,  
Professor, Academician of the National Academy of  
Pedagogical Sciences of Ukraine, Rector of the Kyiv  
National University of Technologies and Design,  
Ukraine.

### DEPUTY CHAIRMEN OF THE SCIENTIFIC COMMITTEE:

**Liudmyla HANUSHCHAK-YEFIMENKO** - Doctor of Economics, Professor,  
Vice-Rector for Research and Innovation, Kyiv National University of Technologies and  
Design, Ukraine;

**Oleksandra OLSHANSKAYA** - Doctor of Economics, Professor, Dean of the  
Faculty of Management and Business Design, Kyiv National University of Technologies  
and Design, Ukraine.

### MEMBERS OF THE SCIENTIFIC COMMITTEE:

**Tetyana YEFIMENKO** - Doctor of Economics, Professor, Academician of the  
National Academy of Sciences of Ukraine, President of the Academy of Financial  
Management, Ukraine;

**Shahin Vahif oglu BAYRAMOV** , Rector of Mingachevir State University,  
Republic of Azerbaijan;

**Rafał REBILAS** - Vice-Rector for International Cooperation at the University of  
Business (Wyższa Szkoła Biznesu w Dąbrowie Górniczej), Republic of Poland

**Ireneusz ŻUCHOWSKI** - Doctor of Engineering, Vice-Rector for Development,  
Promotion and EU Funds at the International Academy of Applied Sciences in Lomza,  
Poland;

**Georgy GAVTADZE** - Vice-Rector for Academic Affairs, Georgian National  
University SEU; Doctor of Economics, Professor, Akakia Tsereteli State University,  
Georgia;

**Valters KAZE** - Vice-Rector for Research and Development, RISEBA University  
of Applied Sciences, Latvia;

**Marek VOCHOZKA** - MBA, PhD (Economics), Rector of the Institute of  
Technology and Business in České Budějovice, České Budějovice, Czech Republic.

**Olga PROKOPENKO** - Doctor of Economics, Professor, Researcher at the  
University of Mainor, Estonia;

**Pierpaolo MAGLIOCCA** - PhD in Management, Professor at the Department of  
Management, University of Foggia, Italy.

# CONFERENCE AGENDA

**April 23, 2024**

09.00 - 10.00 - registration of conference participants

10.00 - 12.00 - grand opening of the conference and plenary session

12.30 - 14.00 - poster session and coffee break

14.00 - 16.00 - work of the conference platforms, summarizing the results

**Working languages of the conference:** Ukrainian, English

***Platform 1:** Best European practices of virtual learning in business education and their dissemination in the educational space of Ukraine in the context of the ERASMUS+ VEHUB4YOU project*

***Platform 2.** SMART specialization of regions and bioeconomy for sustainable development at the national and international levels*

***Platform 3.** Entrepreneurial education as a means of achieving sustainable development goals and a tool for the formation of organizational and entrepreneurial capital in Ukraine*

***Platform 4.** Management 4.0: educational technologies for the digital age*

***Platform 5.** Financial stability in the digital age: European approaches and peculiarities of their implementation in Ukraine*

***Platform 6.** Marketing in the context of digital technologies development*

## **DETAILED PROGRAM OF THE CONFERENCE**

*April 23, 2024*

### **THE GRAND OPENING OF THE CONFERENCE**



**Ivan GRYSHCHENKO,**

Rector of the Kyiv National University of Technologies and Design Doctor of Science in Economics, Professor, Academician of the National Academy of Pedagogical Sciences of Ukraine

### **PLENARY SESSION**

**INFORMATION ABOUT OF THE GRANT PROJECT  
ERASMUS-EDU-2021-VIRT-EXCH «INTERNATIONAL NETWORK  
OF VIRTUAL YOUTH BUSINESS HUBS» VEHUB4YOU  
from Kyiv National University of Technologies and Design**



