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For scientists, scientists, students, graduate students, representatives of business and public organizations and higher education institutions and a wide range of readers.

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TABLE OF CONTENTS		P.
<i>Viktoriia Shcherbachenko, Anastasiia Teslyk</i>	ANALYSIS OF CHANGES IN THE WORLD ECONOMY CAUSED BY RUSSIAN-UKRAINIAN WAR	8
<i>Avhusta Hrytsenko, Valerii Yatsenko</i>	SOFTWARE FOR NEOBANKING	10
<i>Iryna Dehtyarova, Denys Kushnir</i>	DIGITAL TRANSFORMATION OF ENTREPRENEURIAL STRATEGIES	14
<i>Mariia Solodukha</i>	LEGAL REGULATION OF REPORTS ON PAYMENTS TO GOVERNMENTS, AS A TYPE OF REPORTING ON SUSTAINABLE DEVELOPMENT	16
<i>Maryna Matiushchenko, Sofiia Hutsuliak</i>	BUSINESS MANAGEMENT STRATEGY ON THE BASIS OF SUSTAINABLE DEVELOPMENT	20
<i>Vladyslav Piven, Yevhen Kovalenko</i>	THE RELATIONSHIP BETWEEN ECONOMIC GROWTH AND ENVIRONMENTAL SUSTAINABILITY: A CASE OF UKRAINE	22
<i>Maryna Tanashchuk, Kyrylo Chulanov</i>	SUSTAINABLE DEVELOPMENT INDICATORS IN THE DIAGNOSTICS OF THE INTERNAL ENVIRONMENT OF THE ENTERPRISE	24
<i>Chevhuз Karina, Kashcha Mariia</i>	STRATEGIES FOR THE RECOVERY OF UKRAINE AFTER THE DEVASTATING CONSEQUENCES OF THE WAR	27
<i>Maksym Shubenko, Serhii Mynenko</i>	DIGITIZATION OF THE PUBLIC SECTOR: THE ACHIVMENTS AND PROSPECTS OF UKRAINE	31
<i>Liudmyla Zakharkina, Volodymyr Novikov</i>	SOCIAL-ECONOMIC FACTORS IMPACT RESEARCH ON THE MANAGING BUSINESS VALUE PROCESS IN MODERN TURBULENT CONDITIONS	35

<i>Oleksii Zakharkin, Yevhenii Okhrimchuk</i>	TRANSFORMATION OF ENTREPRENEURSHIP IN THE CONDITIONS OF DIGITALIZATION OF SOCIO-ECONOMIC RELATIONS AND CHALLENGES OF WARTIME: POSSIBILITIES OF USING IOT	38
<i>Kateryna Falko, Iryna Sotnyk</i>	ENVIRONMENTALLY FRIENDLY INNOVATIONS IN THE MODERN MANAGEMENT SYSTEM	40
<i>Tetiana Dotsenko, Dolia Yulia</i>	BEHAVIORAL AND SOCIAL DIMENSION OF THE WORLD PUBLIC HEALTH SYSTEM: BIBLIOMETRIC ANALYSIS	44
<i>Piven Daryna</i>	FEATURES OF KNOWLEDGE TRANSFER IN PROJECT-BASED ORGANIZATIONS	48
<i>Anastasia Viunnik, Kostiantyn Hrytsenko</i>	CONTENT MANAGEMENT SYSTEM AS A MEANS OF RAPID ENTRY INTO THE E-COMMERCE MARKET	51
<i>Vitaliia Koibichuk, Sergiy Drozd</i>	CONCEPTUAL ASPECTS OF THE STRUCTURAL AND FUNCTIONAL CONTENT OF THE HEALTH INDICATORS SYSTEM	55
<i>Olesia Miroshnychenko</i>	DEVELOPMENT OF DIGITALIZATION OF HIGHER EDUCATION IN UKRAINE	60
<i>Yelyzaveta Lytiuha, Valerii Yatsenko</i>	CYBERSECURITY: PROTECTION FROM CRYPTOJACKING	64
<i>Zuzana Juhászová, Zhanna Oleksich</i>	EUROPEAN RECIPE FOR AUDIT: PREREQUISITES FOR IMPLEMENTATION IN UKRAINE	68
<i>Leonid Taraniuk, Karina Taraniuk, Katerina Rubanenko</i>	VECTORS OF DEVELOPMENT AND ACTIVATION OF COOPERATION BETWEEN UKRAINE AND THE EU	72
<i>Liudmyla Parfentii</i>	THE ROLE OF FORENSIC ECONOMIC EXPERTISE IN THE INVESTIGATION OF CORRUPTION CRIMES	74

ENVIRONMENTALLY FRIENDLY INNOVATIONS IN THE MODERN MANAGEMENT SYSTEM

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The relationship between modern production and nature is characterized by integrability and is regulated by administrative methods. However, the development of market relations necessitates the implementation of other approaches to nature management (Kemp & Pearson, 2007; Мельник & Кубатко, 2017).

