



# Education and Economy in the Digital Age

Katowice 2024



# **EDUCATION AND ECONOMY IN THE DIGITAL AGE**

*Monograph*

*Edited by Nazar Dobosh  
and Aleksander Ostenda*

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## TABLE OF CONTENTS:

|   |     |
|---|-----|
| <b>Preface</b>  | 5   |
| <br>  |     |
| <b>Chapter 1. Innovative Approaches and Digital Integration in Modern Education: Tools, Technologies, and Pedagogical Strategies</b>  | 7   |
| <br>  |     |
| 1.1. Educational platforms in learning foreign languages in the implementation of blended learning  | 7   |
| 1.2. Mobile applications in the context of transforming the electronic information and educational environment of the university into a customer-oriented digital ecosystem | 15  |
| 1.3. Modern teacher's innovative culture of professional communication  | 20  |
| 1.4. The role of podcasts and artificial intelligence in the educational process of higher education students   | 28  |
| 1.5. Use of case-study method in teaching school geography course in the conditions of New Ukrainian schools  | 37  |
| 1.6. Integrating smart learning environments: the effects of real estate development on secondary education structures in Malaysia  | 44  |
| 1.7. Psychological and pedagogical aspects of the organization of pedagogical interaction in the vocational training system   | 56  |
| 1.8. Organization of inclusive physical education in the educational process: challenges and prospects  | 62  |
| 1.9. Informatization and digitalization as means of improving the quality of the educational process of the institution of higher education                                 | 67  |
| 1.10. Modern aspects of technological support of distance education   | 74  |
| 1.11. Design and modeling in the professional competence formation system of the future specialist  | 80  |
| 1.12. Preparation of future primary school teachers for the formation of students' communicative competence in the context of improving the quality of distance learning    | 87  |
| <br>  |     |
| <b>Chapter 2. Innovations and Emerging Technologies in Global Entrepreneurship, Tourism, and Finance</b>  | 94  |
| <br>  |     |
| 2.1. Innovative entrepreneurship as a progressive form of economic development  | 94  |
| 2.2. Modern challenges and innovative aspects of international tourism development in tourist macro-regions of the world  | 101 |
| 2.3. Personnel policy as a tool for managing the motivational component of medical personnel  | 109 |

|  |     |
|--|-----|
| 2.4. Information focus on student youth health   | 116 |
| 2.5. Investment banking in the securities market   | 122 |
| 2.6. Cryptocurrency as a component of the subject matter of criminal offences against property and in the field of official activity and professional activity related to the provision of public services | 129 |
| 2.7. Development client server monitoring information systems for the radiation pollution analysis   | 133 |
| 2.8. Memory tourism – an innovative vector of development in Ukraine   | 143 |
| 2.9. Artificial intelligence tools and applications for financial services in banking sphere   | 150 |
| 2.10. Research of marketing innovations of countries in the context of the implementation of the sustainable development goals   | 157 |
| 2.11. Features of using artificial intelligence to enhance the qualifications of web developers  | 166 |
| <b>Annotation</b>  | 172 |
| <b>About the authors</b>   | 179 |

### 1.3. MODERN TEACHER'S INNOVATIVE CULTURE OF PROFESSIONAL COMMUNICATION

Modern transformations in all spheres of society cause certain changes in the general educational institution, right now the teacher has got into such epidemiological and quarantine conditions which promote a choice of new forms and methods, the newest technologies of modern students' training. The main tasks of education are closely related to the training of a highly qualified teacher who not only has the necessary amount of theoretical knowledge, practical skills and abilities, but also has the necessary professional and personal qualities that allow him to successfully adapt to future activities, strive for professional and personal self-improvement, to be a professional who does not stop in his development. Thus, the problem of forming an innovative culture of teachers professional communication is relevant in pedagogical science and practice as component of the prospects for the formation of modern education.

That's why the specifics of the innovative culture of professional communication as the most important in reforming modern pedagogical education and is reflected in philosophical, pedagogical and socio-psychological research (V. Andrushchenko, I. Bekh, L. Danylenko, I. Ermakov, I. Zyazyun, V. Kremen, V. Luhovy, V. Lutay, V. Slastyonin, etc.). The problems of formation and development of innovative culture became the subject of scientific research by O. Bartkin, N. Gavrish, L. Danylenko, O. Efrosinina, L. Karamushka, O. Sukhomlynska, and others.

The result of the content of professional and pedagogical activities is an innovative culture of teachers' professional communication. It is the innovative culture as a holistic education, as a system of competencies, rather than a set of separate methodological, theoretical and practical knowledge that promotes the development of the creative personality of the modern teacher.

The systemic and consistent nature of the components of the innovative culture of modern teacher's professional communication is viewed through the prism of the following approaches: axiological, acmeological, informational, activity, cultural and systemic, which reveals the specifics of the object and its effectiveness in the system of professional training of modern educators.

Innovative culture of professional communication as a phenomenon acquires integrity in the context of such concepts as «innovation», «culture» and «professional communication».

Innovative culture as a phenomenon acquires integrity in the context of such concepts as «innovation» and «culture». Let's define the specifics of the concept of «innovation», as it is a basic component of innovation culture in the process of modern teacher's professional communication. From the analysis of the scientific literature we see that there is unfortunately no single definition of the concept of «innovation».