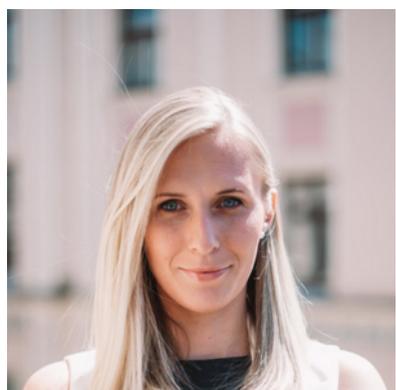
**Oleksandra OLSHANSKA,**

Project manager of VEHUB4YOU from KNUTD, Dean of the Faculty of Management and Business Design, Doctor of Science in Economics, Professor

**SPEECHES OF PARTNERS  
OF THE GRANT PROJECT ERASMUS-EDU-2021-VIRT-EXCH  
«INTERNATIONAL NETWORK OF VIRTUAL YOUTH BUSINESS  
HUBS» VEHUB4YOU**



**Pierpaolo MAGLIOCCA,**  
PhD in Management, Professor at the  
Department of Management,  
University of Foggia, Italy



**Zane Rashevskā,**  
PhD, Head of the Center for Lifelong  
Learning at RISEBA University, Riga,  
Latvia



**Shahin Vahif oglu BAYRAMOV,**  
Rector of Mingachevir State  
University, Republic of Azerbaijan

**SPEECHES BY HONORED GUESTS OF THE  
CONFERENCE:**



**Mykhailo NEPRAN**

First Vice President of the First Vice President of the Ukrainian Chamber of Commerce and Industry, Honored Economist of Ukraine



**Yuriy KABAКOV**

Director of the Personnel Certification Body of the Ukrainian Quality Association, PhD in Engineering



**Tetiana CHERPAK,**

Deputy Head of the Internal Policy and Public Relations Division of the Department of Public Communications of the executive body of the Kyiv City Council (Kyiv City State Administration)



**Ireneusz ŻUCHOWSKI,**  
Vice-Rector for Development,  
Promotion and EU funds of the  
International Academy of Applied  
Sciences in Lomza, Doctor of  
Engineering, Lomza, Poland



**Georgy GAVTADZE,**  
Vice-Rector for Academic Affairs,  
Georgian National University SEU;  
Doctor of Economics, Professor,  
Akakia Tsereteli State University,  
Georgia



**Oleh SHVYDANENKO,**  
Director of the Institute of Global  
Economic Policy, Vadym Hetman Kyiv  
National Economic University, Doctor  
of Economics, Professor



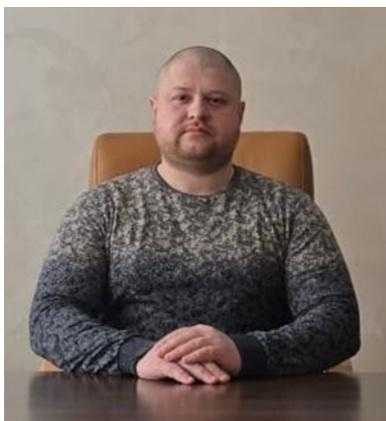
**Vladyslav BUDIAKOV**

Head of the Department for State  
Regulation of Turnover in the Virtual  
Asset Market  
of the National Securities and Stock  
Market Commission,  
PhD in Economics



**Yuriy BUGRYM**

JSC "Sens Bank"  
Head of medium-sized business



**Viktor GRENYUK**

General Director  
STATE ENTERPRISE "ZHYTOMYR  
DISTILLERY"



**Yevhen OVCHARENKO**

Professor of the Department of Public  
Administration, Management and  
Marketing  
Volodymyr Dahl East Ukrainian  
National University



# WORK OF THE CONFERENCE PLATFORMS

14.00 – 16.00

## BEST EUROPEAN PRACTICES OF VIRTUAL LEARNING IN BUSINESS EDUCATION AND THEIR DISSEMINATION IN THE EDUCATIONAL SPACE OF UKRAINE IN THE CONTEXT OF THE ERASMUS+ VEHUB4YOU PROJECT

