

## CONTENTS

### ***ECONOMICS AND MANAGEMENT OF THE NATIONAL ECONOMY***

Dodon Oksana, Piziuk Olha	
Theoretical and practical features and tools of coaching in the labor market of Ukraine.....	7
Petecki Ignacy	
Influence of the concept of value-based management on the value of the enterprise.....	17

### ***FINANCE, BANKING AND INSURANCE***

Vasylytsiv Nadia	
Customer-centric approach in the banking sector based on blockchain principles.....	23
Liubka Vitalii, Kotsyuk Viktor, Ivaniv Rostyslav, Marushchak Stepan	
Financial security of the territorial communities of the Transcarpathian region.....	30
Cheberyko Oksana, Varnalii Zakharii, Miedviedkova Nataliia	
Institutional-legal and financial-economic provision of human social security in the conditions of war.....	37

### ***MANAGEMENT AND BUSINESS ADMINISTRATION***

Balabash Olga, Lysak Liliia	
Features of complex use of total quality management (tqm) methods on the example of the oil and fat industry.....	53

### ***MARKETING, ENTEPRENEURSHIP, TRADE AND EXCHANGE ACTIVITIES***

Bochko Olena, Kohut Vitalii	
Utilization of youtube shorts by global it companies to achieve marketing goals.....	60
Vasylychenko Kyrylo	
Use of unconventional neural networks in marketing and entrepreneurial activities.....	67
Hostryk Olexey, Hanevych Margo	
Business analytics – the foundation for innovative transformations in the management component of business.....	72
Grebennyk Natalya, Labunska Oksana	
Business accelerators and their impact on the development of innovation ecosystem of Ukraine.....	80
Koliushko Anastasiia, Dyachek Vitalii	
Digital marketing issues in conditions of globalisation.....	93
Karpil Olena, Mykhailyk Nataliia	
Trend analysis of logistics services in the postal communication market.....	99
Kovalyov Anatoliy, Osadshyi Maksym	
Business process reengineering of transport enterprises.....	108
Litvinova Victoria, Ismailova Leila	
Defining key performance indicators (kpis) for project management.....	115

### ***ECONOMICS OF TOURISM, HOTEL AND RESTAURANT BUSINESS***

Nezdoymynov Serge	
Prerequisites for the development of a cluster partnership in the sphere of rural green tourism of the territorial community.....	121