Thanks to the improvements in the economic activities of enterprises, methods of organic agriculture and environmental protection measures have become extremely important and effective. Integration of environmental protection measures into the structure of all economic activities allows a direct impact on the environment. It increases the role of environmental risk factors emerging from the interaction of the environment and production. Therefore, the ecological aspects of the innovative activity of a modern enterprise are of particular importance and have received great recognition in scientific thinking and practice, contributing to the development of the natural raw materials transformation to create a product useful for humans. The interaction of innovation, production, management activities, and the environment within the framework of an enterprise's operation occurs at almost all stages of production.

During the last decades, the issue of environmental innovations at the global and national levels has received special attention bringing the rising coherence of national industrial and environmental policies. In this regard, the development of innovative environmentally friendly technologies, as the most effective and advanced, is of particular importance (Fussler & James, 1996; Прокопенко, 2008; Сотник, 2016).

The analysis of recent innovation studies has shown (Kemp & Pearson, 2007; Мельник, 2021; Мельник & Ковальов, 2020) that governments and scholars make the main emphasis on technological innovations, innovations in management and product promotion. However, there is a lack of research regarding ecologically oriented innovations. Most scientific studies consider the relevance of environmental innovations' implementation. Scholars investigate the methods of economic evaluation of innovations in terms of environmental protection and estimate the roles of stakeholders in innovative activities. At the same time, there is a lack of studies that prove the effectiveness of implementing environmentally friendly projects to create a positive image of society and increase the number of environmentally conscious customers. These aspects will contribute to demonstrating the

attractiveness and effectiveness of environmentally friendly innovative projects for the management of manufacturing enterprises. They can help avoid environmental sanctions against an enterprise and become an effective tool for managing production and increasing sales.

Innovation is a change that brings an update or improvement to the enterprise's products or production, managerial, financial, and other business processes (Маркевич, 2019; Мельник & Карінцева, 2021). Eco-innovation means the development and implementation of various resource-saving production technologies, the design and production of environmentally friendly goods, and new ways of organizing the production process, in particular, ecological marketing, management, etc. The implementation of environmentally friendly innovative projects and innovations leads to ecological, technological, managerial, economic, social, and other effects (Мельник, & Ковальов, 2020; Сотник, & Кулик, 2015). The study of environmentally friendly innovations requires a systematic approach, which includes the choice of a research strategy, and the use of various research methods and models.

As a result of conducting economic activities, there is an increasing need to analyze the conditions and nature of the processes intensifying environmental protection, to determine the relationship and interdependence in the use of resources, economic culture, and environmental protection (Сотник & Таранюк, 2018; Мельник, 2012; Мельник & Сотник, 2015).

When analyzing the ways to intensify environmental protection, two groups of indicators can be considered:

- characteristics of the initial conditions of the enterprise's environmental protection activities in connection with the technical and economic parameters of its production process;
- evaluations of the intensification process results based on summarizing the criteria for the effectiveness of environmental protection measures (Кличова & Гареев, 2016).

One of the most common methods of measuring intensification is determining the share of qualitative factors that contribute to the improvement of environmental protection measures. The effect of applying environmental protection measures is determined by the ratio between the number of purified and captured harmful substances, as well as the reduction of costs for these purposes. However, additional indicators and criteria are necessary to determine the degree of activation of environmental protection activities.

In general, consideration of the environmental aspects of innovation efficiency contributes to determining the optimal way to implement an environmental innovation and identifying the limits and sequence of investing in such an innovation. For example, it can be applied to choose the right project for the reconstruction of existing enterprises taking into account the achievements of

modern science and technology, for modernization, determining the effectiveness of innovative technologies in the environmental protection sphere, and launching low-waste technological processes. Management performance indicators show the efforts that management has made to affect the overall environmental performance of the enterprise (Сотник, 2011; 2013).

In the context of environmental aspects of innovative activity, the enterprise itself is perceived as a part of the ecological and economic system having environmental, innovative, production, and economic elements operating at the micro-level. At the same time, the problems of the enterprise's functioning are solved in accordance with the laws of system stability and development, or in accordance with the laws of the integrative functioning of innovations and environment considered as equivalent subsystems (Sotnyk & Goncharenko, 2015).

Scientists have developed many methods and approaches to carry out ecological and economic assessments of industrial innovation activity. They include market evaluation, cadastral and cost methods, rental evaluation, and methods based on calculating the components of gross domestic product. In addition, methods of cash flow discounting, benchmarking, pricing, options, and integral estimations can be used. Methods of direct damage accounting as well as analytical and empirical methods can be applied to determine the effectiveness of environmental protection measures.

Therefore, environmentally friendly innovative activity covers several logical stages: from defining the problem and evaluating the efficiency of natural resource use to modeling dynamic relationships between various aspects of the evaluation and analysis of environmental protection activities. However, already at the initial stage, the entire process of implementation of environmentally friendly innovative activity can be leveled, if the role of ecologically oriented innovations in the activities of manufacturing enterprises is not recognized.

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