



C O N T E N T S

Albeshchenko O. Development of a regional tourism brand on the example of the Nikolaev city territorial community.....	6
Baranova O. Designing a scientific and educational professional environment of a higher educational institution for the training of future engineers of an agrarian profile.....	11
Volkova N., Kryvoruchko A. S., Yanishevskiy B. S. Development of the payment services market in the face of uncertainty.....	18
Dziubak K. Financial instruments for the formation of a green economy.....	26
Dolha H. Development of ski resorts and complexes as one of the factors of increasing the attractiveness of the Carpathian Region.....	33
Zholos T., Mazurenko V. Ukraine within the system of European business cycles: a cluster analysis.....	39
Ivanov I. The Efficient Market Hypothesis: Scientific Consensus on the Viability of the Theory.....	46
Kasianova N., Bilychenko M., Severynenko A. Modeling the digital security of the enterprise.....	54
Kohut-Ferens O., Kolotylo A. Digital energy as a key component of the modern world energy system.....	62
Kuchmiiova T., Moroz T., Sheshunova A. Use of Artificial Intelligence in Agriculture.....	69
Kushnir O., Chaplinsky V. Statistical Methods for Big Data Analysis.....	75
Kushchyk A., Krasnoshchek Y. Implementation of innovative approaches in the practice of crisis management in the practice of crisis management at enterprises.....	82
Lagodiienko N. Strategic control of sustainable management of enterprises.....	89
Lymar O. O., Oliynyk T. G. The specifics of the influence of processes of digitalization of economic systems on the formation of prices of intellectual property objects.....	95
Lunkina T., Kuhlyar A. Lending to the agricultural sector of the economy of Ukraine.....	99
Makarova V., Mohylina L., Tkachenko A. Innovative directions for the development of distribution foreign activity of forestry enterprises due to information and digital technologies.....	104
Mamontova N., Hluschyk M. Specifics of accounting for accounts receivable of enterprises in modern conditions.....	112

Myniv R., Zalevskyi Yu. Methodological aspects of evaluating the investment activity of territorial communities.....	118
Onopriichuk D., Cherven I. Development of dairy cooperatives in the world.....	125
Semenog A., Pakhnenko O., Shalda A. Neobanks in Ukraine: features, trends and obstacles to development.....	131
Tanasiichuk A., Polishchuk I. Features of the application of digital technologies in the marketing activities of the enterprise.....	138
Khrystenko O., Krylova I., Kopaihora O. State and trends of development of social infrastructure of Mykolaiv region.....	146
Cheban Yu., Syrtseva S. Force majeure circumstances in the contract: information and accounting support.....	152
Cheberyako O., Diachenko P. Assessment of Investment Attractiveness of Agricultural Sector Enterprises Using Ratio Analysis.....	158
Shkurat M., Lisna V. Migration policy of the European Union.....	165