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**Digital Transformations:**  
Challenges and Benefits  
for the Economy and Society



# **Digital Transformations: Challenges and Benefits for the Economy and Society**

*Edited by Ilona Kalashnyk*

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### **Editorial compilation**

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*Monograph*

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### 3.2. OPEN-AIR MUSEUMS: PROSPECTS FOR INNOVATIVE DEVELOPMENT

Russia's aggression against Ukraine has led to horrific crimes, torture and human casualties. Civilians are subjected to brutal bombardment, and the Ukrainian Armed Forces are fighting the aggressor. Today, Ukrainians are dying defending their homeland, but the all-out war has caused irreparable damage to the country's heritage and culture. At this stage, Ukrainian museums are facing extremely difficult challenges: how to protect their collections, how to preserve the heritage of generations and how to close the sky over the skies of Ukraine.

The theft and destruction of our cultural property has reached enormous proportions, culminating in the complete looting and destruction of museum heritage in the east and south of the country. The struggle to protect Ukraine's cultural and national heritage is our common struggle, as each of us must join, promote and support fundraising initiatives to restore and support museums affected by the war.

Over the past few years, Ukrainian museum workers have made a great deal of effort to create and develop storytelling museums to preserve (record, visualise and display) traditions and living forms of expression that are passed down from previous generations to future generations. Open-air museums are not traditional, but innovative, living, changing, developing and passing on to the next generations.

The issue of developing open-air museums has become even more relevant in the context of Ukraine's total war, when neighbouring countries (Poland, Germany, Italy, etc.) have taken on a huge mission and responsibility to help preserve Ukrainian culture. After all, the specificity of museum tourism lies in the effective use of the tourist potential of museums and their surrounding areas to promote national heritage and facilitate Ukraine's entry into the European museum space.

Open-air museums, or skansen museums, fully meet these objectives and are one of the most promising and interesting forms of museum activity. Such museums are innovative by nature – their maximum proximity to visitors makes them very attractive to the general public as a way of organising interesting leisure activities. That is why skansen museums are an innovative direction and a global trend in museum tourism.

While Russian troops are destroying entire cities and their priceless museum heritage, museum professionals from the civilised world are channelling funds for emergency aid to preserve Ukrainian culture, looking for hundreds of opportunities to evacuate key museum collections and focusing on new support schemes to meet the challenges of war and preserve Ukraine's unique cultural monuments. Open-air museums are "living museums" with their own unique programme of recreating the historical and cultural environment, which require special protection because they are located in the open air. A skansen museum is no longer a museum in the classical sense, but a slice of modern life where visitors can not only observe the life of past centuries but also participate in it directly.

Open-air museums are characterised by the reproduction of national folk culture, customs and traditions, a comprehensive display of architecture, household items, tools and applied arts. An important feature of such museums is the presence of an entertainment element and ample opportunities for informal communication (during organised games, ceremonies, theatre performances, fairs and performances by folk groups).

At the present stage, there is a tendency to recreate traditional crafts and occupations typical of a particular region and time in skansen, such as the work of weavers, blacksmiths, potters, carpenters, brewers, beekeepers and many others. From time to time, museums also offer visitors the opportunity to try their hand at their craft under the guidance of experts. Everyone can feel like a blacksmith or potter. An interesting element of open-air museums is the practice of cooking traditional dishes that are prepared in front of visitors and even with their participation. Therefore, the perceived value and emotional impact of such museums on visitors is significant (Muzeynyi prostir...,2023).

The innovation of skansens lies in the fact that such an institution not only collects objects, but also places them in a context as close as possible to the environment in which they were found. Visitors are attracted not only by individual buildings and antiquities, but also by professional animators who recreate the life, behaviour, material and spiritual culture of previous eras.

Every day until 24 February 2022, tens of thousands of Ukrainian citizens and foreign tourists visited Ukrainian museums to enrich their knowledge and discover the beauty of the country. Picturesque museums allow visitors to visit the distant past, learn about the present, understand the achievements of mankind and even look into the future. It is only natural that, despite the war, Ukrainian museum workers take great care to collect and preserve everything that we, Ukrainians, hold dear and that is the pride of our nation. After all, a country that does not value its past does not deserve its future (Official site of State Statistics..., 2023).

Museum tourism is a type of cultural tourism that involves visiting museums, getting acquainted with their exhibitions, galleries and collections, and participating in their scientific, cultural and educational activities (Skanseny Ukrainy..., 2023).

Skansen museums occupy a small place among the country's museum institutions – only 3% of the total number of museums in the country (Fig. 1).

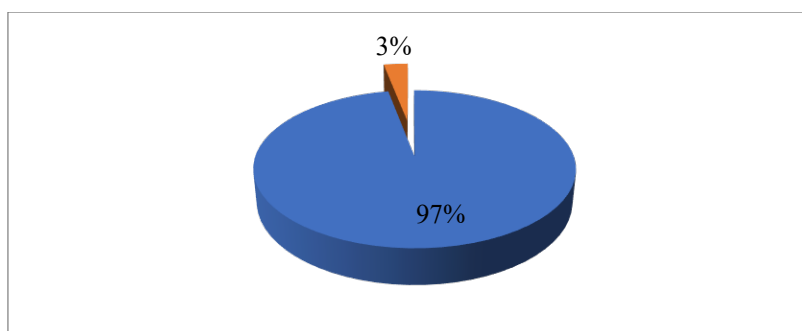


Fig. 1. The share of museums-skansens among museum institutions in Ukraine  
Source: compiled by Havryliuk, (2019)

Skansen museums are clearly different from traditional museum institutions – they are not just exhibits on shelves, they are connected to nature, to time and to the cultural heritage of the people. Such museums are characterised by greater opportunities for preserving and displaying cultural heritage objects, which allows them to be presented in a comprehensive and integrated manner, together with their historical and landscape surroundings.<sup>3</sup>

Open-air museums are a special tourist and recreational resource in the field of museum tourism, the attractiveness of which depends not only on the uniqueness of cultural and architectural monuments, but also on the presence of spectacular elements – holidays, competitions, rituals, exhibitions, fairs, festivals (Romanukha, 2017).