Innovations is a 1) innovation, novelty, innovation; 2) purposeful change, which makes new invariable elements (innovations) in the educational environment, which improve the characteristics of individual parts, components and the whole educational system; 3) new forms of labor organization and management, new types of technologies that cover not only individual institutions and organizations, but also various areas; 4) the process of partial changes that lead to the modification of individual goals of education or means and ways to achieve them; 5) purposeful and managed changes in educational practice through the creation, dissemination and development of tumors; 6) a comprehensive process of creating, disseminating and using a new practical tool in the field of engineering, technology, pedagogy, research (Dychkivska, 2004).

Other scientists combine the concept of «innovation» with «innovative thinking» and «innovative culture», the concept of «innovation». It is worth noting that «innovation is a new, new idea, a means created by human (innovator), and innovation is a new idea, a means that are put into practice» (Kremen, 2008).

L. Danylenko argues that «innovation – a novelty that significantly changes the results of the educational process, while creating improved or new: educational and didactic systems; the content of education; educational pedagogical technologies; methods, forms, means of personal development, organization of training and education; technologies of management of educational institutions, system» (Danilenko, 2001).

Thus, in its meaning, the concept of «innovation» refers not only to the creation and dissemination of innovations, but also to such changes that are significant, accompanied by changes in behavior and thinking.

Now let's take a closer look at the concept of «culture», which is quite complex and ambiguous. Without going into various definitions about the phenomenon of culture, we note that in the philosophical literature, some authors include in the field of culture the activity itself, and others – its technological basis, a set of tools and mechanisms that motivate human activity (V. Andrushchenko, S. Crimean, L. Matveeva, A. Toynbee, O. Spengler and others). Despite the differences in approaches to the category of «culture», common to them is the understanding of culture as a holistic phenomenon, the central link of which is a person as a subject of cultural development.

In the Encyclopedia of education I. Zyazyun interprets culture as «a system of programs of human activity, behavior and human communication to change and improve social life in all its main manifestations» (Kremen, 2008).

However, in our opinion, not everything created by human is a culture. The concept of «culture» in the broadest sense, recorded by D. Vico, is what is created by human, in contrast to what is created by nature (Andrushchenko, 2005, p. 386).

In research, G. Yelnikov reveals the concept of «culture» as a set of material and spiritual values, mode of activity and creative expression of personality. We agree with the scientist's definition that «working culturally means being able to work creatively, with perspective, always see the ultimate goal and choose the most rational methods to achieve it» (Svistun, 2013).

This is especially true of the teacher's personality, which is why a specific manifestation of culture is an innovative culture of professional communication, which can be defined as a set of cultural norms, cultural knowledge, values and meanings used in cultural communication.

Thus, culture is only what is done by human, which is aimed at self-development and self-improvement. Accordingly, the culture of the future teacher of a secondary school is its culture of personality and ability to develop and improve their creative abilities in solving non-standard tasks during communication and in managing the pedagogical process.

According to researchers A. Derkach, O. Berestenko, V. Dyachkov, V. Zazykin, G. Tsypin, E. Starovoitenko, etc., the culture of personality is not just a way of working, borrowed from experience, but a new quality, a new personality, as a cultural personality has a different motivation, different aspirations, criteria of satisfaction than a person who is at a low cultural level. The criterion of a person's culture is the optimality and constructiveness of his own self-expression and self-realization professional activity.

The concept of «professional culture», as well as «culture», is interpreted by scientists in numerous studies. It is a component of the general culture, as well as the professional activity of a modern teacher of a secondary school.

The concept of «professional culture» is interpreted in the works of O. Anishchenko, M. Ogrenich, G. Hofstede, D. Bachmann-Medik, H. Göhring and others.

O. Anishchenko (Kremen, 2008) defines professional culture as a socio-professional quality of the subject of labor, which includes a set of principles, norms, rules, methods that have been formed historically, regulate professional activity.

A. Kravchenko understands professional culture as a set of special theoretical knowledge and practical skills related to a particular type of work. The concept of «professional culture» interprets culture as a special quality of the specialist, due to the specifics of the profession and professional activity.

According to M. Ogrenich (Ogrenich, 2009), professional culture is a measure, the quality of activity in a certain strictly limited area of its profession; it is a vivid example and indicator of the quality of human communication, when the social activity of people appears as the activity of others, and as cooperation, and as an attempt of interlocutors to understand and objectively evaluate each other.

We agree with S. Isaenko that «professional culture is a holistic personal formation, the essence of which is a dialectical connection of all elements of individual culture, which develops dynamically and nonlinearly, specifically manifesting itself in the field of professional activity and communication» (Isaenko, 2009).

It should be noted that pedagogical culture is «a measure and method of creative individual self-realization in various types of pedagogical activities and communication aimed at learning, transfer and creation of pedagogical values and technologies» – according to S. Buryak (Buryak, 2005, p. 125). This statement makes it possible to present pedagogical culture as a universal characteristic of pedagogical reality, as a general culture projected into the sphere of pedagogical activity, as a systemic education that includes the following structural and functional components: axiological, technical and personal-creative.

We agree with I. Palshakova statement that «pedagogical culture» and «professional culture» should be considered as a single phenomenon «professional-pedagogical culture» (Palshikova, 2011, p. 39), which concentrates the integrative personality trait of the specialist and the way acquisition of cultural experience of mankind and its development in the process of professional activity.

Thus, professional and pedagogical culture is a way of mediation between the personality of the teacher, the child and the cultural experience of mankind is the result of personal, individual, professional self-determination of the modern teacher in the educational space of secondary school and in the process of free, independent and responsible pedagogical activity.

