

# CONTENTS

<b>Abernikhina I.</b> Strategies for the Transformation of Marketplaces in Ukraine: Challenges, Trends, and International Experience	7-13
<b>Abliazova N., Polukeev S.</b> Change Management in the System of Implementing Enterprise Innovation Strategies	14-20
<b>Banyeva I., Kushniruk V., Gordiyuk N.</b> Strategic Planning of Enterprise Economic Development Under Conditions of high Uncertainty and Risks: the Operational and Managerial Aspect	21-28
<b>Belimenko O., Blakyta H.</b> Digital Factors of Economic Resilience of Trade Enterprises	29-35
<b>Bodnar O.</b> Integration of Ukraine's Stock Market into the Global Financial Space: a Comparative Analysis and Development Prospects	36-41
<b>Burkovska A., Vyshnevsky P.</b> Development of the Stock Market of Ukraine in Modern Conditions: Current State and Prospects	42-37
<b>Burkovska A.</b> Mathematical Modeling of the Probability of Chicken Meat Purchase Based on Narrative Semantics Theory	48-53
<b>Burlakov O.</b> Digital Management in the Context of Artificial Intelligence Technologies Implementation	54-58
<b>Vilenchuk O., Nedilska L.</b> Methodological Tools in Financial Science	59-67
<b>Volosovych S., Mykytiuk I.</b> Digital Financial Control Technologies in the Financial Services Market	68-75
<b>Holovai N.</b> The Institution of the Compliance Manager in Tax Administration: Opportunities for Enhancing Voluntary vat Payment	76-82
<b>Honcharenko I.</b> Business relocation and tax incentives: a regional perspective	83-90
<b>Hrabchuk I., Panchenko O., Lisova I.</b> International Transport Chains in the Face of Global Upheavals: Consequences of Crises	91-98
<b>Zhavoronok A.</b> Tax Incentives as Tools for Economic Development: Theory and Practice	99-106
<b>Zharova L.</b> Strategic Management of Higher Education Institutions in Conditions of Uncertainty	107-111
<b>Zaiats E.</b> Business Model Identification of Ukrainian Banks During 2022–2024: Challenges, Adaptation, and Future Outlook	112-121
<b>Kovalenko V., Serhieieva O., Sheludko S.</b> Scientific and Methodological Approaches to Credit Risk Assessment: Conceptual Foundations and Analytical Tools	122-127
<b>Kolisnyk O., Sudak K.</b> Accounting for Bad Debt: Modern Approaches and Regulatory Framework	128-134
<b>Krylov D.</b>	135-140

Characteristics of Transport Infrastructure as a Component of the National Economy of Ukraine	
<b>Kubitskyi S., Ursakii Yu.</b> Situational Leadership in Martial Law: Adaptive Approaches to Management	141-148
<b>Kulikova Ye.</b> Digitalization of the Pension Insurance System in Ukraine: Current State and Development Directions	149-154
<b>Mazur V., Yarova Yu.</b> Innovative Marketing Approaches in the Public Policy System	155-160
<b>Malik M., Kravchenko S., Shpykuliak O.r, Anikeienko V.</b> Ecosystems of Agricultural Entrepreneurship: Structural Distribution and Modification	161-170
<b>Mushtai V.</b> Scientific and Methodological Approaches in Researching the Essence, State and Development of Market Infrastructure	171-177
<b>Oliinyk T., Pavliuk, S., Galunets N.</b> Agroecotourism As A Factor of Sustainable Development and Increasing the Competitiveness Of Rural Areas Of Southern Ukraine	178-184
<b>Peniuk V.</b> Factors and Mechanisms of Startup Ecosystem Development in Ukraine	185-191
<b>Prokopyshyn O., Dranus V.</b> Transformational Changes in the Tax System and Their Impact on Corporate Tax Management	192-200
<b>Savitska S.</b> The Role of Investment Activity in Ensuring the Economic Security of the State	201-206
<b>Sirenko N., Mikuliak K., Rahulina A.</b> Institutional and Organizational Mechanisms for Ensuring the Financial Stability of Insurers	207-213
<b>Tarasevych N.</b> Trends in the Development of International Trade in Ukrainian Goods in Modern Conditions	214-220
<b>Tyshchenko S., Parkhomenko O., Yemelianov S., Bohatienkova O., Spivak V.</b> Comparative analysis of SHAP, LIME and decision trees for the tasks of detection and interpretation of network intrusions in financial networks	221-227
<b>Tkal Ya., Brychko A.</b> Financial Classification of Economic Accounting Facts in Environmental Management	228-234
<b>Trusova N., Tulush L.</b> Mechanism for Modernization of the Payment System of Ukraine	235-240
<b>Fartushniak O.</b> Methodological Approaches to Accounting for Carbon Taxation and Cbam-Related Transactions	241-247
<b>Tsyra O.</b> Transformation of Management Structures of Enterprises under the Influence of ICT	248-254
<b>Chernyshova L.</b> Impact of Digitalization on Bank Financial Stability: Methodological Approaches to Assessment under Martial Law	255-260
<b>Chernyavs'ka I., Bulai O., Denshakova M.</b> Strategies and Models for Managing the Economic Potential of an Enterprise	261-268
<b>Chornobai L., Mushenyk I.</b> Management of Innovative Development of Enterprises in the Context of	269-274

Sustainable Development of Rural Areas	
<b>Chuwardynskiy V.</b> International Labor Market Development under Global Economy Innovativeness: Structural Drivers and Institutional Imperatives	275-279
<b>Shang Jing.</b> Assessing SME Resilience: Development of a Five-Dimensional Strategic Evaluation Model	280-286
<b>Shandova N., Oliinyk N., Borovik L., Tarasyuk A.</b> Social Investment in the System of Ensuring Economic Security and Development of Post-Conflict Regions	287-298
<b>Shymanovska-Dianyach L., Husakovska T., Rybalko-Rak L., Kuzhel N.</b> Innovative HR Practices of Construction Companies within the Entrepreneurial Ecosystem of Post-War Ukraine: Imperatives of Sustainable Development	299-304
<b>Yatsenko V., Solovey O.</b> The Formation and Development of the Modern Agri-Food Market in Ukraine	305-310