Currently, Ukrainian skansen are involved in the creation of national tourism products in the field of excursion and event tourism. For example, the National Museum of Ukrainian Folk Architecture and Life in the village of Pirogovo, Kyiv region, is a well-known festival tourism centre. It hosts a wide variety of festivals and events. The Lviv Museum of Folk Architecture and Rural Life "Shevchenkivskiy Hai" and the Sarny Historical and Ethnographic Museum, which hosts a folk art festival every spring, as well as the traditional Polissya driving rite "Kusta", have made a significant contribution to the development of the festival tourism product.

The Volyn Museum of Agricultural History in the village of Rokyny near Lutsk is of particular importance for creating an excursion tourism product in the Volyn region. The museum is unique in Ukraine, as it is the only "living" skansen. The museum staff live on its territory, run the farm and preserve all the traditions, which allows visitors to see all the peculiarities of the region's culture with their own eyes at any time.

Before the war in Ukraine, our skansen museums were visited by over five million people every year, almost every ninth resident of Ukraine by population, or every sixth child of school and university age (Antonenko, Khutkyi, 2021).



In Ukraine, there is a phenomenon of extremely uneven geographical distribution of visits to museums by region. The number of visits to museums in each region of the country ranges from 200,000 people per year in Volyn region to 4,508,000 people per year in Kyiv.

Overall, Kyiv stands out among other cities in the country in terms of the popularity of its museums among visitors. In relative terms, the Skansen Museum in Kyiv accounts for more than 17% (or 1/6) of all museum visitors in the country. In other regions, we can single out Lviv region (over 14%) and Zakarpattia region (over 16%) (Sichka, 2016).

The most visited museums in 2021 were: National Museum of Folk Architecture and Rural Life of Ukraine of the National Academy of Sciences of Ukraine (Pyrohiv, Kyiv region), Lviv Museum of Folk Architecture and Rural Life "Shevchenkivskyi Hai", Museum of Folk Architecture and Rural Life of Zakarpattia (Uzhhorod), Museum of Folk Architecture and Rural Life of Prykarpattia (Krylos village, Halych district, Ivano-Frankivsk region), Museum of Folk History of Agriculture of Volyn region (Rokyny village, Lutsk district, Volyn region).

The least visited museums: Museum of Folk Architecture, Life and Children's Art (Perelesne, Sloviansk district, Donetsk region) because of the war, Ethnographic and Tourist Complex "Kozatskyi Khutir" (Stetsivka, Chyhyryn district, Cherkasy region).

As a result, there is a clear disproportionate gap between these regions and the rest of the country in terms of museum attendance (including skansens).

The level of attendance at skansen museums is influenced by the seasons, as they operate in the open air. Various natural phenomena (rain, fog, hail, snow, frost) significantly hinder visits to skansens and facilitate them (sunny, warm weather) (Plyeshakova, 2020).

Based on the total annual attendance of all museums (of different types and profiles), the regions of Ukraine are divided into:

- regions where the popularity of museums among visitors is consistently high and does not fall below 1 million people/year - the cities of Kyiv, Lviv and regions, as well as the Transcarpathian region.

- regions with an average attendance of the museum network (0.5 to 1.0 million people per year) – Ivano-Frankivsk, Khmelnytsky, Vinnytsia, Cherkasy, Poltava, Chernihiv, Rivne, Zhytomyr, Kyiv, Sumy, Chernivtsi, Ternopil, Kirovohrad, Volyn.

- Due to the war, since 2014, the network of museums in these regions has been extremely poorly involved in the excursion traffic and serves a small number (0.5 million) of visitors per year – Mykolaiv, Kherson, Kharkiv, Donetsk, Luhansk, Dnipro, Zaporizhzhia, Odesa.

Thus, only museums in Kyiv, Zakarpattia, and Lviv regions are successfully operating. The network of museums in the rest of the country needs a large-scale marketing and information strategy to promote and popularise museums.

The museums of western and central Polissya are typical in this regard, with their collections of rare treasures and authentic objects of ancient Ukrainian life, rich in material and even richer in spiritual culture. Right-Bank Polissia is home to 10% of the country's museums (i.e. one for every ten museums in the country), but less than 5% of visitors visit these museums each year (Sichka, 2016).

In total, up to 400,000 excursions are conducted in Ukraine's museums of excellence per year. However, there are significant geographical differences in the level of excursion services in different regions of the country. Only a few regions have an adequate level of excursion services: museums in Lviv, Khmelnytskyi, Vinnytsia, Cherkasy, Poltava, and Zaporizhzhia regions conduct more than 100,000 excursions a year. We would like to draw special attention to the museums in Kyiv, Zakarpattia, and Volyn regions, where more than 150,000 excursions are conducted annually.