The concept of professional culture is a component of pedagogical culture and part of the general culture, so we can conclude that the innovative culture of professional communication should be considered as part of pedagogical culture.

Innovative culture is a relatively new concept that is defined differently by different scholars. Consider the most common definitions of the category «innovation culture».

Exploring the innovative culture of teachers, V. Fokina (2001) emphasizes that innovative culture is the knowledge, skills and experience of purposeful training and comprehensive implementation and comprehensive development of the new in various spheres of human life while maintaining a dynamic unity of the old, modern and new; in other words, it is the free creation of something new with observance of the principle of succession.

O. Bartkiv reveals «innovative culture of a teacher as a professional phenomenon, which is realized at two levels: at the level of the individual and at the level of the specialist». At the individual level, a person's innovative culture is an area of his spiritual life that reflects his value orientation, enshrined in motives, knowledge, skills, abilities, patterns and norms of behavior and provides him with receptivity to new ideas, his willingness and ability to support and implement innovations at all spheres of life. At the professional level, the innovative culture of the teacher characterizes the high level of his pedagogical activity (Bartkiv, 2010).

It is advisable to characterize the concept of «innovative culture of the school». L. Danylenko and L. Karamushka note that the innovative culture of the school provides «focus on the personality, personal development of the student and teacher. The teacher of such an institution is characterized by solidarity in the values and views on education, on the basis of which behavior is formed that promotes effective collective cooperation, common values and views. Thus, the innovative culture of the school is a culture of consensus» (Danylenko, 2001).

It should be noted that the main carrier, a model of innovative culture in a secondary school is, of course, a teacher, and innovative teacher culture, as a professional phenomenon, is based on certain qualities and views of the teacher as a person. It is the innovative culture that contributes to the mastery of new pedagogical values, technologies of pedagogical activity, ways of professional interaction and communication in new conditions, the level of participation in information exchange and new opportunities for professional and creative self-realization.

At the professional level, the innovative culture of the teacher characterizes the high level of his pedagogical activity and professional communication.



The term «professional communication» is interpreted in the works of N. Babych, L. Baranovska, S. Bremner, V. Bhatia, N. Drab, L. Znikina, N. Krylova, I. Marenkova, L. Novikova. In that L. Baranovska defines professional communication as a process of dissemination of professional information that reflects the needs of particular profession representatives.

O. Oliynyk (Oliynyk O., 2009) argues that business communication is a system of subject-subject relations, aimed at creating a business mode of communication based on interaction and productive cooperation that lead to understanding. Thus, business communication is an interpersonal interaction aimed at achieving a goal in professional activities.

In our views, the concepts of «professional communication» and «business communication» are identical. Under professional-pedagogical communication we understand the system of interaction of the teacher with the head of the school, colleagues, students and their parents, the content of which is the exchange of information, knowledge of the individual, the provision of educational influence. The teacher acts as an activator of this process, organizes it and manages it.

In recent years, there have been works that treat pedagogical communication from a slightly different standpoint and make it dependent on the «pedagogical culture» of the teacher. For example, V. Buryak considers pedagogical culture as a culture of relations in the context of universal culture through the prism of connections with education, activity, communication, and O. Korniak interprets pedagogical culture as a dynamic system of values and ways of creative activity (Palshkova, 2011).

In professional activities, people try to achieve not only general but also personally significant goals, thanks to knowledge and skills. Professional communication is one of the universal realities of human existence, a specific type and a necessary condition for its activities. Professional communication is a creative, controlled process of mutual exchange of messages, organization of mutual understanding, achievement of optimal interaction, mutual knowledge in different types of activity of participants of professionally oriented communication (Bhatia & Bremner, 2014).

Thus, professional communication is formed in the context of a specific professional activity, and therefore to some extent absorbs its features and is an important part of this activity.

Analysis of scientific publications shows that a number of scientists using the term «innovative culture of professional communication» as the ability to communicate, as well as the possession of communicative and innovative knowledge, skills and abilities necessary to initiate and maintain the interaction process.

**Methodology.** The diversity of definitions of «culture» and «innovation» is due to differences in the conceptual positions of their researchers. That is why there is a need to disclose the methodological component of the subject.

According to the activity approach, the concept of «innovative culture of professional communication» is revealed as a set of elements that regulate communicative and innovative activities and are formed, function and develop through the interaction of subjects. The innovative culture of professional communication of an individual is defined as a system of knowledge, norms, values and patterns of behavior accepted in society, and the ability to organically, naturally and effortlessly implement them in business and emotional communication.

It should be noted that the information approach is also important for revealing the content of the innovative culture of professional communication, which reveals the concept of «information» as a key and important element of the school teacher culture. The information used during professional communication in a secondary school is a set and interaction of complex information flows: the source information needed to delegate authority and make decisions; regulatory information, which is represented by various regulations, laws, instructions, process maps, etc.; operational information received during the operation of systems and characterizes its state; external information coming from other systems that are communicatively related to this system (school); control and accounting information characterizing the process of system operation and its results. In the context of the research topic, cultural information is considered as information

about the state of development of culture and its species in Ukraine on a national basis, its individual branches (educational, pedagogical, innovative, managerial, technological, political, economic, legal, philosophical, artistic, etc.).