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### Platform 1

*Moderator*



**Oleksandra OLSHANSKA,**

Project manager of VEHUB4YOU from KNUTD, Dean of the Faculty of Management and Business Design, Doctor of Science in Economics, Professor

*Secretary*



**Polina PUZYROVA,**

Doctor of Science in Economics, Associate Professor, Associate Professor of the Department of Smart Economics, KNUTD

**Gagliardi A. R., Magliocca P., Canestrino R.**

ENHANCING VIRTUAL EDUCATION THROUGH HUMAN-MACHINE INTERACTION: LESSONS FROM VEHUB4YOU

**Ahmadli T.**

TRENDS IN BUSINESS STUDIES: THE IMPACT OF AI AND METAVERSE APPLICATIONS

**Rasulov Z.Y., Ahmadova S.**

POSSIBILITIES OF USING EDUCATIONAL TECHNOLOGIES WITHIN THE CONCEPT OF MANAGEMENT 4.0

**Hanushchak-Yefimenko L., Puzyrova P.** EUROPEAN PRACTICES OF VIRTUAL LEARNING IN BUSINESS EDUCATION AND THEIR IMPLEMENTATION IN THE EDUCATIONAL SPACE OF UKRAINE

**Olshanskaya O.** EUROPEAN EXPERIENCE OF VIRTUAL EXCHANGE AND LEARNING WITHIN THE ERASMUS+ VEHUB4YOU PROJECT

**Puzyrova P. V., Vlasiuk T. M.**

VIRTUAL EDUCATION: PROSPECTS AND CHALLENGES IN TODAY'S CONDITIONS

**Olshanskaya O. V., Shatska Z. Y.**

IMPLEMENTATION OF FOREIGN PRACTICES OF VIRTUAL LEARNING IN DOMESTIC UNIVERSITIES

**Belyalov T. E.**

DOMESTIC ENTREPRENEURSHIP IN THE CONDITIONS OF WAR: PROBLEMS AND PROSPECTS OF DEVELOPMENT

**Hnatenko I. A., Yanechko S. V.**

FINANCIAL SUPPORT OF INNOVATIVE INFRASTRUCTURE ELEMENTS IN THE SYSTEM OF KNOWLEDGE ECONOMY

**Tsalko T. R.**

THE USE OF ARTIFICIAL INTELLIGENCE IN THE PROJECT MANAGEMENT SYSTEM

**Budiakova O., Konchenko D.**

EUROPEAN PRACTICES OF BUSINESS EDUCATION OF THE ERASMUS+ VEHUB4YOU PROJECT IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT GOALS

**Bebko S.**

THE IMPORTANCE OF THE RECOGNITION PROCEDURE FOR JOINING THE EUROPEAN HIGHER EDUCATION AREA

**Vartanova O. V., Vartanov S. O.**

COMPETENCE-BASED APPROACH TO THE IMPLEMENTATION OF VIRTUAL INTERNATIONAL EDUCATIONAL EXCHANGES

**Hnatenko I. A., Puzyrov S. O.**

EUROPEAN PRACTICES OF INNOVATIVE LEARNING IN BUSINESS EDUCATION

**Tsalko T. R., Nevmerzhytska S. M.**

THE USE OF VIRTUAL TECHNOLOGIES FOR JOB SEARCH

**Budyakova O.Y.**

SUSTAINABLE DEVELOPMENT OF HIGHER EDUCATION IN UKRAINE IN THE CONTEXT OF THE ERASMUS+ VEHUB4YOU PROJECT

**Mudryi M. S.**

EDUCATIONAL COMPONENT OF INTEGRATION PROGRAMS INTO THE EU INNOVATION ECOSYSTEM THROUGH CROSS-CLUSTER PARTNERSHIP

**SMART SPECIALIZATION OF REGIONS AND BIOECONOMY FOR SUSTAINABLE DEVELOPMENT AT THE NATIONAL AND INTERNATIONAL LEVELS**

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**Platform 2**

*Moderator*



**Anna OLESHKO,**

Doctor of Science in Economics, Professor, Head of the Department of Smart Economy, KNUTD