This disproportionate situation is a problem that needs to be addressed urgently. The problem of Ukraine's open-air museums "dropping out" of mass tourist and excursion routes can only be solved by establishing effective PR communication between museums and society, as well as building mutually beneficial partnerships between the country's museum and tourism sectors.

In Zakarpattia and Lviv regions, museums have the best cooperation with health resorts and tourism enterprises in the field of guided tours for visitors. However, the low level of excursion services provided by museum staff is still a very big problem.

The low level of service is related to the general low qualification of staff and the lack of modern innovative methods for staff training. Often, due to budgetary constraints, museums do not have professional guides, but rather open-air museum workers (Skanseny Ukrainy..., 2023).

The collections of Ukrainian museums and chansons preserve a large number of monuments of the country's history, but not all Ukrainian museums use the existing potential, leaving the nation disconnected from the material and spiritual values acquired over the centuries.

The main reasons are:

- technological backwardness of the sector (technologies that are widespread in many countries are hardly used);
- lack of car parks near museums;
- lack of qualified guides and interpreters, etc. (Balabanov, 2018).

Insufficient funding remains a chronic problem for museums. Most of the budget funds are spent on consumption expenditures, while development expenditures are not only not increasing, but sometimes even decreasing.

The management of open-air museums needs to use tools that will not only help attract visitors, but also create certain strategies for updating museums, because museums satisfy the need for information, growth of self-awareness, development of the spiritual potential of the individual, which takes place in communication, i.e. the provision of museum services. Today, Ukraine has almost no cultural policy and museums are forced to solve their problems on their own, as the state allocates almost no funds for the maintenance of museums. Open-air museums require a lot of money for restoration, as exhibits are in the open air and can be damaged by the environment. In this situation, it is very important for museum workers to unite to solve problems and look for sponsors together.

Time requires a different perspective, as the form of communication between visitors and museums has changed. Today, visitors come not only to see the heritage of their people, but also to learn something and become wiser. In such circumstances, it is necessary to develop museums, create leisure areas and attract external funding.

Modern innovative strategies for the development of the museum sector involve the development and implementation of new museum products that are focused on the needs of visitors. The programme for the development of new regional products should be aimed at:

- expanding the range of activities through the development of new additional services (entertainment, information, education, etc.)
- introducing modern museum services into practice;
- creation of projects with promising museum proposals;
- development and improvement of programmes to attract and retain regular visitors;
- integration of marketing programmes with relevant organisations and institutions (banks, transport companies, etc.) (Danyliuk, 2023).

Today's priorities include preparing a rapid response to emergencies in time of war; protecting museum collections from loss; conducting rescue operations; collecting and systematising information on crimes in the field of cultural heritage; coordinating the actions of national / municipal authorities, museums, cultural institutions, the non-governmental sector and international organisations in the field of protection and restoration of cultural heritage; and providing various humanitarian assistance (Zakon Ukrainy «Pro muzei..., 2023).

It should be understood that open-air museums are unique museums, and their specificity is often not taken into account by the law. However, it is necessary to seek compromises to make museum life in Ukraine worthy not only of the great European grandees, but also of the grateful gaze of visitors.

Taking into account the specifics of museum tourism development, we have reviewed and analysed the largest skansen-type complexes in Ukraine. The results show that geographical factors

play an important role in the development of these institutions. The priority of location is determined by the developed infrastructure and proximity to the city, which leads to high activity of their visits. The main forms of work of Ukrainian open-air museums are the organisation of festivals, historical reconstructions, animated performances, including master classes, and various recreational activities aimed at attracting visitors and organising their leisure time in an attractive way.

The research has shown that a skansen museum is a special institution that clearly demonstrates objects representing the traditions, types and natural uses that have developed over the centuries in certain regions of the Ukrainian people. Even today, in the context of active globalisation of life, the preservation and reproduction of authentic forms of economic activity, at least in the form of skansen exhibitions, is an important and urgent task. In this process, elements of folk life of absolutely all historical and ethnic regions should be represented, because each region has its own traditions, differences and peculiarities as a result of centuries of interrelationships in the human-environment system.

Skansen is a relatively new and emerging area of museum tourism, a unique socio-cultural complex designed to realise the recreational, educational and aesthetic potential of leisure, to form a spiritual personality and to strengthen family values and traditions. The main task of the skansen is to convey to future generations the uniqueness of the traditions of architecture, life and nature management of our ancestors in conditions as close to real as possible.

However, today the situation is very dynamic and depends on security factors. In those regions of Ukraine where it is possible, the museum staff remain with their collections. Work has already begun on a restoration programme that will cover a large area of restoration. This involves restoring buildings that were destroyed during the war and creating exhibitions. These processes are quite lengthy and expensive, so Ukraine will need the help of foreign partners and special intergovernmental programmes, as it will be difficult to finance these projects on its own. The process of returning stolen and exported valuables will take a long time, but sooner or later these processes will have to be started.

Since the outbreak of hostilities, some museums have closed their permanent exhibitions, and they will not be able to restore these exhibitions until the end of martial law. Collections are being evacuated to safe places and bomb shelters, this is part of the work of museums.

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## **ANNOTATION**

### **Part 1. MODERN TRENDS IN THE SOCIAL AND POLITICAL SPHERE, INFORMATION PROVISION AND REHABILITATION PRACTICES: CHALLENGES AND PROSPECTS**

#### **1.1. Vira Ostashchuk. FEATURES OF ETHNO-CULTURAL IDENTITY FORMATION OF UKRAINIANS: CURRENT STATE AND PROSPECTS OF RESEARCH**

The article is devoted to the study of the peculiarities of the formation of the ethno-cultural identity of Ukrainians. It describes the relevance and causality of the study of the given problem, reveals the essence of the phenomenon of "ethnocultural identity".

