

CONTENTS

ECONOMIC THEORY AND HISTORY OF ECONOMIC THOUGHT

Kobik Arthur	
Business resilience of companies: theory and practice of adaptation to the external environment.....	7

ECONOMICS AND MANAGEMENT OF THE NATIONAL ECONOMY

Mylashko Olha	
Transformation of the structure of Ukraine's GDP in the conditions of war.....	14

ANALYSIS, AUDIT, ACCOUNTING AND TAXATION

Artyukh Oksana	
Identification of risks in the sphere of taxation: applied aspect.....	23
Gorokhovets Yulia, Gryn Viktoriia, Pushkar Iryna, Klots Anastasia	
The role of fixed assets in enterprise management.....	30
Slobodianyuk Yuliia	
Audit of consolidated financial statements of the government as a tool for ensuring state transparency.....	36
Starenka Olha	
Directions for the development of digitalization of accounting in Ukraine.....	45

FINANCE, BANKING AND INSURANCE

Harkusha Yuliya, Rakov Andrii	
Development of remote banking services in modern conditions.....	56
Kovalenko Victoria, Dudko Daria	
The role of credit management in organizing effective credit activities of banks.....	62
Malidovskyi Yevhen	
Digital currencies in the context of modern monetary theory.....	70

MARKETING, ENTREPRENEURSHIP, TRADE AND EXCHANGE ACTIVITIES

Bernaz Alexei	
The determining role of company branding in the face of modern challenges.....	81
Lyzogub Andrey	
Improving the efficiency of innovation and investment processes of the enterprise using modern management practices (example kaizen, kanban and six sigma).....	89
Litvinova Victoria, Kobylinsky Olexey	
Problems of the functioning of commercial enterprises during the state of martial.....	97
Orlenko Olha, Afanasieva Veronika	
Modern approaches to personnel management on the example of TNCs.....	103

INTERNATIONAL ECONOMIC RELATIONS

Ukhanova Inna, Melnik Kostyantyn	
Regional peculiarities of foreign direct investment in Ukraine.....	110