*Secretary*



**Olena BUDIAKOVA,**

PhD, Associate Professor of the Department of Smart Economics, KNUTD

**Oleshko A. A.**

FORMATION OF EUROPEAN SKILLS IN BIOECONOMY IN HIGHER EDUCATION STUDENTS

**Petrivskyi O. O.**

## ECONOMIC BENEFITS OF BNPL LOANS

**Simonov D. S.**

SMART AND SUSTAINABLE DEVELOPMENT OF ENTREPRENEURSHIP

**Shatska Z. Ya.**

PROSPECTS OF TRANSITION TO SMART SPECIALIZATION IN THE AGRO-INDUSTRIAL SECTOR OF UKRAINE

**Puzyrova P. V., Vlasiuk T. M.**

INNOVATIVE APPROACHES TO SMART PROJECT MANAGEMENT IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

**Irnazarov D.T., Kirichenko V.O.**

ARCHITECTONICS OF ARTIFICIAL INTELLIGENCE IMPLEMENTATION AT ENTERPRISES

**Medvid G.S.**

INNOVATIVE TOOLS FOR TRANSFORMATION OF REGIONAL POLICY AND SUSTAINABLE DEVELOPMENT

**Shatska Z.Y., Perkov S.O.**

ACTIVATION OF POST-WAR INDUSTRIAL RECOVERY ON THE BASIS OF SMART SPECIALIZATION

**Sadovskyi Ye. P., Volodchenkov O. P.**

MOTIVATIONAL MECHANISMS FOR THE DEVELOPMENT OF INNOVATIVE CLUSTERS OF THE IT SPHERE IN THE CONTEXT OF DIGITALIZATION

**Shvets P. A.**

SMART SPECIALIZATION OF UKRAINIAN REGIONS: INSTITUTIONAL AND FUNCTIONAL ISSUES

**Shatska Z., Zhyvko O., Zaitsev M.**

IMPERATIVES OF INNOVATIVE DEVELOPMENT OF ENTREPRENEURSHIP IN THE SMART ECONOMY

**Shatska Z. Y., Teslenko A. V.**

IMPLEMENTATION OF SMART SPECIALIZATION IN THE ACTIVITIES OF SERVICE ENTERPRISES

**Chernayenko D. V.**

THE LATEST TECHNOLOGIES OF SMART CITIES IN THE WORLD PRACTICE

**Sinita S. V., Sviridov A. O.**

KEY STRATEGIES FOR INNOVATIVE DEVELOPMENT OF BUSINESS PROCESSES OF IT ENTERPRISES

**Budiakova O.**

BIOECONOMY FOR SUSTAINABLE DEVELOPMENT AT THE NATIONAL LEVEL

**Shatska Z., Potekhina M.**

MANAGEMENT OF ENTERPRISE COMPETITIVENESS IN THE CONDITIONS OF SMART ECONOMY

**Pokalchuk O. K., Zhuravlev D. V.**

FORMATION OF INNOVATIVE STRATEGIES FOR THE DEVELOPMENT OF INSURANCE COMPANIES TAKING INTO ACCOUNT THE SPECIFICS OF THE POST-WAR PERIOD

