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TABLE OF CONTENTS

<i>Tetiana Vasilyeva, Olha Kuzmenko, Evgenia Bondarenko, Tetiana Dotsenko</i>	RELATIONSHIPS' FORMALIZATION OF THE AML RELEVANT FACTORS' DYNAMIC STABILITY: VAR-ANALYSIS	5
<i>Nalini Mishra, Shubhangi Sharma</i>	CORPORATE SOCIAL RESPONSIBILITY (CSR) AND SOCIAL ENTREPRENEURSHIP IS A NEED OF HOUR	11
<i>Tetyana Mayboroda, Daniela Chumakova</i>	ETHICAL LEADERSHIP AND BUSINESS COMMUNICATIONS	13
<i>Kashpur Sofiia, Myroshnychenko</i>	REGIONAL ENVIRONMENTAL GOVERNANCE: TRENDS AND KEY CHALLENGES	17
<i>Nataliia Bulavinova</i>	THE WAY TO ACHIEVE CARBON-FREE ECONOMY: CLUSTER ANALYSIS	21
<i>Khomutenko Ludmila, Malovaniy Maksim</i>	CURRENT GLOBAL TRENDS AND FEATURES OF THEIR IMPACT ON THE COMPETITIVENESS OF UKRAINE OVER THE NEXT FEW YEARS	26
<i>Rymar Viktoriia</i>	HARMONIZATION OF STAKEHOLDER'S INTERESTS AND EFFECTIVE COOPERATION IN TIMES OF INNOVATIONS AND BUSINESS TRANSFORMATION	28
<i>Zhang Heng</i>	CONSUMER PROTECTION IN THE CONTEXT OF ECONOMIC DIGITIZATION- EU	31
<i>Katarzyna Ziembowicz</i>	MOTIVATION OF EMPLOYEES IN THE ORGANIZATIONAL CHANGE MANAGEMENT	35
<i>Svitlana Chorna</i>	BASICS OF BEHAVIORAL ECONOMICS – INFLUENCING ECONOMIC DECISIONS	38
<i>Yevheniia Lavryk</i>	THE MAIN ASPECTS OF CUSTOMER- ORIENTED ENTERPRISE MANAGEMENT	42
<i>Tetyana Mayboroda, Anastasiia Kursenko</i>	CORPORATE SOCIAL RESPONSIBILITY IN UKRAINE: CURRENT STAGE AND CARLSBERG'S CASE STUDY OVERVIEW	46
<i>Valeriia Burnakova, Victoriia Shcherbachenko</i>	CORPORATE SOCIAL RESPONSIBILITY	51

<i>Kateryna Miroshnychenko, Viktoriia Shcherbachenko</i>	CHILD LABOR AS AN OBSTACLE TO EDUCATION	56
<i>Maksym Usok, Yana Us, Tetyana Pimonenko, Olexii Lyulyov, Aleksy Kwilinski</i>	THE ROLE OF MODERN INFORMATION TECHNOLOGIES IN THE ENTERPRISE MARKETING ACTIVITY	60
<i>Yevhen Nikitchenko, Larysa Hrytsenko</i>	ORGANIZATIONAL AND ECONOMIC SUPPORT FOR THE FOREIGN TRADE ACTIVITIES DEVELOPMENT OF UKRAINE BUSINESS STRUCTURES	66
<i>Yevheniia Ziabina</i>	CORPORATE SOCIAL RESPONSIBILITY IN HUMAN RESOURCES MANAGEMENT: BIBLIOMETRIC ANALYSIS	70
<i>Viktoriia Shkola, Maryna Domashenko</i>	GLOBAL INNOVATION PERFORMANCES AND TRENDS	74
<i>Victoria Bozhenko Karina Petrenko</i>	INFORMATION TECHNOLOGIES AND ARTIFICIAL INTELLIGENCE AS TOOLS TO COMBAT CORRUPTION	79
<i>Anjali Boyramboli</i>	MANAGEMENT OF HUMAN RESOURCES, MANAGEMENT, LEADERSHIP PSYCHOLOGY, ORGANIZATIONAL CULTURE, MOTIVATION, PROFESSIONAL ETHICS	84
<i>Anna Vorontsova, Limor Dahari</i>	PARADIGM OF INCLUSIVE EDUCATION AS SUSTAINABLE PHILOSOPHY OF SOCIAL CHANGE	86

