NAAS Rating: 5.45 UGC Approved Journal SCOPUS INDEXED

## **Contents**

**Print ISSN:** 0424-2513

**Online ISSN:** 0976-4666

Economic Affairs: Vol. 69 (Special Issue), February 2024

## **RESEARCH PAPERS**

RESEARCH FAI ERS	
The Role of Social Networks in Shaping Consumer Trends and Developing the Advertising Industry	1
Yanina Lisun, Liudmyla Semenova, Olha Kudyrko, Svitlana Kovalchuk and Dmytrii Semchuk	
Development of Rural Areas: Strategies, Challenges and the Role of Agricultural Policy in Achieving Sustainable Rural Development	11
Ganna Korniyenko, Tetiana Kurman, Tetiana Lisova, Svitlana Sharapova and Mykhailo Pokalchuk	
REVIEW PAPERS	
Corruption as a Threat to National Security: Analysis of Anti-corruption Mechanisms and their Effectiveness	23
Andrii Nikolaienko, Oleksii Nikolaienko, Hryhorii Avanesov, Serhii Koshmal and Oksana Lukashuk	
The Impact of Cybercrime on State and Institutional Security: Analysis of Threats and Potential Protection Measures	33
Tetiana Baranovska, Vladyslav Savitskyi, Mykola Serbov, Yurii Stoliar and Yurii Krutik	
The Role of Artificial Intelligence in Cybersecurity: Automation of Protection and Detection of Threats	43
Serhii Lysenko, Natalia Bobro, Kateryna Korsunova, Oleksandra Vasylchyshyn and Yehor Tatarchenko	
The Role of the Prosecutor's Office in Legal Relations: Analysis of Functions and Impact on the Judicial System	53
Valerii Nonik, Oleksandr Biloshytskyi, Roman Hovda, Savelii Shevchenko and Stanislav Sokha	

Cybercrime and Information Protection in the Field of State Security:  Current Threats and Measures for their Prevention	61
Viktor Ievdokymov, Andrii Frikel, Volodymyr Polishchuk, Serhii Savchuk and Inna Klimova	
The Significance and Influence of International Organizations on Strengthening Global Order and Security	71
Olesia Posvistak, Olga Zaslavska, Marina Shulga, Viktoriia Sydorenko and Oleksandr Sokhatskyi	
The Role of Public Administration in Ensuring National Security: Analysis and Approaches to Optimisation	79
Dymytrii Grytsyshen, Arsenii Pushkarenko, Oleksandra Korchynska, Iryna Yaremko and Yuliia Kobets	
The Role of Organizational and Managerial Relations in the Formation of an Effective Organizational and Legal Structure of Enterprise Management under Martial Law in Ukraine	87
Ivan Zubar, Maryna Dzeveliuk, Maryna Nazarenko, Yelyzaveta Tymoshenko and Nataliia Chernyshchuk	
The Influence of Investments in Science and Technology on the Innovative Development of the Global Economic System	95
Denys Kravchuk, Serhii Khrapatyi, Oleksandr Fedirko, Nina Berezovska and Vira Budzyn	
The Impact of Cryptocurrencies and Blockchain Technologies on the Accounting and Audit Systems	107
Nataliia Pravdiuk, Mykola Miroshnichenko, Iryna Lukanovska, Yarmila Tkal and Uliana Motorniuk	
Systemic Risks in the Global Financial System and their Influence on Economic Stability	117
Svitlana Obikhod, Artur Oleksyn, Denys Berezhynskyi, Ruslana Pikus and Svitlana Smereka	
Studying the Role of Highly Intelligent Technologies in Creating an Innovation Ecosystem in the Business Landscape	125
Vasyl Goi, Dmytro Mykolaiets, Vira Lebedchenko, Olena Zavadska and Oleksiy Khakhlov	
Strategy for Developing Competitive Advantages of Market Entities in the Era of Digitalization	139
Olha Kibik, Olha Slobodianiuk, Kateryna Belous, Yevheniia Redina, Olesia Kornilova and Ivan Prymachenko	

Socio-cultural Aspects of Tourism Development and their Impact on the Efficiency of Museum Institutions	149
Iryna Holubets, Oleksandr Zarakhovskyi, Kseniia Prykhod'ko, Liubov Chukhrai, Serhii Krasovskyi and Liudmyla Sidyna	
Peculiarities of the Formation of Investment Mechanisms in the Hotel and Restaurant Sphere in the Conditions of Global Transformations	159
Liliia Honchar, Liudmila Batchenko, Igor Komarnitskyi, Irina Verezomska, Yuliia Zemlina and Olha Danylenko	
Modern, Innovative Approaches to Managing the Quality and Competitiveness of Hospitality and Tourism Businesses	169
Olga Oliinyk, Olesia Dolynska, Olena Polova, Olga Shykina and Olha Sliusarchuk	
International Organizations and their Role in Combating Terrorism and Terrorist Financing	179
Iryna Suprunova, Volodymyr Kovalchuk, Oksana Lytvynchuk, Iryna Levchenko and Karolina Lysak	
Mechanisms of State Management of Personnel Development of the Health Care System	187
Olena Khanina, Anatolii Hladchenko, Dmytro Lavrentii, Hanna Kuzmenko, Vitalii Kruhlov and Olena Kryzyna	
Innovative Enterprise: Risk Management Strategies of International Project Investments in the Era of Industry 4.0	197
Iryna Miahkykh, Yuliia Horiashchenko, Oksana Okhrimenko, Ignacy Petecki, Alina Lytvynenko and Viktoriia Ilchenko	
Interaction of Digitization and Corporate Social Responsibility in the Context of Sustainable Development	217
Yurii Zaitsev, Ihor Krysovatyy, Nataliia Gavkalova, Olha Sobko and Vitalii Boichyk	
Green Architecture and Environmental Sustainability: Analysis of Projects Using Renewable Energy Sources	229
Liudmyla Horbach, Yevhenii Medvedovskyi, Oleksandr Naumyk, Ihor Bondar and Olha Lavrenyuk	