**Sattarov M.G., Levchenko V.V., Khoroshko D.R.**

STRATEGIC TOOLS FOR INNOVATIVE DEVELOPMENT OF INTEGRATED BUSINESS STRUCTURES IN THE CONTEXT OF DIGITALIZATION

**Lisnyak S. I., Khalilyaeva O. V.**

INVESTMENT POTENTIAL OF SUSTAINABLE DEVELOPMENT IN THE  
CONTEXT OF SMART ECONOMY

**Rogalchuk D.V., Melnyk L.S.**

SMART SPECIALIZATIONS IN THE LVIV REGION

**Stutnyi O. S.**

DEVELOPMENT OF LOGISTICS IN THE CONTEXT OF INTEGRATION  
PROCESSES

**Bebko S.**

THE CHALLENGES OF BIOGAS PRODUCTION IN THE CONTEXT OF  
POST-WAR RECOVERY OF UKRAINE

**Borisova O. V., Panibratchenko Y. A.**

SMART TOURISM AS AN INNOVATION IN THE TOURISM MARKET OF  
UKRAINE

**Shatska Z.Y., Kohut A.L.**

DIRECTIONS OF ACTIVATION OF INNOVATIVE RENEWAL OF INDUSTRY  
ON THE BASIS OF SMART SPECIALIZATION

**Semenov K.S., Odynets R.V.**

ENTERPRISE SECURITY MANAGEMENT USING SMART SYSTEMS

**Morgulets O.B., Medved I.O.**

SUSTAINABLE DEVELOPMENT OF THE HOTEL AND RESTAURANT  
BUSINESS IN UKRAINE THROUGH THE PRISM OF WAR

**Drenin P. S., Alimov R. Z.**

SMART SPECIALIZATION IN FOREIGN ECONOMIC ACTIVITY AS A  
STRATEGIC DIRECTION OF SUSTAINABLE DEVELOPMENT

**Khaliliaieva O. V., Meheria A. I., Puzyrev S. O.**

COMPETITIVENESS OF ENTERPRISES AS A DRIVER OF SUSTAINABLE  
DEVELOPMENT OF SMART ECONOMY

**Shatska Z.Y., Viner E.I.**

SMART ECONOMY AS A DRIVER OF DEVELOPMENT OF DOMESTIC  
ENTERPRISES

**Puzyrov S.O.**

ANTI-CRISIS MANAGEMENT OF ENTERPRISES ON THE BASIS OF SMART  
STRATEGIES

**Zaritska N. M., Burmetskyi V. V., Bubko V. G.**

FORMATION OF INTERNATIONAL SMART STRATEGIES OF TNCs IN THE  
CONTEXT OF GLOBALIZATION

**Budiakova O., Saratov O.**

BIOECONOMY FOR SUSTAINABLE AND INCLUSIVE DEVELOPMENT AT  
THE INTERNATIONAL LEVEL

**Petrukha N. M., Petrukha S. V.**

VETERAN BUSINESS: PARADIGMATIC SHIFTS IN RURAL ECONOMY  
AND MANAGEMENT TECHNOLOGIES

**Morgulets O. B., Pylypenko T. V.**

MARKETING STRATEGIES FOR PROMOTION OF POLTAVA TOURIST  
REGION IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT

**Bakai V.Y.**

SMART-SPECIALIZATION OF THE REGION AS A TOOL FOR INNOVATIVE  
DEVELOPMENT

**Shatska Z., Klimenko A.**

INVESTMENT ACTIVITY OF ENTERPRISES IN THE CONDITIONS OF  
SMART ECONOMY

**Sidorenko S.G.**

INNOVATION ACTIVITY AS A BASIS FOR SUSTAINABLE DEVELOPMENT  
OF ENTERPRISE INTELLECTUAL CAPITAL

**ENTREPRENEURIAL EDUCATION AS A MEANS OF  
ACHIEVING SUSTAINABLE DEVELOPMENT GOALS AND A  
TOOL FOR THE FORMATION OF ORGANIZATIONAL AND  
ENTREPRENEURIAL CAPITAL IN UKRAINE**

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**Platform 3**

**Moderator**



**Taliat BELYALOV,**

Doctor of Science in Economics, Professor, Head of Department of  
Entrepreneurship and Business, KNUTD

**Secretary**



**Mariana SHKODA,**

Doctor of Science in Economics, Associate Professor of the  
Department of Entrepreneurship and Business, KNUTD