The purpose of the study is to reveal the essence and role of the formation of ethno-cultural identity in the process of building Ukraine as an independent democratic state.

The article examines the role of the national language as a means of solving the issue of national identity in a multi-ethnic society. Worldview orientations of the individual are analyzed, features of ethno-cultural identity and social significance of the national language for Ukrainians are investigated.

#### **1.2. Oleksii Kokorev. ASSESSMENTS OF LIBERAL DEMOCRACY QUALITY IN EU COUNTRIES**

The problems of the quality of democracy in the EU member states that joined during the recent enlargements of the union are studied. The main manifestations of the growth of democratic regress are revealed: the rise of left and right populism, illiberal government initiatives, government efforts to narrow the scope of civil society, oppression of minorities (ethnic, sexual, etc.), growing hate speech, political corruption, demonization of refugees and more. The EU's performance in the field of the quality of democracy has been described as unsatisfactory, resulting in an increase in illiberal democracy and other types of defective democracies in the member states. The current range of EU instruments (including Article 7 of the EU Treaty) is currently insufficient to effectively prevent and combat the deterioration of the quality of democracy in the member states. The need to develop and adopt new mechanisms for monitoring the observance of democratic standards in the member states was emphasized. The article focuses on the impact of information and communication technologies on liberal democracy (the impact of online trolls and other virtual "weapons"). It has been proven that the preconditions for the deterioration of the quality of democracy in the "young democracies" of Central and Eastern Europe were laid before the global financial crisis of 2008, but it was this crisis that triggered the mechanisms of democracy consolidation. It was seen the institutional, political and economic reasons for the democratic rise of the powers of Central and Northern Europe, to enter the EC. The article is used as a test for stress resistance for the "young democracies" of Central and Western Europe, which are included before the EC.

### **1.3. Maksym Kustov, Oleg Fedoryaka. INFORMATION SYSTEMS FOR THE EMERGENCY LIQUIDATION PROCESS**

The article reveals the features of information support systems for the process of liquidation of emergency situations, both natural and man-made. The collection and processing of information regarding the state of the emergency zone is a mandatory stage of preparation for the liquidation of the emergency situation, the correct choice of the method of minimizing negative consequences and timely response to the change in the situation. Systems for monitoring the state of the environment and the accident zone and systems for automated management of the work of rescue services are considered as information support systems for the emergency liquidation process. Stationary systems for monitoring chemical pollution have some features that are related to the need to recognize the nature of substances with a wide variety of properties of dangerous substances. The most effective means of monitoring the pollution zone and the meteorological situation, which make it possible to eliminate the shortcomings of the space and ground monitoring systems, are aerial vehicles. At the same time, unmanned aerial vehicles are the most promising. The FEDDIR software complex has been developed, which allows, based on the developed mathematical model, to optimize the location of fire departments of various functional capacities and to determine the fastest route to the fire site, taking into account the traffic density on the roads.

### **1.4. Yurii Stoliar. PECULIARITIES OF SERVICE AND COMBAT ACTIVITIES OF THE STATE BORDER GUARD SERVICE OF UKRAINE DURING THE IMPLEMENTATION OF MARITAL LAW**

The article reveals the peculiarities of the activity of the State Border Guard Service of Ukraine under the conditions of the introduction of martial law. It briefly describes the functions and main tasks of the activity of this body, which are carried out in accordance with the relevant state regulatory documents; the specifics of interaction with other subjects of the defense environment are described, such as: the Armed Forces, the Security Service, the National Police, the National Guard, as well as newly created ones, such as: territorial defense units and military administrations, local self-government bodies, public associations, etc. The article analyzes some problems in the activities of the State Border Guard Service of Ukraine, which hindered (reduced the effectiveness of) countering the aggressor at the beginning of Russia's military invasion of the territory of Ukraine. Based on the analysis, it was concluded that despite all the challenges and threats, the State Border Service of Ukraine has proven its professionalism and fulfills its tasks with dignity. In the conditions of a rapidly changing situation, taking into account the wide use of various forces and means, the methods of action of the State Border Service of Ukraine are constantly being improved.

### **1.5. Leonid Tsubov, Oresta Shcherban. MANAGEMENT OF FINANCIAL RESOURCES TERRITORIAL COMMUNITY**

This article examines the management of financial resources of the territorial community. The main sources of financial support for the development of territorial communities in Ukraine in conditions of decentralization have been determined. It is shown that financial support plays a key role in the development of territorial communities. Therefore, solving the issue of financing territorial communities in order to ensure the development of a separate territory, management of local finances acquires special importance. The success of this process ensures the ability to use the features of a separate territory, to find various sources of financial resources, their accumulation, the efficiency of application and distribution, the creation of conditions for the effective implementation of economic plans and projects, and the solution of social programs at the local level. The main sources of financial support for the development of territorial communities have been determined, which include revenues from local budgets, financial support of local self-government from the side of the state, and the search for additional sources of financial

resources by local authorities by using the development potential of a specific territory. The dynamics of local budget revenues by types of revenues (monthly) for 2022, the structure of local budget revenues in 2022 by types of revenues, the share of local budgets in consolidated budget revenues for 2017-2022 have been analyzed. The factors of financial management of united territorial communities are outlined. It has been proven that the unification of territorial communities has a number of positive effects on the management of local finances.

