

CONTENTS

ECONOMICS AND MANAGEMENT OF THE NATIONAL ECONOMY

Dengub Valentyna	
Procedure for compiling a register of economic risks during entrepreneurial activity.....	7

DEVELOPMENT OF PRODUCTIVE FORCES AND REGIONAL ECONOMY

Shevchenko Alisa, Petrenko Olga, Solomonova Victoria	
Diagnostics and strategic design of agricultural entrepreneurship development under martial law.....	14

ANALYSIS, AUDIT, ACCOUNTING AND TAXATION

Tuchak Tatyana, Kupriianova Anastasia	
Simplified taxation in the EU countries: what Ukraine should adopt.....	22

FINANCE, BANKING AND INSURANCE

Koliesnichenko Anastasiia, Kuprygin Maksym	
Methodological approaches to assessing the investment policy of an industrial enterprise.....	30
Snishchenko Roman	
Main aspects of the functioning of horeca economic entities in the Poltava region.....	38

MANAGEMENT AND BUSINESS ADMINISTRATION

Andreichenko Andrii, Zhurylo Serhii, Podmazko Alexey	
Public management of healthcare development: international experience, national specificities, and directions for improving efficiency.....	47
Balabash Olga, Khetagurova Diana	
Innovative component formation of the enterprise's communication strategy.....	55
Hrinchenko Raisa, Kovalov Anatolii, Babiy Oleh, Tarasova Krystyna, Ukhanova Inna	
Prospects for improving development strategies of territorial communities of odessa region taking into account the requirements of the EU common agricultural policy (CAP).....	62
Yesina Olha, Mykhailov Valerii	
Legal regulation of artificial intelligence in the context of dynamic technology transfer.....	70
Tetyana Zbrytska	
Digitization and innovative technologies in HR audit activities.....	78
Kovalev Anatolii, Karpov Vladimir, Korolova Tetiana, Yasin Lin	
Economic justification of the optimal method of financing the administration of household waste management services in the city of Odessa.....	84
Martynova Natalia, Chen Ting	
Strategic development management in global electronics companies with focus on Samsung Electronics Ukraine.....	92
Mokrišová Vera	
Implantation of the deposit system as a circular economy tool in Selected European Union Countries.....	100

MARKETING, ENTREPRENEURSHIP, TRADE AND EXCHANGE ACTIVITIES

Litvinov Oleksandr, Halashov Dmytro	
Theoretical aspects of forming business models of an enterprise.....	109
Orlenko Olha, Pietkova Karina	
Cross-cultural management: challenges and opportunities in the era of globalization.....	117

ECONOMICS OF TOURISM, HOTEL AND RESTAURANT BUSINESS

Lysenko Olena	
Pricing strategies in hotels of Dnipro city.....	124
Our authors.....	134