It should be noted that the process of forming an innovative culture of professional communication of the individual in the school can be influenced only if the focus of the teacher will be each person with unique qualities, abilities and capabilities. This requires reliance on a personal approach as the most important principle in building the pedagogical process. It provides a focus on the individual as the main value, purpose, subject, result and the main criterion for the effectiveness of the pedagogical process.

**Results.** The personal approach requires recognition of the uniqueness of the individual, his moral and intellectual freedom, the right to respect, which requires support for the natural process of student's creative self-development of the as a future teacher engaged in such foreign scientists K. Klakhon and H. Murray (1965).

We also agree with S. Podmazin (Podmazin, 2002) that the purpose of personality-oriented education is not the formation or even education, but finding, supporting, human development, development of self-realization mechanisms, self-development, self-education and other mechanisms necessary for the original personal image formation.

Innovative culture of teacher's professional communication is the highest manifestation of its professional competence, which reflects the ability of a specialist to creative perception, understanding and expression of reality in the professional sphere, his ability to operate successfully in a dynamic innovation environment taking into account the professional activity specifics. And the considered provisions about the place of the teacher in the innovative culture of professional communication allow us to conclude that, being in the studied object, it is its subject, object, result, main value and main event.

Given the wide variety of modern views on the essence of the concept of «innovative culture of professional communication», it is possible to analyze it in the following areas:

- axiological, which allows to outline the values and professional attitudes that the teacher focuses on in interpersonal communication;
- personal, which makes it possible to identify the personality traits of a teacher of a secondary school, ensuring the effectiveness of pedagogical communication;
- activity, which determines the amount of knowledge of the head of the culture of pedagogical communication and professional communication skills that allow you to creatively implement this knowledge in teaching.

It should be emphasized that the professional communication specific features are conscious, purposeful communication management, the presence of a general and specific purpose of communication, as well as scientific validity and a high level of professionalism. In order for contact to be truly deep, a person, in addition to professional knowledge, knowledge of communication, certain skills and abilities, must also have a positive communicative attitude to communication, and the attitude is not just to establish contact, but to human as a universal value, then this contact will become public and communication will take place at a high level.

V. Kan-Kalik and M. Nikandrov note that the culture of communication involves the teacher's ability to properly plan and implement a system of communication; quickly and accurately find adequate means of communication that correspond to the creative individuality of the teacher, the communication situation and the individual characteristics of the client; feel and maintain feedback in communication; ability to clearly and emotionally express their feelings and thoughts (Kan-Kalik, 2008).

Communication is the interaction of individuals, in the process of which information is exchanged, mutual understanding is achieved, there is mutual influence, a certain position is developed in relation to each other (Kremen V., 2008).

Thus, the culture of communication is an integral part of the general culture of human, and the analysis of interpretations given in the literature confirms that the culture of communication, the culture of behavior, the culture of speech in life often appear in unity. The concept

of communication culture is often identified with the concept of speech culture, from a scientific point of view it is, of course, different concepts. Speech culture is the ability to use optimal language tools for a particular situation. However, a person, politely and kindly addressing others, can use words, violating grammatical rules, etc.

According to O. Berestenko (2013) professional communication can be considered in both broad and narrow sense. In a broad sense, it is proposed to define professional communication as communication skills and abilities that are inherent in a person who has significant experience and has high professional standards. In a narrow sense, professional communication is understood as a means and condition for solving the problems of a particular professional activity, namely professional communication includes features specific to a particular profession.

Thus, the professional communication concept has a broad and narrow meaning. In the first sense, it can be defined as communication skills and qualities inherent in a professional, in contrast to the amateur. A professional is seen in this case as a person who has significant experience and high professional standards. In a narrow sense, professional communication includes features specific to a particular profession. Professional communication is an important tool and condition for solving the tasks of a certain professional activity. If outside the activity people are guided by personal motives, then during professional communication the goal is determined by the nature and needs of professional activity.

To form a high level of individual's professional communication culture is carried out in an environment of quality education, during the constant self-development and self-improvement.

An important role in achieving results is communicativeness, communicative competence, professionalism (professional training, professional self-awareness, professionally significant properties), the formation of individual communication style, professional ethics, professional tact.

Modern research shows that the professional communication culture phenomenon contributes to an effective process of interaction between all subjects of secondary education. After all, it is the cultural content that gives this phenomenon a multifunctional character. In the conditions of information civilization, the innovative professional communication culture becomes the goal (culture of dialogue), the basis (mutual understanding), the means of regulation (culture of business and everyday communication) of communicative processes.

Summarizing the above, we can state that the system of certain approaches is a serious theoretical and methodological basis for understanding the essence and structural content of the innovative culture professional communication of modern teacher.

Thus, the innovative culture of professional communication is a significant indicator of the level of knowledge, abilities, ability and ability to interact with other people, to perceive, understand, assimilate the content of thoughts, feelings, efforts to solve specific problems in professional activities. It is formed on the basis of certain conditions of implementation of professional innovative technology, absorbs its features, is based on it, is an important component and means of activity. It is determined by the development and self-development of the individual, which is manifested in the creative nature of the best examples communicative activity development.

**Conclusion.** The innovative culture of secondary school teacher professional communication is a complex phenomenon that contributes to the active position of the subject of innovative professional communication culture and is based on specific abilities, in particular: to establish and maintain necessary contacts with colleagues, management, students and parents ability to listen and hear the communication partner; the ability to understand another and be understood by others; be able to verbally feel the psychological state of the interlocutor, his emotions and feelings; control your own emotions; make constructive efforts to maintain harmonious, tolerant relations; adequately and constructively influence communication partners; logically, concisely and accurately formulate their own thoughts; be able to forecast situations; make a timely and accurate assessment of the positive and negative aspects of professional communication; to carry out

successful management of the communicative activity process during the performance of specific teacher professional functions.