**Belyalov T.E., Lyumanov A.S.**

INSTRUMENTS OF STATE SUPPORT OF SMALL BUSINESS IN THE  
CONDITIONS OF WAR

**Krahmalova N.A., Demchenko R.V., Slonopas V.V.**

ADAPTATION MECHANISM OF FORMATION OF ENTREPRENEURIAL  
POTENTIAL OF INTEGRATED BUSINESS STRUCTURES

**Myaglykh I. M., Hnatenko I. A., Khukhra O. I.**

FOREIGN EXPERIENCE OF STATE SUPPORT OF INNOVATIVE  
ENTERPRISES

**Shkoda M. S., Molchanov T. V.**

TRENDS IN THE DEVELOPMENT OF BUSINESS ENTITIES IN TODAY'S  
CONDITIONS

**Ladonko L. S.**

SOCIO-CULTURAL TRANSFORMATIONS OF THE EDUCATIONAL  
ENVIRONMENT

**Gorodianska L. V.**

KEY FACTORS OF TOURISM BUSINESS REPRODUCTION IN UKRAINE

**Belyalov T. E., Ashirov E. S.**

INDICATORS OF INNOVATION IN THE ACTIVITIES OF  
ENTREPRENEURIAL UNIVERSITIES

**Chernysh M.**

PROSPECTS FOR THE INNOVATIVE DEVELOPMENT OF UKRAINE  
THROUGH THE IMPLEMENTATION OF SMART SPECIALIZATION OF  
REGIONS AND CLUSTER MOVEMENT