CONSUMER PROTECTION IN THE CONTEXT OF ECONOMIC DIGITIZATION-EU

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In the e-commerce management system established by the European Union, EU legislators consciously advocate and create a non-legal normative system while formulating laws and regulations. As far as its scope of regulation is concerned, this system involves matters related to establishing the trust of enterprises and consumers in e-commerce, that is, focusing on the relationship between enterprises and consumers in e-commerce, and the foundation is still the four free circulation of the EU internal market (Bouchetara et al., 2020; Zolkover and Georgiev, 2020; Nemmiche et al., 2019; Moskovicz, 2019; Kaya, 2020; Starchenko et al., 2021; Zainea et al., 2020; Greco and Matta, 2021).

. The principle and purpose is also to ensure the smooth operation of the EU's internal e-commerce market. The difference is that the content and means of the non-legal norm system are not legislation, but through the establishment of a non-litigation dispute resolution mechanism, an industry self-discipline mechanism, and a government-industry cooperation management mechanism, (UNSPECIFIED, 1998) and the implementation of a series of widely observed non-legal norms and standards, with a view to Find a convenient and effective management mechanism and dispute prevention and resolution mechanism in dealing with the B2C legal relationship in e-commerce, so as to protect the rights and interests of consumers, promote consumers' participation in e-commerce, and promote the development of e-commerce. It can be seen that the non-legal normative content in the EU's e-commerce management system is actually an extension and expansion of legislative efforts. It is an indispensable content in the formulation of legal norms and forms a unified organic whole with the legal normative content. , Is a necessary supplement to the legal norms. The two have the same basis and the same goal orientation, but the form and mechanism of action are different, which together constitute the European Union's e-commerce management system, reflecting the characteristics of the European Union in this respect.

In today's era, the achievements of digital information technology and network technology are rapidly changing people's daily lives, and fundamental changes have taken place in the way people understand information, communicate with each other, and consume in life (Khaliq et al., 2021; Novikov, 2021b; Dzwigol, 2020; Shkarlet et al., 2019; Fila et al., 2020; Kordos, 2019; Partlova et al., 2020). The global coverage of the Internet has overcome the limitations of time and space in the traditional service industry, and has realized a truly globally integrated market system; while the application of digital technology has created and developed a new

generation of products and services based on digital information. The combination of digital products and services and network technology has given birth to the darling of the new era of e-commerce (Us et al., 2020; Letunovska et al., 2020; Prudnikov and Nazarenko, 2021; Antonyuk et al., 2021; Tiutiunyk et al., 2021; Pimonenko et al., 2021; Pimonenko et al., 2021; Ziabina et al., 2020; Novikov, 2021a; Biewendt et al., 2021; Niftiyev et al., 2021). The service industry of the information society with e-commerce as the main body has not only changed the form of service provision and consumption, but also caused important changes in the relationship between service providers and consumers. From the consumer's point of view, the convenience that e-commerce brings or can bring to their consumption is obvious. In short, it can be summarized into four aspects: More convenient service: Consumers can use high-speed and high-power transmission Means to purchase goods and services anytime, anywhere, and enjoy convenient and efficient services without leaving home. Lower prices: Consumers can use the open and transparent price competition mechanism in e-commerce to obtain high-quality goods and services at a low price. More diversified choices: Consumers can compare and screen a richer variety of commodity and service information through powerful information retrieval services to obtain satisfactory commodities and services (Yongping, 2002). More economical consumption: online transactions are more time-saving in payment and settlement, more personalized in service provision, and not restricted by time and space, making consumers' consumption behavior more economical and effective from the comprehensive index rate.

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