Innovative culture of professional communication is the main component of modern teacher effective pedagogical activity and reflects not only the level of development of innovative processes, but also the range of participation of teachers and students, their satisfaction with this process. It also ensures people's receptivity to new ideas, their willingness and ability to support and implement innovations in all spheres of life.

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## **ANNOTATION**

### **Chapter 1. INNOVATIVE APPROACHES AND DIGITAL INTEGRATION IN MODERN EDUCATION: TOOLS, TECHNOLOGIES, AND PEDAGOGICAL STRATEGIES**

#### **1.1. Khrystyna Bilynska, Iryna Ladanivska, Nataliya Shandra. EDUCATIONAL PLATFORMS IN LEARNING FOREIGN LANGUAGES IN THE IMPLEMENTATION OF BLENDED LEARNING**

The article defines the concept of blended learning which combines traditional face-to-face instruction with online learning. This study investigates the role of artificial intelligence (AI) and educational platforms in facilitating effective blended learning environments for foreign language acquisition. AI has introduced innovative strategies to digital learning that are much more interesting and attractive compared to traditional ones. By examining the peculiarities, benefits, and challenges of different platforms, this article aims to identify the main factors contributing to successful implementation and learner outcomes. Moodle platform is the main tool for foreign language learners. This article presents the analysis of listening, speaking, reading and writing activities in Moodle.

#### **1.2. Natalia Bobro. MOBILE APPLICATIONS IN THE CONTEXT OF TRANSFORMING THE ELECTRONIC INFORMATION AND EDUCATIONAL ENVIRONMENT OF THE UNIVERSITY INTO A CUSTOMER-ORIENTED DIGITAL ECOSYSTEM**

The integration of digital technologies into educational activities has become a modern trend, covering all levels of education, including universities. This article explores the process of transforming the electronic information and educational environment of universities into a customer-oriented digital ecosystem using mobile applications. The article analyses the role of mobile applications in improving access to educational resources, interaction between students, teachers and administration, as well as in increasing the efficiency and quality of educational services. Particular attention is paid to the introduction of intelligent information systems and artificial intelligence technologies that facilitate the automation of administrative processes, and gamification of learning and provide a personalized approach to learning. The main advantages and challenges of implementing digital ecosystems in educational institutions are highlighted.

#### **1.3. Alla Kozhevnikova, Peter Kozhevnykov. MODERN TEACHER'S INNOVATIVE CULTURE OF PROFESSIONAL COMMUNICATION**

The article deals with examining the essence and significance of modern teachers' innovative culture of professional communication. The authors analyzed the main components of innovative culture – culture, innovation, innovative culture, communication, professional communication. It has been proven that an important element of the conceptual foundations of a modern teachers' innovative culture of professional communication is the definition of systemic, informational, scientific, personal, cultural, activity, and subject-subject approaches that can optimize this process, make it more effective and such that meets the needs of society. The article can be useful for scientists, teachers, and educators who seek to increase the level of their professional competence and ensure a high level of the educational process.

#### **1.4. Yuliia Nadolska, Larysa Yepifantseva, Yevhen Topalov. THE ROLE OF PODCASTS AND ARTIFICIAL INTELLIGENCE IN THE EDUCATIONAL PROCESS OF HIGHER EDUCATION STUDENTS**

The article analyzes the impact of information and innovative technologies on the study of foreign languages, explores the potential of podcasts, which can be effectively integrated into the educational process to enhance students' listening skills in foreign language classes, improve foreign language communication, and develop critical thinking skills. The article also examines the use of artificial intelligence in classes, specifically ChatGPT, at various levels of educational activities corresponding to Bloom's Taxonomy, with provided examples.

#### **1.5. Oleksandr Nepsha. USE OF CASE-STUDY METHOD IN TEACHING SCHOOL GEOGRAPHY COURSE IN THE CONDITIONS OF NEW UKRAINIAN SCHOOLS**

From a methodological point of view, a case is a specially prepared educational material containing a structured description of a life situation related to a problem that requires individual or group solution. The case method (or case study method, case analysis, case study) is a means of active problem-situational analysis based on learning by solving problem-situations (cases). Its main purpose is not to provide ready-made knowledge, but to develop students' ability to solve problems and find solutions on their own. According to practitioners, the effectiveness of the case method is achieved by combining innovative and traditional teaching methods. This connection contributes to the formation of normative, basic knowledge in students, which is tested and consolidated by practice, search, discussion and ensures the development of a set of analytical, creative, social, and communication skills.

#### **1.6. Noorsidi Aizuddin Mat Noor, Farhana Diana Deris. INTEGRATING SMART LEARNING ENVIRONMENTS: THE EFFECTS OF REAL ESTATE DEVELOPMENT ON SECONDARY EDUCATION STRUCTURES IN MALAYSIA**

This research seeks to establish the effects of smart real estate on the creation of efficient secondary education infrastructure in Malaysia. The study, that included 150 questionnaires and interviews with school administrators teachers and developers highlighted institutions that incorporated smart technologies like the interactive white boards, efficient energy system enhance student attention, academic performance and efficiency and decreased expenses. But these technologies could not be implemented in the rural schools as there were no proper facilities and financial resources to invest. The study's implication is the need for collaboration with a view to fostering organizational relationships between government departments, schools, and property developers to make available relevant modern-day learning facilities. The study also recommends the need to provide solutions on the policies that widen the rural-urban income gap and more emphasis on eliminating infrastructural barriers in the rural regions. The findings are beneficial for those involved in policy-making and development of new learning institutions and upgrading schools in Malaysia.