**Grigorevska O. O., Klochkov R. Yu.**

ORGANIZATION OF THE WORK OF THE SECURITY SERVICE OF HOTEL  
ENTERPRISES

**Iacentiuk R.**

REALIZATION OF INNOVATION AND INVESTMENT POTENTIAL  
BUSINESS DEVELOPMENT: GLOBAL TRENDS

**Belyalov T.E., Girnyk Y.S.**

PECULIARITIES OF FORMATION OF STARTUP FINANCING MECHANISM

**Shcherbakov V.**

INTEGRATIVE INTERACTION AS THE MAIN PREREQUISITE FOR  
CREATION BUSINESS ALLIANCES

**Lanin Ye.**

PROSPECTS FOR THE DEVELOPMENT OF INNOVATIVE PARTNERSHIP AS  
AN EXAMPLE OF UKRAINIAN BUSINESS

**Goncharenko I. M., Grishina M. T.**

ENTREPRENEURIAL EDUCATION, ITS DEVELOPMENT AND  
ENTREPRENEURSHIP DEVELOPMENT IN UKRAINE

**Grigorevska O. O., Onufriychuk A. M.**

INNOVATIVE TECHNOLOGIES IN THE HOSPITALITY INDUSTRY

**Zemtsov M. M., Gnatenko I. A., Alekseenko A. S.**

PRIORITY DIRECTIONS OF UPDATING THE INSTITUTIONAL  
ENVIRONMENT OF INNOVATIVE DEVELOPMENT OF UKRAINIAN  
INDUSTRY

**Kazhan S. S., Krakhmalova N. A., Lytvynenko O. V.**

FEATURES OF DIGITALIZATION IN THE SYSTEM OF INNOVATIVE  
DEVELOPMENT OF ENTREPRENEURSHIP

**Lyakhova D. S.**

FEATURES OF SALES OF DENIM PRODUCTS OF UKRAINIAN  
PRODUCTION

**Proskurovych O. V.**

DIGITALIZATION OF EDUCATION IN THE CONDITIONS OF MARTIAL  
LAW

**Goncharenko I.M., Kornienko E.V.**

MODERN CHALLENGES IN THE FIELD OF LOGISTICS AND THEIR  
IMPACT ON BUSINESS PROCESSES

**Reverenda M.S., Smirnov S.Y.**

ESSENCE AND CHARACTERISTICS OF PERSONNEL MANAGEMENT

**Grigorevska O. O., Sahaidakov M. S.**

DIRECTIONS OF BUSINESS DEVELOPMENT IN THE FIELD OF FAST FOOD

**Chernysh O.V.**

ASSESSMENT OF COMPETITIVE ADVANTAGES IN THE CONTEXT OF  
REALIZATION OF STRATEGIC POTENTIAL OF THE COMPANY

**Oliynyk A.A., Burlakova K.O.**

ENTREPRENEURIAL EDUCATION AS A FACTOR IN THE  
IMPLEMENTATION OF THE KNOWLEDGE ECONOMY

**Polischuk N. V., Popadyuk Y. A.**

INCREASING THE INVESTMENT ACTIVITY OF ENTERPRISES

**Rogov V., Levit O.**

THE ESSENCE AND TRENDS OF CORPORATE LEARNING AND  
DEVELOPMENT

# MANAGEMENT 4.0: EDUCATIONAL TECHNOLOGIES FOR THE DIGITAL AGE

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## Platform 4

**Moderator**



**Alla KASYCH,**

Doctor Doctor of Science in Economics, Professor, Head of the Department of Management and Smart Innovations, KNUTD

**Secretary**



**Svitlana NEVMERZHYSKA,**

PhD in Economics, Associate Professor of the Department of Management and Smart Innovations, KNUTD

