

CONTENT

Beztelesna L. I., Butkevych V. O.	Innovative Approaches of Brand Promotion Using Artificial Intelligence	3
Bila Y. A.	Physiocratic Principles of the New Accounting Paradigm in Agricultural Enterprises: F. Kene and S. Podolynskyi	11
Vyhovskyi N. M., Konarivska O. B., Baldych L. V.	Study of Components of Sustainable Gastronomy in the Concept of Sustainable Development	21
Doroshenko O. O., Pakhut A. V., Sydoruk A. V.	Prospects of Implementation of Artificial Intelligence Algorithms in Public Procurement Processes in Ukraine	34
Doroshenko O. O., Popchuk D. O.	Environmental Accounting in Ukraine: Background and Historical Context	43
Kostiukevych A. M.	Methodological Approaches to the Development Mechanism of Contractual Relations in the Sphere of Hydromeliorative Service	61
Kotyk O. V., Stasiuk B. B., Shchur O. O.	Activities of the National Bank of Ukraine During War	69
Mykhailova Ye. V., Savina N. B., Radovenchuk P. V.	Adaptive Management as a Tool of Resilient Economic Development of Educational Institutions	78
Mykhailova Ye. V., Savina N. B., Tyvonchuk P. V.	Role of Social Media in Modernizing Educational Marketing	86
Oliinyk O. O.	Leadership in Ukraine and its Influence on Retaining Talents From Migration	94
Osadcha O. O., Babchanik Yu. V.	Effective Accounting Policy as a Tax Planning Tool of the Enterprise	102



Pavelko O. V., Myronets M. A., Popchuk D. O.	Economic Essence, Valuation and Classification of Non-Current Assets As a Basis For Their Accounting and Efficient Use of Entrepreneurial Potential	114
Podlevskyi A. A., Komarenko T. A.	Analysis of Personnel Training Methods For the Needs of Sewing Enterprises 131	
Skrypczuk P. M., Bida P. I., Fedun Y. V.	Innovations in the Digitalization of Agricultural Land Use Technologies 141	
Skrypczuk P. M., Chata R. V., Skrypczuk M. P.	Management of Grant Projects in Ukraine: Innovations in Agricultural Land Use 156	
Solodkyi V. O.	Innovative Strategies and Models For Ensuring the Equilibrium Development of Economic Systems 170	
Sribna Y. V., Stupnytskyi V. V., Matusevych K. M., Vasiuk I. V.	Development of Intellectual Capital in the Era of Automation and Artificial Intelligence 180	
Stasiuk B. B.	Enterprise Development Strategies: Current Trends 191	
Stasiuk B. B., Shyrko B. F.	Technologies of Development of Managerial Decisions As an Important Element of the Enterprise Management System 203	
Suduk O. Y., Korol O. V.	Problems and Prospects of Adaptation of Veterans of the Russian-Ukrainian War To Civilian Life 214	
Suduk O. Y., Semeniuk A. P.	Transformation of Medical Services In Ukraine In the Conditions of Military Actions .. 225	

Tykhonchuk L. Kh., Piddubnyi A. S.	Organic Production As a Driver of Green Business in the Region: the Experience of the Rivne Region	236
Tolchanova Z. O., Kravchuk I. M.	Factors of the Marketing Strategy of Domestic Enterprises On the International Markets	248
Frolenkova N. A., Andriitso- Ruzaieva A. Yu., Kashytska D. P.	Theoretical and Methodological Approaches To the Formation of a Model of Competencies As an Effective Tool For Permanent Personnel Management	258
Shvets F. D., Soroka V. S., Zoshchuk V. O., Shvets M. D., Moroz O. S.	Artificial Intelligence Technologies In Education: Opportunities and Prospects For Use	271
Shershun M. Kh., Mykytyn T. M., Ivashyniuta S. V., Kichula A. R.	Grant Activity of National Nature Parks	282
Shcherbakova A. S.	Decision-Making as a Factor In Ensuring the Quality of the Organization's Management	293