#### **1.7. Alla Palii, Tetiana Yelchaninova, Valentyna Habryk. PSYCHOLOGICAL AND PEDAGOGICAL ASPECTS OF THE ORGANIZATION OF PEDAGOGICAL INTERACTION IN THE VOCATIONAL TRAINING SYSTEM**

The article examines the psychological and pedagogical aspects of the organization of pedagogical interaction in the process of professional training. The essence of the concept of "pedagogical interaction" as a process of mutual influence of the participants of the educational process, which involves their mutual conditioning by common tasks, interests, joint activities and mutually oriented reactions, is clarified. The psychological and pedagogical requirements for the organization of interactive interaction are defined. In the characteristics of the content of the psychological foundations of pedagogical interaction of the subjects of the educational process, its main principles are defined. The role of communication in the process of organizing interaction is specified.

### **1.8. Olena Tkachuk, Soslan Adyrkhaiev, Lyudmyla Adyrkhaieva. ORGANIZATION OF INCLUSIVE PHYSICAL EDUCATION IN THE EDUCATIONAL PROCESS: CHALLENGES AND PROSPECTS**

The integration of physical education into the educational process has long been recognized as a vital component of holistic development. However, ensuring that physical education is inclusive, accessible and beneficial to all learners, regardless of ability, presents significant challenges. The research identifies the obstacles encountered during the organization of inclusive physical education, and substantiates possible strategies for overcoming them, contributing to the creation of a fairer and more favorable educational environment. The purpose of the study is a comprehensive analysis of the state of organization of inclusive physical education in the educational process. Achieving the specified goal is focused on conducting a review of the domestic and foreign experience of organizing inclusive physical education in the educational process, conducting an analysis of the normative and legal framework that regulates the issue of inclusive education in Ukraine; analysis of potential benefits and opportunities associated with inclusive physical education and potential ways of improvement.

### **1.9. Volodymyr Tovstohan, Oksana Patlaichuk, Yevhen Kozlov. INFORMATIZATION AND DIGITALIZATION AS MEANS OF IMPROVING THE QUALITY OF THE EDUCATIONAL PROCESS OF THE INSTITUTION OF HIGHER EDUCATION**

The article analyzes the key theoretical and methodological aspects of the transition from traditional pedagogy to a digital model of education by organizing the educational process with the use of modern information, communication and digital technologies. The essence of the concepts "technology", "technologicalization", "innovation", "innovative activity" has been clarified. The current tasks of informatization of education were defined and the essence of digitization was clarified, which is defined as a fundamentally new format of the educational environment, based on digital technologies, which provide convenient and accessible services and platforms for more effective interaction of all participants in the educational process, increasing its transparency, and developing digital skills.

### **1.10. Andrii Trihub, Lyubov Kibenko, Olha Ilshova. MODERN ASPECTS OF TECHNOLOGICAL SUPPORT OF DISTANCE EDUCATION**

The article considers distance education as one of the most effective in the field of higher education, emphasizes the problem of using interactive technologies in the distance education process, analyzes its advantages and disadvantages. Ways to increase the effectiveness of the introduction of distance learning technologies into the process of professional training are substantiated (the use of various types of software for distance learning technologies is analyzed). The essence of e-learning, which is characterized by the interactivity of the interaction between the teacher and the student, as well as the individualization of learning, has been specified. It has been proven that distance learning at the current stage is transformed into a new form of obtaining education in accordance with the level of development of equipment and technologies with the provision of high-quality organization of the educational process.

### **1.11. Vanda Vyshkivska, Yevhen Prokofiev, Iryna Briukhovetska. DESIGN AND MODELING IN THE PROFESSIONAL COMPETENCE FORMATION SYSTEM OF THE FUTURE SPECIALIST**

The article updates the problem of modernizing the modern system of professional training, focused on the competence approach, on the informatization and technology of the educational process, on the development of the personal potential of the future specialist. The essence of the concepts "professional competence", "pedagogical technology", "design", "modeling" is specified and their relationship is substantiated. It has been proven that the formation of professional competence should be carried out on the basis of design and modeling processes with the active use of innovative, interactive and integrative educational technologies, which will ensure the structural logic of the educational process and scientifically balanced transformation of the content and goals of education with the mandatory entry of students into real educational and practical space of professional activity.



### **1.12. Tetiana Zenchenko, Iryna Kopytko, Anastasiia Burakova. PREPARATION OF FUTURE PRIMARY SCHOOL TEACHERS FOR THE FORMATION OF STUDENTS' COMMUNICATIVE COMPETENCE IN THE CONTEXT OF IMPROVING THE QUALITY OF DISTANCE LEARNING**

The article examines the current state of the problem of improving the quality of primary education, in particular its linguistic and literary component, the preparation of future primary school teachers for the formation of communicative competence with the help of innovative technologies in the conditions of distance (and mixed) learning. An analysis of the methodological foundations of the use of electronic linguodidactics, the possibilities of computer training, the use of monologue and dialogical communication of students in social networks is carried out. This contributes to the creation of an innovative educational environment that serves as a source of information, a platform for interactive communication and a platform for the personal development of the language personality. Modern computer educational games are characterized as an important tool for increasing motivation to study the linguistic and literary educational field, providing an innovative approach and improving the quality of language and communicative training of students, revealing their creative potential and creative thinking.