**Kasych A. O.**

MANAGEMENT 4.0: DIGITAL INNOVATIONS TO IMPROVE ENTERPRISE PERFORMANCE

**Potiuk Y. B.**

Communication support of business scaling in the digital era

**Nekhay V.A.**

MANAGEMENT OF SOCIO-CULTURAL ACTIVITIES 4.0: EDUCATIONAL AND TECHNOLOGICAL INNOVATIONS IN THE DIGITAL AGE

**Stepovyi S.M., Svitovyi O.M.**

MODERN MODELS IN THE MANAGEMENT OF INNOVATION PROCESSES AT ENTERPRISES

**Grigorevska O. O., Koziy E. A.**

INFLUENCE OF ARTIFICIAL INTELLIGENCE AND DEVELOPMENT OF RESTAURANT BUSINESS

**Kuzmenko O. V., Cherpakvo D. O.**

THE USE OF INFORMATION TECHNOLOGIES IN ENTREPRENEURSHIP

**Bilorus T.V.**

THE USE OF SMART TECHNOLOGIES IN THE TRAINING OF MANAGERS

**Denysenko M.P., Yurynets Z.V., Yurynets R.V.**

EDUCATIONAL TECHNOLOGIES IN THE CONTEXT OF DIGITAL CULTURE FORMATION

**Tsalko T. R., Nevmerzhytska S. M.**

MODERN INNOVATIVE TECHNOLOGIES IN RECRUITING

**Bryachak Z. V., Tsalko T. R.**

MANAGEMENT OF COMPETITIVE ADVANTAGES OF THE ORGANIZATION

**Tkachenko O. O., Tsalko T. R.**

THE IMPACT OF TECHNOLOGICAL CHANGES ON THE PROTECTION OF INTELLECTUAL PROPERTY IN THE ERA OF DIGITAL TRANSFORMATION

**Bondarenko S. M.**

QUALITY MANAGEMENT AT ENTERPRISES IN THE CONDITIONS OF INDUSTRY 4.0

**Proskurovych O.V., Pashkovska V.D.**

MANAGEMENT AND LEADERSHIP IN DIGITAL EDUCATION

**Tarasenko I.O., Olefirenko K.S.**

PROBLEMS OF SUSTAINABLE DEVELOPMENT OF UKRAINE AT THE STAGE OF POST-WAR RECOVERY

**Valkov O.B., Slavgorodska V.M.**

IMPLEMENTATION OF SMART CAMPUS IN THE EDUCATIONAL PROCESS

**Proskurovych O.V., Slavgorodska V.M.**

APPLICATION OF INFORMATION TECHNOLOGIES IN THE EDUCATIONAL PROCESS

**Ryabokin T. V., Lisnyak S. I., Haustova E. B.**

ARTIFICIAL INTELLIGENCE IN THE CLASSIFICATION OF COMPONENTS OF INTELLECTUAL CAPITAL OF A MODERN UNIVERSITY

**Vartanova O. V., Povzun D. I.**

PROFESSIONAL DEVELOPMENT AND ITS IMPACT ON STAFF SUSTAINABILITY

**Goncharenko I.M., Akhbash A.S.**

ASPECTS OF APPLICATION OF THE CONCEPT OF "MANAGEMENT 4.0" IN THE ERA OF DIGITAL TRANSFORMATION

**Chernov A.O.**

MOTIVATION OF STAFF IN IT COMPANIES

**Pacheva N.O.**

INFLUENCE OF MOTIVATION MANAGEMENT ON MAXIMIZING PERSONNEL EFFICIENCY

**Vartanova O.V., Kuznetsov D.O.**

ANALYSIS OF THE DYNAMICS OF HUMANITARIAN ASSISTANCE TO VICTIMS OF MILITARY OPERATIONS DURING THE FULL-SCALE MILITARY AGGRESSION BY THE INTERNATIONAL COMMITTEE OF THE RED CROSS IN UKRAINE

**Lebedev M. K.**

DEVELOPMENT OF A HIGHER EDUCATION INSTITUTION IN THE CONTEXT OF DIGITAL TRANSFORMATION

**Soldatenko O. I.**

DIGITAL TRANSFORMATION OF CULTURE IN UKRAINE

**Grebelnyk O. P., Maksymovych S. V.**

MANAGEMENT 4.0: FACTORS FOR IMPROVING THE EFFICIENCY OF CUSTOMS CONTROL

**Vartanova O. V., Malyarenko I. S.**

THE STRUCTURE OF COMPONENTS OF CORPORATE STAFF WELL-BEING

**Olikh L. A.**

SUSTAINABLE DEVELOPMENT GOALS AS AN IMPETUS TO CHANGE THE PARADIGM OF SOCIAL DEVELOPMENT

**Kuzmenko O. V., Zubov E.**

DEVELOPMENT OF SOCIAL ENTERPRISE

**Svintsitska N.**

IMPROVEMENT OF EDUCATIONAL MARKETING TECHNOLOGIES IN THE LUXURY FASHION INDUSTRY

**Petko S. M.**

PECULIARITIES OF USING SHI TECHNOLOGIES IN THE EDUCATIONAL PROCESS

# FINANCIAL STABILITY IN THE DIGITAL AGE: EUROPEAN APPROACHES AND PECULIARITIES OF THEIR IMPLEMENTATION IN UKRAINE

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## Platform 5

**Moderator**



**Iryna TARASENKO,**

Doctor Doctor of Science in Economics, prof, Head of the Department of Finance and Business Consulting, KNUTD

**Secretary**



**Olha BATRAK,**

PhD in Economics, Associate Professor Department of Finance and Business Consulting, KNUTD

**Tarasenko I. O., Popyk V. S.**

CONCEPTUAL MODEL OF ENTERPRISE FINANCIAL SECURITY MANAGEMENT

**Grishchenko S. I.**

EVOLUTION OF CONCEPTS OF VALUE-BASED FINANCIAL MANAGEMENT

**Tarasenko O. S.**

SYSTEMIC FACTORS OF FORMATION OF COMPETITIVENESS OF UKRAINE'S ZVU IN THE CONTEXT OF INFLUENCE ON THE ADMISSION CAMPAIGN

**Radionova N. Y.**

Organization of audit of financial results of enterprise activity

**Matyukha M. M.**

BASICS OF COMPLIANCE FORMATION AS AN ELEMENT OF TAX SECURITY

**Bezverkhyi K. V.**

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## Platform 6

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