#### **1.6. Yana Kopytina, Tetiana Buhaienko, Olesia Perepechenko. REHABILITATION EXAMINATION OF PERSONS WITH SEVERE VISUAL IMPAIRMENTS AND BLINDNESS IN THE PROCESS OF PHYSICAL THERAPY**

The article describes the principle of implementation of the rehabilitation examination of visually impaired and blind persons in the process of physical therapy, which is based on the principle of individuality and patient-centeredness. The expediency and peculiarities of the implementation of instrumental research methods and using the ICF to build a strategy and goals are revealed. A sample of working documentation during the implementation of the rehabilitation examination is provided.

#### **1.7. Natalia Kuksa, Yuliia Maliarova. CURRENT ASPECTS AND TRENDS OF REHABILITATION ASSISTANCE USING TELEREHABILITATION**

The article considered modern aspects of providing rehabilitation assistance using telerehabilitation. Factors influencing the organization and implementation of telerehabilitation are highlighted. The currently existing advantages and difficulty to the introduction and dissemination of telerehabilitation as a field of distance medicine are analyzed. Recommendations for the effective implementation of telerehabilitation in the field of health care and social assistance are presented.

#### **1.8. Yuliia Maliarova, Natalia Kuksa. THE USE OF SOCIAL NETWORKS IN THE SYSTEM OF PROFESSIONAL TRAINING OF FUTURE SPECIALISTS IN PHYSICAL THERAPY, OCCUPATIONAL THERAPY**

The article examines the phenomenon of social networks and their importance and possibilities of use in the educational process, in particular among future specialists in physical therapy and occupational therapy. A social network is a community of people connected by common interests, a common cause, or who have other reasons for communicating with each other. The use of «Social networks» in the educational process allows to ensure joint work in an interactive mode, between a student and a teacher, a graduate student and a manager; collection and accumulation of work data, writing a diploma; archival storage of all this information on the «Social Network» server with the possibility of receiving it from any place where there is access to the Internet.

#### **1.9. Oksana Polianska, Igor Polianskyi, Olha Hulaha, Inna Moskaliuk. ESTABLISHMENT OF PHYSICAL REHABILITATION IN UKRAINE DURING THE WAR**

The work highlights the stages of development of rehabilitation medicine in Ukraine and the peculiarities of its structuring in wartime conditions. The normative legal acts of the organization of rehabilitation in the field of health care, the purpose and tasks of rehabilitation medicine, sources and ways of financing, the structure of departments and their material and technical equipment are given. Attention is focused on ways of training professionals to provide rehabilitation assistance. Selected problems, the solution of which will enable Ukrainian rehabilitation medicine to become a full-fledged component of the European medical and social space

## **Part 2. SOCIAL, PSYCHOLOGICAL AND PEDAGOGICAL ASPECTS OF ENSURING SUSTAINABLE DEVELOPMENT IN EDUCATION**

### **2.1. Tetyana Blyznyuk, Tetiana Kachak, Iryna Kharashchuk. ENGLISH FOR PROFESSIONAL PURPOSES: DESIGNING A FAVORABLE COMMUNICATIVE ENVIRONMENT FOR STUDENTS**

The purpose of the study is to analyze the relevance of the academic course English for professional purposes at Pedagogy Faculties, training primary school teachers, in particular. It is obvious English is a globally recognized language that is widely used in various fields of professional activity, including business, science, technology, politics, diplomacy and without doubts, education. For Ukrainian specialists, proficiency in English is essential, especially now. There are several relevant reasons for its importance. The crucial one is globalization. Since the world is becoming increasingly interconnected, proficiency in English is crucial for Ukrainian specialists to communicate effectively with their counterparts from other countries, especially in the areas of international education, diplomacy and other fields. English has become the dominant language for scientific and technological advancements, and is necessary for specialists to stay up-to-date with the latest research and developments in their fields. Another reason for introducing the course in education process is wider job opportunities. Many multinational educational institutions require their employees to have a good command of English, and its proficiency can open up new career opportunities for Ukrainians both domestically and abroad. Considering the latter, it is extremely relevant now when many Ukrainian educators found themselves in different foreign countries after Russian invasion of Ukraine. In the context of education, it is worth noting many academic programs in Ukraine and abroad are held in English, and good command of this language is essential for Ukrainians to access high quality education and advanced training opportunities.

### **2.2. Tetiana Koliada-Berezovska, Olena Zinchenko, Stanislav Berezovsky. CYBERTEXT ACTIVITY IN THE PRISM OF DIGITALIZATION OF THE EDUCATIONAL SPACE**

Based on the idea of education as a defining part of the megasystem of society, the authors clarify the definitions of "educational space" and "cybertext", defining the ambivalent nature of the latter, which is determined by its correlation with two types of literary creativity. As a result of the analysis of the reasons for the relevance of cybertexts in the teaching process and their "survival" in the educational space, an interpretation of the term "cybertext activity" is proposed, which, covering a large semiotic space, should be included in the expanded concept of written and spoken personal actualization.

### **2.3. Yuliia Marchenko, Diana Zhupanova. MODERNIZATION OF THE MSC DIGITAL BUSINESS PROGRAMME VIA SUSTAINABILITY IMPLEMENTATION**

The article focuses on the necessity of improving master's programs to become more focused on sustainable development. It has been proven that in the modern world digitization plays a significant role in all spheres of human activity. It did not miss education either. On the contrary, business education has become too focused on digital technologies, and it misses such an important component of humanitarian training as sustainability. That's why, the implementation of sustainability in the master's program in Digital Business is an important step in the direction of training highly qualified specialists who will be able to work effectively and ergonomically in the digital world.



