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 (ESTONIA)

VEHUB4YOU

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 GRYSHCHENKO -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 Rashevska,
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 KABAKOV
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



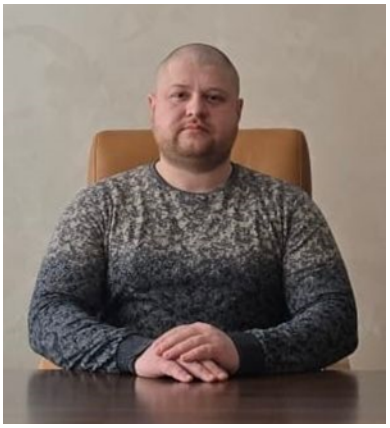
Oleh SHVYDANENKO,
Director of the Institute of Global Economic Policy, Vadym Hetman Kyiv National Economic University, Doctor of Economics, Professor



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

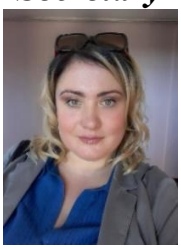
Platform 1

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

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
Sinitsa 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.

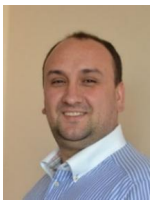
INVESTMENT POTENTIAL OF SUSTAINABLE DEVELOPMENT IN THE CONTEXT OF SMART ECONOMY
Rogalchuk D.V., Melnyk L.S.
SMART SPECIALIZATIONS IN THE LVIV REGION
Stutnyi O. S.
DEVELOPMENT OF LOGISTICS IN THE CONTEXT OF INTEGRATION PROCESSES
Bebko S.
THE CHALLENGES OF BIOGAS PRODUCTION IN THE CONTEXT OF POST-WAR RECOVERY 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

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
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TRENDS IN THE DEVELOPMENT OF BUSINESS ENTITIES IN TODAY'S CONDITIONS
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PRIORITY DIRECTIONS OF UPDATING THE INSTITUTIONAL ENVIRONMENT OF INNOVATIVE DEVELOPMENT OF UKRAINIAN INDUSTRY
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Proskurovych O. V.
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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
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Oliynyk A.A., Burlakova K.O.
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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

Platform 4

Moderator



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

Secretary



Svitlana NEVMERZHYTSKA,
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.
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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

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.
PECULIARITIES OF AUDITING THE SUSTAINABLE DEVELOPMENT REPORTS OF CORPORATE ENTERPRISES: EMPIRICAL EXPERIENCE OF FRANCE
Makarchuk I. M., **Granovska I. V**.
FINANCIAL EQUALIZATION, ITS NECESSITY AND PRINCIPLES OF IMPLEMENTATION
Ilnytskyi V.S.
Protection against cyber threats as a key to the development of the digital economy
Eremenko A.V.
INTANGIBLE ASSETS IN THE DIGITAL ERA
Zolkover A. O., Vizhutkin D. G.
REGULATION OF THE FINANCIAL MARKET OF UKRAINE: HISTORICAL ASPECT

Bunda O. M., Kirsenko A. S.
DIGITAL TECHNOLOGIES IN THE FIELD OF FINANCE AND ACCOUNTING
Radionova N., Ocheretyana N.
Methodical bases of evaluation of enterprise balance sheet indicators
Kichurchak M. V.
Spatial Dimensions of the Bank Deposit Market in the Conditions of War in Ukraine
Rusina Y.O.
ENSURING FINANCIAL STABILITY OF THE BANKING SYSTEM OF UKRAINE DURING MARTIAL LAW
Fontalin D.V., Radionova N.Y.
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MARKETING IN THE CONTEXT OF DIGITAL TECHNOLOGIES DEVELOPMENT

Platform 6

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