

Contents

.....

I. WORLD EXPERIENCE OF ECONOMIC AND SOCIAL PROGRESS OF THE MARKET OF SERVICES IN THE INTERNET SPACE	6
1. GLOBAL COMPANY INVESTMENT MARATHON EdTech: NEW LEADERS AND OUTSIDERS	6
<i>Irina Tatomyr, Alexander Yatsun</i>	
2. ECONOMIC DEVELOPMENT OF THE GLOBAL ONLINE EDUCATION SERVICES MARKET	15
<i>Tetiana Ostapenko</i>	
3. INNOVATIVE-INDUSTRIAL MODEL OF ENTREPRENEURIAL UNIVERSITIES IN THE INTERNET SPACE	26
<i>Valerii Osetskyi, Tetyana Kuzmenko, Viktoriia Kulish</i>	
4. ADVANTAGES AND DISADVANTAGES OF ONLINE TRADE IN THE CONDITIONS OF GLOBALIZATION	36
<i>Yurii Shulzhik, Vladimir Mural, Oksana Kvasnii</i>	
5. FEATURES OF E-COMMERCE DEVELOPMENT IN THE COVID-19 PANDEMIC	45
<i>Liubov Kvasnii, Artem Ahekyan, Liubov Malik, Vasylyna Fedyshyn</i>	
6. DIGITAL TRANSFORMATION OF THE BUSINESS ENVIRONMENT: PROSPECTS AND PARADOXES	55
<i>Olena Dovgal, Georgiy Dovgal, Nataliia Goncharenko, Yelizaveta Fomina</i>	
7. AN APPLICATION OF THE MODERN INTERNET TECHNOLOGY IN TOURISM	67
<i>Olena Mukan, Liubov Hanas, Iryna Plish</i>	
II. THE LATEST TRENDS IN THE SOCIO-ECONOMIC DEVELOPMENT OF THE INTERNET SERVICES MARKET	79

8. PROSPECTS FOR THE DEVELOPMENT OF THE ONLINE FOOD MARKET	79
<i>Larysa Kapinus</i>	
9. THE INFLUENCE OF ARTIFICIAL INTELLIGENCE ON THE CREATION OF NEW JOBS	89
<i>Nataliia Hrushchynska</i>	
10. E-COMMERCE MARKET DEVELOPMENT TRENDS	100
<i>Anna Blakyta, Iryna Vavdiichyk</i>	
11. CZYNNIKI RYZYKA CYBERSUICIDALNEGO W NOWOCZESNYM SPOŁECZEŃSTWIE INFORMACYJNYM	110
<i>Natalia Warga, Bohdanna Gwozdecka, Natalia Nikon, Wiktoria Ruhl</i>	
12. FORMATION OF THE IMAGE AND THE COMPANY BRAND PROMOTION CONCEPT IN THE INTERNET SPACE.....	122
<i>Anna Danylyuk</i>	
13. IMPROVEMENT OF PUBLIC SERVICES AND DEVELOPMENT OF INTERACTION BETWEEN GOVERNMENT AND BUSINESS WITH THE HELP OF INFORMATION AND COMMUNICATION TECHNOLOGIES.....	133
<i>Zoia Kalinichenko</i>	
III. CHALLENGES AND OPPORTUNITIES FOR THE DEVELOPMENT OF THE INTERNET SERVICES MARKET IN UKRAINE	144
14. E-COMMERCE IN UKRAINE: FUNDAMENTALS, TRENDS AND CURRENT ISSUES.....	144
<i>Vita Makarenko, Edward Mokryak, Alina Kuzmych</i>	
15. MAIN TRENDS OF DIGITAL TRANSFORMATION OF UKRAINE'S ECONOMY IN THE CONTEXT OF GLOBAL MULTICANAL DIGITALIZATION.....	166
<i>Mariana Dorosh-Kizym, Vasyl Chemerys, Vitalii Dushka, Volodymyr Maksym, Marta Dorosh</i>	
16. DEVELOPMENT OF THE DIGITAL ECONOMY AS A	

DETERMINING FACTOR FOR PROVIDING COMPETITIVE ADVANTAGES OF UKRAINE INDUSTRIES.....	188
<i>Larysa Hryshyna, Elena Pogoryelova, Natalia Mihai, Nataliia Hryshyna, Irina Khmarska</i>	
17. BOOSTING CREATIVE INDUSTRIES DEVELOPMENT IN UKRAINE: INSTITUTIONAL AND FINANCIAL ASPECTS..	202
<i>Nazar Demchyshak, Anatolii Klek</i>	
18. PECULIARITIES OF INTERNET BANKING DEVELOPMENT AND FUNCTIONING IN UKRAINE.....	215
<i>Oleh Dorosh, Roksana Filiuk, Inna-Mariia Zadorizhna</i>	
19. ORGANIZATION OF THE INTERNET SERVICES MARKET IN THE SYSTEM OF SUSTAINABLE DEVELOPMENT OF THE TOURIST SPHERE IN UKRAINE	227
<i>Serhiy Stasevych, Olha Nedzvetska</i>	
20. MEASURES COMPLEX FORMATION FOR THE TOURIST INTERNET PORTAL PROMOTION AT THE B2B MARKET	239
<i>Halyna Synytsyna, Olena Fylypenko</i>	
21. IMPLEMENTATION OF CLOUD TECHNOLOGIES IN THE EDUCATION PROCESS OF HIGHER EDUCATION INSTITUTIONS IN UKRAINE	250
<i>Tetiana Tsalko, Svitlana Nevmerzhytska</i>	
22. PSYCHOLOGICAL AND PEDAGOGICAL ASPECTS OF INTRODUCTION OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN UNIVERSITY EDUCATION OF UKRAINE.....	263
<i>Andrii Pecheniuk</i>	
23. CURRENT ASPECTS OF INTERNET INSURANCE IN UKRAINE DEVELOPMENT AND OPERATION	273
<i>Mariana Dorosh-Kizym, Lesya Babych, Oksana Dadak, Marta Dorosh</i>	