#### **2.4. Yuliana Hapon. INNOVATIVE APPROACHES TO TEACHING CHEMICAL DISCIPLINES USING DISTANCE TECHNOLOGIES**

This paper analyses innovative approaches to teaching chemical disciplines using distance technologies. In recent years, the development of electronic means of communication and access to information has opened up new opportunities in the field of education. In the field of chemistry and chemical technology, these innovative teaching approaches ensure accessibility, efficiency and interest of learning through distance technologies. It is noted that the main innovations include the use of virtual laboratories, where students can interact with chemical reactions and processes in a virtual environment. This ensures safety, saves resources and improves understanding of chemical concepts. The possibility of using video conferencing, interactive learning tools and online courses is considered, which promotes active communication between students and teachers, as well as individualisation of learning.

#### **2.5. Nadiya Dubrovina, Stanislav Filip, Tetyana Nestorenko, Vira Dubrovina, Lidiya Guryanova, Oksana Panasenko. HEALTH ECONOMICS: THE DISCIPLINE KEY PROBLEMS**

The article examines the difference between the educational programs Health Economics and Health Care Economics. Health economics research. An important part of this study is the substantiation of the content of the Health Economics educational program, approaches to the training of specialists in health economics, which will help increase the efficiency of resource management and improve the quality of life of the population.

#### **2.6. Olena Yefimchuk, Kateryna Tkach. DEVELOPMENT OF IMPROVISATION SKILLS OF THE PARTICIPANTS OF CHOREOGRAPHIC TEAM**

Modern choreography is an integral part of the art development of the end of the 19th and 20th centuries. Improvisation as a type of modern choreography is an essential part of the development of modern choreographic art, which contributes to the comprehensive development of the individual, elaborating prerequisites for further creative self-development.

The process of teaching improvisation contributes to the comprehensive development of the personality as the creative potential of students, the child's desire for authorship, expressed in the need to create a new artistic product are realized. Artistic creative activity of children is one of the most accessible and effective forms of aesthetic development of the world.

Innovative methods of teaching improvisation as a means of creating compositions of modern forms of dance are the integral component of the choreographic process, which is necessary for teaching modern choreography in the system of choreographic education.

#### **2.7. Mykhailo Zhylin, Viktoriia Mendelo. EMOTIONAL INTELLIGENCE IN THE CONDITIONS OF THE INFORMATION SOCIETY**

The purpose of this article is to review foreign research on emotional intelligence and approaches to its study in the information society and cyberbullying. One consequence of the maladaptive use of new technologies that has attracted the attention of researchers is a new type of bullying: cyberbullying, which is defined as any intentional act or behavior with the intent to harm others using electronic devices. In recent years, there has been a growing interest in studying such topical themes as information technologies, the Internet, in particular, social networks, cyberbullying, in the context of emotional intelligence. The article examines the relationship between the emotional sphere of the individual, in particular emotional intelligence, with the specifics of activity, communication and activity of users in general.

## **2.8. Liudmyla Ivantsev, Nataliia Ivantsev, Olena Khrushch. INTERNET ADDICTION INFLUENCES VALUE ORIENTATIONS FORMATION AND THE DEVELOPMENT OF A TEENAGER'S PERSONALITY**

The article presents an analysis of the problem of Internet addiction among teenagers. The psychological foundations of the concepts of «Internet addiction» and «addiction» are revealed. The main causes and manifestations of Internet addiction have been determined. Changes and personal deformations arising under the influence of Internet addiction are analysed. The period of adolescence is characterized in relation to the tendency to Internet addiction. Indicators of the psychological state and pedagogical status of adolescents with Internet addiction are analysed. Special attention is paid to the study of value orientations of modern teenagers and the impact of Internet addiction on them.

## **2.9. Leonid Tsubov, Oksana Kalinska. SOCIAL AND PROFESSIONAL PHENOMENON «INNOVATIVE ACTIVITY OF A TEACHER OF A HIGHER EDUCATION INSTITUTION»**

The article highlights the issue of the social and professional phenomenon «innovative activity of a teacher of a higher education institution» as a way to form the professionalism of an educational institution teacher in the system of innovative activity of a teacher. The problem of the social and professional phenomenon «innovative activity of a teacher of a higher education institution» is considered in the context of the use of modern innovative educational and pedagogical technologies. Innovative educational and pedagogical technologies that are actively used in the pedagogical process of a teacher at an educational institution are described.

It was determined that the active introduction and use of innovative educational and pedagogical technologies by teachers of educational institutions in the educational process effectively contributes to the development and training of qualified personnel who are competitive on the labor market, capable of creative work, professional development, mastering and implementing science-intensive and information technologies.

## **2.10. Mykola Shulyk, Dmytro Sobchenko, Anatolii Anchev. NOVELTY AND REAL OPPORTUNITIES IN THE USE OF DISTANCE EDUCATION ACCORDING TO NARROW PROFILES IN MEDICINE, AS AN EXAMPLE OF SURGERY**

Distance learning has become increasingly common in the 21st century, owing to technological advancements and the widespread use of the Internet. Studies conducted in the field of distance education indicate that it can serve as an effective means of acquiring knowledge and skills. For instance, a study conducted by IBM revealed that distance learning can boost employee productivity by 50%. Furthermore, the accessibility of distance learning has improved due to technological advancements and the wide availability of free online courses and webinars. Moreover, distance learning is gaining popularity in higher education, enabling students to obtain a degree remotely without the need to leave their homes.