Efficiency of Fiscal and Monetary Policy in the Challenging Economic Environment	239
Dmytro Zakharov, Halyna Kryshtal, Anatolii Lutsyk, Halyna Vasylevska and Alla Chornovol	
Financial Stability during the Post-crisis Period: Strategies for Recovery and Support of Economic Development	251
Hanna Zavadskykh, Oleksandr Fradynskyi, Vadym Puhalskyi, Artem Didukhovych and Yaroslava Popliuiko	
Financial Security in the Conditions of Globalization: Strategies and Mechanisms for the Protection of National Interests	261
Oksana Desyatnyuk, Andriy Krysovatyy, Olena Ptashchenko and Olga Kyrylenko	
Financial Resources in State Authorities	269
Oleg Diegtiar, Aleksandr Bokov, Maksym Yushchenko, Vitalii Kuvik and Mykhailo Shkilniak	
Efficiency of Investments in the Hotel and Restaurant Business: Risk and Opportunity Analysis	277
Victoriia Poluda, Anatoliy Matvienko, Vitalii Volynets, Vadym Badruk and Denys Vynohradov	
Effectiveness of Global Trade Agreements and International Law in the Modern World	287
Olga Timchenko, Dymytrii Grytsyshen, Tetiana Nazarenko, Kateryna Okseniuk and Andriy Didyk	
Digital Transformation in the Hotel and Restaurant Business: The Impact of Technologies on Hospitality Management and Services	297
Valentina Rusavska, Svitlana Peresichna, Olena Zavadynska, Oksana Oliinyk, Sergii Neilenko and Maryna Bratitsel	
Digital Transformation in Business: The Impact of Technology on Efficiency, Innovation and Competitiveness	307
Vita Tebenko, Natalia Kutsai, Maryna Shashyna, Olena Omelianenko and Ivanna Bakushevych	
Customs Regulations and Risk Management and Town Planning Marketing on the Way to Smart Cities in the Global Economy	317
Zhanna Arynova, Aida Ashirbaeva, Tetiana Ustik, Ludmila Larka, Tetiana Chernysh and Olena Volkova	

Cooperation of International Organisations in Ensuring International Security: Challenges and Perspectives	327
Valentyna Ksendzuk, Oleksandr Orel, Oleksii Orel, Iryna Sydoruk and Valentyna Chuienko	
Civic Participation in Public Administration: Strengthening Democracy and Involving Citizens in Decision-making Processes	337
Oleksandr Konotopenko, Serhii Lapshin, Oleg Rabenchuk, Tetyana Novachenko and Tetiana Drakokhrust	
Analysis of the Impact of Corporate Social Responsibility on Profitability	347
Oleksandra Ovsianiuk-Berdadina, Olena Babchynska, Nataliia Kovshun, Kateryna Salamakha and Vitalii Namarchuk	
Development of Information Systems and Technologies in the Field of Hotels and Tourism	355
Valentyna Postova, Iryna Mazurkevych, Maryna Riabenka, Alla Lukianets and Iryna Krupitsa	
Economic Integration and Cooperation in the Conditions of Globalization	363
Ievgen Akhromkin, Dmytro Riznyk, Elena Varaksina, Ilona Balak and Liudmyla Herman	
The Impact of Innovations in Enterprise Accounting and Control Systems on Optimizing the Analysis of Financial Reporting in the Transition to IFRS	371
Tetyana Akimova, Svitlana Pryymak, Anna Kostyakova, Olga Usatenko and Volodymyr Lytvynenko	
The Interaction between Regional Policy and Economic Development	381
Maryna Volosiuk, Grygorii Monastyrskyi, Ihor Sirenko, Stanislav Fedenchuk and Volodymyr Kisilevych	
The Relationship between the Green and Digital Economy in the Concept of Sustainable Development	389
Nataliia Reznikova, Volodymyr Panchenko, Viktoriia Karp, Myhailo Grod and Svitlana Stakhurska	
CASE STUDY	
The Role of Financial Technologies in the Development of New Financial Instruments and Markets	401
Henrikh Hudz, Ihor Atamaniuk, Uliana Ivaniuk, Ruslana Pikus and Oleksii Maliarchuk	