## **Chapter 2. INNOVATIONS AND EMERGING TECHNOLOGIES IN GLOBAL ENTREPRENEURSHIP, TOURISM, AND FINANCE**

### **2.1. Iryna Anhelko. INNOVATIVE ENTREPRENEURSHIP AS A PROGRESSIVE FORM OF ECONOMIC DEVELOPMENT**

In modern business conditions, innovative entrepreneurship is a key component of the modern economy that ensures its dynamic development and competitiveness. It is aimed at the creation and introduction of new products, services, technologies and business models, which allows enterprises to adapt to rapidly changing market conditions. Through innovation, businesses can not only meet the growing needs of consumers, but also create new markets and industries, contributing to overall economic growth.

### **2.2. Iryna Arsenenko, Olena Arabadji, Iryna Donetc. MODERN CHALLENGES AND INNOVATIVE ASPECTS OF INTERNATIONAL TOURISM DEVELOPMENT IN TOURIST MACRO-REGIONS OF THE WORLD**

The purpose of the study is to analyze the current challenges and problems of international tourism development, as well as to identify innovative aspects of its gradual recovery in the world's tourist macro-regions.

The main current challenges that hinder the development of international tourism are: the COVID-19 pandemic, political instability and terrorism, wars and armed conflicts, the economic crisis, rising prices for tourism services, transportation services, organization of accommodation, catering and creative industries, environmental issues, etc.

The study characterizes the priority, strategic directions of development of international tourism, provided that innovative technologies are introduced into the functional activities of tourism industry enterprises, new types and forms of organization of tourism activities within the tourist macro-regions of the world.

### **2.3. Iryna Farynovych. PERSONNEL POLICY AS A TOOL FOR MANAGING THE MOTIVATIONAL COMPONENT OF MEDICAL PERSONNEL**

The essence and principles of personnel policy of health care institutions investigated. Recommendations for the formation of an effective personnel policy of a medical institution are considered. It is determined that an important tool of personnel policy is to stimulate the work of medical workers through a system of motivation. The motivational mechanism of stimulation of work of medical workers is considered. The mechanism consists in the formation of a system of incentives for the effective work of medical workers through tools: bonuses to the official salary and bonuses. The award of medical workers based on an integral indicator of the level of quality of medical care. The proposed scale of premium for quality medical care.

### **2.4. Tetiana Khrystova, Vladyslav Pyurko, Dmytro Khrystovoi. INFORMATION FOCUS ON STUDENT YOUTH HEALTH**

The health level of young people studying at different educational institutions under the educational process conditions has been analyzed. It has been found out that influence of unfavorable social-hygienic factors during the education period results in negative tendencies in students' health. Core factors of noninfectious diseases rate are over-nutrition, low physical activity, neuro-emotional stress, bad habits. The comprehensive rehabilitation program is proposed. It includes such components as units of diagnostic and organizational measures, informational and preventive measures, treatment and correctional activities, effectiveness evaluation of the taken actions. The program implementation will make it possible to improve the students health level, form firm healthy lifestyle motivation.

### **2.5. Lev Kloba, Nazar Dobosh. INVESTMENT BANKING IN THE SECURITIES MARKET**

The authors of the article discuss the role of the bank investment activity. It aims to attract and utilize financial resources to generate profit and meet client needs for investment funding. Key participation forms include investing bank funds and managing client investments in securities. Prioritizing securities operations can enhance efficiency by activating internal reserves and attracting external resources. In Ukraine, banks seek to maximize profitability while minimizing risks, focusing on high-yield corporate securities. The development of the securities market encourages banks to diversify income sources and improve financial conditions. Future research should address strategies for increasing the share of securities in bank assets, reducing investment risks, and fostering innovation in banking investment products.

### **2.6. Olha Kryshevych, Serhii Zadnichenko. CRYPTOCURRENCY AS A COMPONENT OF THE SUBJECT MATTER OF CRIMINAL OFFENCES AGAINST PROPERTY AND IN THE FIELD OF OFFICIAL ACTIVITY AND PROFESSIONAL ACTIVITY RELATED TO THE PROVISION OF PUBLIC SERVICES**

According to the Ministry of Digital Transformation of Ukraine, our country is a leader in the use of virtual assets among the population; the Ukrainian blockchain community is one of the largest in the world and is among the top 3. Cryptoassets are not a means of payment in Ukraine, but transactions with them are not prohibited and you can buy cryptoassets on specialised platforms – trade them on Ukrainian and foreign crypto exchanges, or use them as an investment instrument. Today, virtual currency is beginning to serve as a means of accumulation, a means of preserving assets, a kind of 'digital gold'. According to the coinbase.cap exchange, more than 2408 types of cryptocurrencies were registered in the world at the beginning of 2024, and according to the bitfinex exchange, the btc / usd exchange rate is more than 7932. According to Coinmap, in Ukraine, cryptocurrency can be used to pay for goods or services in some online stores, hotels and cafes, with about fifty such places in Kyiv, although many do not advertise the possibility of paying with cryptocurrency because