### **Part 3. DIGITAL TRANSFORMATION AND INNOVATION IN MANAGEMENT: PROSPECTS AND CHALLENGES**

#### **3.1. Olena Chukurna, Olena Stanislavyk, Ganna Izotova. BLOCKCHAIN IMPLEMENTATION IN THE MANAGEMENT SYSTEM OF THE INTERNATIONAL SWIFT PAYMENT SYSTEM**

The article discusses the methodical approach to the implementation of blockchain technology in the SWIFT international payment management system. It was substantiated the main stages of implementation of blockchain technology in the activities of the international company "SWIFT". It have been developed the proposals for choosing the optimal partner for the international company "SWIFT" – IBM, which has sufficient experience with the implementation of blockchain technologies and is considered an expert in this field of activity. The process of introducing blockchain technologies into the activities of the international company "SWIFT" on the terms of partnership with IBM are proposed and substantiated. Formed project proposals and a substantiated project for the implementation of blockchain technologies in the SWIFT international payment management system with further calculation of the economic effect from the practical implementation of project proposals. It has been developed an economic forecast from the implementation of the project under a realistic, optimistic and pessimistic scenario.

#### **3.2. Tetiana Lysiuk. OPEN-AIR MUSEUMS: PROSPECTS FOR INNOVATIVE DEVELOPMENT**

The article examines Ukrainian skansens as open-air museums of architecture and ethnography that reflect the centuries-old experience of the historical development of the Ukrainian people and represent their spiritual culture.

It is determined that skansen museums are an innovative type of museums aimed at reproducing traditional forms of folk life in various fields. The nature of the exposition and the size of the skansen's territory make it possible to have a spectacular element – folk gatherings, celebrations, festivals. That is why such museums are the keepers of national traditions, active participants in tourist and entertainment activities aimed at popularising folk culture and a centre of spiritual revival of the deep traditions of the Ukrainian people.

The article reveals the uniqueness of Ukrainian skansen museums as a tourist and recreational resource base that enhances the attractiveness of national cultural, historical and architectural sites, contributes to aesthetic pleasure, informational and emotional saturation of visitors and, of course, comfortable recreational conditions..

#### **3.3. Leonid Melnyk, Oleksandr Matsenko, Liudmyla Kalinichenko. SCIENTIFIC APPROACHES TO THE FORMATION OF ORGANIZATIONAL AND ECONOMIC MECHANISMS OF FUNCTIONING OF ADDITIVE (DIGITAL) ECONOMY**

In the scientific work, a new formation was considered, which the authors called the additive economy. According to the authors, it was formed as a result of three industrial revolutions and combined the best qualities of green, digital and creative economies. The additive economy is characterized by the decentralization of everything and is aimed at the radical minimization of the use of natural resources and the dematerialization of social production. The work examines the main mechanisms of transformation and adaptation of socioeconomic systems. A model of the organizational and economic mechanism of the transformation of enterprises to the conditions of the additive economy is also presented. The main idea is that this organizational and economic mechanism should provide the most optimal ways of generating new added value from those the additive economy provides.

### **3.4. Oleg Moroz. HUMAN RESOURCE MANAGEMENT AT BUSINESS ENTITIES IN THE CONDITIONS OF DIGITAL TRANSFORMATION**

Digitization of the economy as a whole and its impact on socio-economic and social relations, in particular, significantly increases the relevance of the use of advanced systems and mechanisms that ensure the growth of productivity, efficiency and effectiveness of the use of labor force carriers through the transformation of people management mechanisms. The purpose of the research is to highlight certain aspects related to the impact of digital transformation on human resource management in business structures. Digital transformation of business management processes as a whole is a change in the functioning of the management system of its human component (its employees) through the use of data in all areas covered by the specified system. With the spread of digital transformation, the very nature of HR work is changing - in connection with the rapid introduction of digital technologies and the formation of digital skills of the personnel of enterprises, a new model of work, known as "smart work", which is based on the use of new technologies and information systems. Thus, improving the management of human resources in the context of digitalization of the economy is the responsibility not only of business, but also of the state, as it creates the prerequisites for the formation of a qualified labor market.

### **3.5. Liudmyla Zveruk, Oleksandr Melcharyk. DIGITIZATION OF THE BANKING SECTOR: CURRENT TRENDS AND DEVELOPMENT PROSPECTS**

Digital transformation in various sectors of the economy is democratizing data, which contributes to greater transparency and improved customer service. New technologies open up access to traditional systems to new start-ups and third parties, and in some cases, put data directly into the hands of consumers. The digitalization of banking is considered to be a set of modern economic, organizational, managerial, and institutional innovations in all areas of banking. The high use of mobile applications, the emergence of digital channels, the creation and implementation of digital products, changes in bank business models, the use of artificial intelligence, and the construction of "digital DNA" have significantly increased the efficiency of banks and led to the emergence of neobanks in Ukraine. The prospects for the digitized future of banking institutions are associated with the development of digital banking, the launch of a platform in the Banking as a Service (BaaS) space, the creation of banks' own BaaS platforms, the use of application programming interfaces (APIs), and the transition to open banking rules. The growing consumer demand for digital banking services has led to numerous technological innovations in financial institutions based on artificial intelligence.

### **3.6. Olena Kniazieva, Kyrilo Skorobohatov. ESSENCE OF CRYPTOCURRENCY AS A FINANCIAL PHENOMENON OF THE DIGITAL WORLD**

One of the manifestations of digital transformations in the financial sphere is the active development of virtual payment methods, in particular, virtual assets and cryptocurrencies, which requires the study of the theoretical foundations and applied mechanisms for their further development. The novelty of cryptocurrency as a new element in the theory and practice of finance and money requires the development of an appropriate theoretical and applied basis.

The relevance of the analysis of the perspectives of the development of cryptocurrency is substantiated, aspects of the correspondence of the latter classical functions of money and financial instruments are established. It is assumed that in the conditions of the "new normal" cryptocurrency has significant development prospects and advantages over traditional money. The author's vision of the essence of the crypt currency is given.

### **3.7. Alina Kozenko. TENDENCY OF DEVELOPMENT DIGITAL TECHNOLOGIES IN STATE GOVERNANCE IN UKRAINE**

In the current conditions of state development, the issue of digitalization of all spheres of the economy, especially the public administration sector, arises. In recent years, the central government has been developing certain steps in the field of digitalization of public administration, which makes it possible to make the process of digitalization of the public administration sector more efficient. The article analyses the essence of digitalization of the economy and considers the legislative framework for digitalization of public administration, outlines the main problems associated with the implementation process and considers the main directions of development of digitalization of public finances.

### **3.8. Oleksiy Krasnorutskyy. DEVELOPMENT OF DIGITAL TECHNOLOGIES FOR MANAGEMENT OF AGRICULTURAL ENTERPRISES**

The article examines the theoretical-methodical and applied principles of the use of digital technologies by subjects of agrarian business. It was determined that the key consequence of the wide spread of digital technologies is the improvement of the economic, ecological, technological and social efficiency of the main activity and development of agrarian enterprises, as the main category of agrarian business subjects. The methodological principles of evaluating the effectiveness of digitization of the agricultural sphere, production and management activities of its subjects are considered. The characteristics of the conditions of digitization of the activities of agricultural enterprises, as well as approaches and techniques for their correlation with the parameters of the state and development of the economic potential of commodity producers are determined. The expediency of separating the processes of integration of digital technologies into production and activity management with their subsequent integration into a holistic business management system is substantiated. The expediency of differentiating institutional, virtual and real spheres of the process of digitization of agrarian business is proven, taking into account the applied methods, approaches, methods and tools for implementing the considered processes. The advantages of agrarian business subjects, which are formed due to the implementation of digital technologies in practice, are determined, as well as the architecture of the mechanism of strategic management of digitalization of agrarian business subjects is substantiated.

### **3.9. Tetiana Nadopta. QUALITY FORMATION FEATURES OF LIGHT INDUSTRY PRODUCTS QUALITY FORMATION**

The article examines the main tasks facing developers and manufacturers of light industry products. They, first of all, consist in solving the following issues: increasing the level of information and technical support of production preparation processes in order to guarantee a certain level of quality; taking into account the anatomical and morphological characteristics of consumers; reduction of labor and material costs; ensuring conscious ecological use of products. The quality of light industry products is closely related to many indicators, as it must satisfy the needs of consumers. The choice depends on these needs, and the quality of products in specific conditions and for the given period is determined by the understanding and definition of quality. When evaluating product quality, it is worth using quality indicators that take into account both quality characteristics in accordance with standards and consumer needs. The article substantiates that in the development of structures of light industry products, it is necessary to pay considerable attention to quality.

### **3.10. Mykhailo Oklander. MARKETING IN THE ERA OF THE DIGITAL ECONOMY**

The purpose of the study is the analysis the of marketing transformations in the era of the digital economy. Priorities, trends and algorithms for using digital marketing methods are defined. Features of the implementation of digital marketing tools in the activities of Ukrainian farms are given. Native site content is offered. SEO, contextual advertising and trigger letters are identified as priority marketing tools in agribusiness.

### **3.11. Yuri Pozdnyakov, Igor Bratishko, Maria Lapishko. ECONOMETRIC MODEL FOR THE PROPERTY WITH A LIMITED LIFETIME CURRENT VALUE DETERMINING**

In this study, new mathematical models are proposed to describe the dynamics of changes in the value and wear indicators of goods. These models distinguish themselves from previously known models by utilizing smooth and continuous curves that represent the relationship between cost and time. This approach enables a more precise depiction of the cost and wear dynamics over the long-term life cycle of the product. The application of these models allows for the consideration of distinct dynamics in the value and depreciation indicators of goods. The study highlights the necessity of an individualized approach when assessing different types of goods, accounting for their specific shelf life. Further developments may focus on implementing more complex types of non-linear functions to approximate empirically derived curves representing cost / wear changes. The utilization of the proposed approaches in describing the dynamics of cost / wear characteristics enhances the accuracy and comprehensiveness of assessments, ultimately contributing to the reliability of assessment results. The findings of this study hold relevance in forensic economic examinations and valuation practice, particularly in cases where the limited useful life of property must be considered during valuation processes.

### **3.12. Halyna Ryzhkova, Rodion Plakhotniuk. BUSINESS STRATEGY OF THE ENTERPRISE IN THE DIRECTION OF INTERACTION WITH CLIENTS**

The paper analyzes the theoretical principles of creating customer relationship management systems. It was determined that the CRM system, which enables the automation of interaction with customers, which will subsequently lead to an increase in the volume of sales, optimization of marketing activities and an increase in the level of service through the preservation of information about customers in the dynamics of relations with them, normalization of business processes. The specific features of CRM systems as management tools are determined.

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