it cannot be legally processed through accounting. Large companies are paying attention to virtual money, for example, Tesla has purchased \$1.5 billion worth of bitcoins and allowed them to be accepted as a form of payment for car sales, software developer MicroStrategy, which already owns 9,006 bitcoins, is also buying cryptocurrency, and Square has transferred about 5 per cent of its assets to cryptocurrency. Some banks and payment systems are starting to work with cryptocurrencies, including the US operations of Bank of New York Mellon, and the PayPal payment system is also joining the game. The advantage of cryptocurrencies is that neither the state nor anyone else can take away digital money, such as that in a wallet, safe at home, or on deposit in a bank. In today's world, digital technologies have become an integral part of human life, but legal aspects are not keeping pace with the emergence of new items, technological solutions or virtual currencies, and difficulties arise at the legislative level, as the legal status of this phenomenon is not defined. At present, the Law of Ukraine 'On Prevention of Corruption' includes cryptocurrency in the list of intangible assets subject to mandatory declaration by the declaring entities along with trademark rights and copyright. In addition, questions have arisen regarding the criminal law qualification of acts related to the circulation of cryptocurrencies, and in the current environment, cryptocurrencies act, on the one hand, as a means or object of criminal offences.

## **2.7. Andrii Lagun, Nataliia Kukharska. DEVELOPMENT CLIENT SERVER MONITORING INFORMATION SYSTEMS FOR THE RADIATION POLLUTION ANALYSIS**

This monograph studies information systems for environmental monitoring for the analysis of radiation pollution. The authors analyze the principles of construction of environmental monitoring systems to control air quality, water and soil conditions, biodiversity indicators, and the radiation situation to improve the quality of society's life. We define the peculiarities of radiation contamination measurements and methods of their monitoring within a specific region. Emphasis is placed on the use of modern information technologies to construct radiological monitoring systems, in particular, are identified technologies and software for creating client and server parts of web-based systems.

## **2.8. Tetiana Lysiuk, Yurii Biletskyi. MEMORY TOURISM – AN INNOVATIVE VECTOR OF DEVELOPMENT IN UKRAINE**

Memory tourism or military tourism is an innovative trend in Ukraine's tourism industry that involves visiting places associated with significant historical events and monuments. This type of tourism is aimed at preserving cultural and historical heritage, shaping national identity, and drawing attention to important aspects of history. The development of memory tourism contributes not only to the enrichment of tourism products, but also to the economic growth of regions with significant memorial potential. The article discusses key aspects and prospects for the development of memory tourism in Ukraine, as well as its impact on society and the economy.

## **2.9. Olena Lytvyn, Andrii Onyshchenko. ARTIFICIAL INTELLIGENCE TOOLS AND APPLICATIONS FOR FINANCIAL SERVICES IN BANKING SPHERE**

Artificial intelligence is an important element of the digitalization of financial services in banking sphere. Nowadays the use of artificial intelligence is a significant advantage for banks. AI allows them to meet modern standards by offering intelligent service solutions that can be easily integrated into a single system. This research article explores the AI tools for financial services in banking and importance of AI strategies and innovations in the banks. We also provide a comprehensive and detailed bibliometric workflow on publications in the field of AI and discuss cases of successful integration of artificial intelligence in Ukrainian banks. These include optimizing the loan portfolio by analyzing clients' behavioral factors, developing personalized financial products, and monitoring their transactions to improve cybersecurity.

## **2.10. Leonid Taraniuk, Renata Korsakiene, Karina Taraniuk. RESEARCH OF MARKETING INNOVATIONS OF COUNTRIES IN THE CONTEXT OF THE IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT GOALS**

The main objective of the research is to assess the marketing of innovations by business entities in various countries in the context of implementing the Sustainable Development Goals. In this scientific study, a bibliometric analysis of scholarly works on the marketing of innovations by companies within the sustainable business system was conducted. The study highlighted the key positive and negative factors that influence the effectiveness of marketing activities for innovative products within the sustainable business framework. An analysis of the competitiveness of the components of innovation marketing in countries with developed and developing economic systems was carried out to identify the leaders and laggards. Ranges of the integral indicator of the competitiveness level of the innovation marketing components in different countries under the conditions of achieving the Sustainable Development Goals were established.

## **2.11. Valentyna Yuskovych-Zhukovska, Oleg Bogut. FEATURES OF USING ARTIFICIAL INTELLIGENCE TO ENHANCE THE QUALIFICATIONS OF WEB DEVELOPERS**

The modern development of artificial intelligence (AI) demonstrates significant potential across virtually all areas of human activity. It is anticipated that shortly, AI will automate and surpass human cognitive abilities, potentially replacing certain job positions. Already today, AI can compete with human decision-making processes. In IT companies, AI functions assist in enhancing the qualifications of web developers by evaluating their soft and hard skills. Future programmers, specifically those pursuing the first (bachelor's) level of higher education, have the opportunity to rapidly master the process of developing and testing websites and web applications with the help of an intelligent system developed by the authors. Professional web developers can also use this system to enhance their qualifications and advance to a new, higher level.

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### Chapter 1. INNOVATIVE APPROACHES AND DIGITAL INTEGRATION IN MODERN EDUCATION: TOOLS, TECHNOLOGIES, AND PEDAGOGICAL STRATEGIES

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## **Chapter 2. INNOVATIONS AND EMERGING TECHNOLOGIES IN GLOBAL ENTREPRENEURSHIP, TOURISM, AND FINANCE**

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