## Contents

INTRODUCTION	7
<b>HRYHORAK M. Yu.</b> Doctor of Economics, Associate Professor, Professor of Department of Management of Enterprises National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute» (Ukraine) <i>EVOLUTION OF LOGISTICS DEFINITIONS AND CONCEPTS: BETWEEN FUNCTIONALITY, INTEGRATION AND GLOBALITY</i>	8 – 31
<b>LAZEBNYK V. V.</b> PhD in Economics, Associate Professor, Associate Professor of the Department of Marketing and International Trade, National University of Life and Environmental Sciences of Ukraine (Ukraine)  INFORMATION AND PROCEDURAL SUPPORT FOR SALES MANAGEMENT IN THE SEGMENT OF PROFITABLE ORGANIC PRODUCT BRANDS	32 – 41
GURINA G. S. Doctor of economic sciences, professor, professor department of management of foreign economic activity of enterprises State University "Kyiv Aviation Institute" (Ukraine), PODRIEZA S.M. Doctor of economic sciences, professor, professor department of management of foreign economic activity of enterprises State University "Kyiv Aviation Institute" (Ukraine), NOVAK V. O. PhD in Economics, Professor of Management of Foreign Economic Activity of Enterprises Department State University "Kyiv Aviation Institute" (Ukraine), TSELUIKO O.I. Candidate of Science in Public Administration, Associate Professor, Associate Professor of the Department of Public Administration and Land Management of the Classical Private University, Zaporizhzhia (Ukraine) INSTITUTIONALIZATION OF CUSTOMS PROCEDURES AS A STRATEGIC TOOL FOR ECONOMIC SECURITY: A PROACTIVE APPROACH IN THE MANAGEMENT OF UKRAINE'S FOREIGN ECONOMIC ACTIVITY	42 – 52
<b>FEDYK O.V.</b> Ph.D. of Economics, Department of Management and territorial development named after Yevhen Khraplyvyi, Stepan Gzhytskyi National University of Veterinary Medicine and Biotechnologies of Lviv (Ukraine)	
FORMATION AND IMPLEMENTATION OF THE INNOVATION STRATEGY FOR THE DEVELOPMENT OF AGRICULTURAL ENTERPRISES IN UKRAINE	53 –61

BUGAYKO D. O. Doctor of Science (Economics), Professor, Academician of the Academy of Economic Sciences of Ukraine, Corresponding Member of the Transport Academy of Ukraine, Vice - Director of ES International Cooperation and Education Institute, Instructor of ICAO, Professor of the Logistics Department, Leading Researcher, State University "Kyiv Aviation Institute" (Ukraine), HRYHORAK M.Yu. Doctor of Sciences (Economics), Professor (Associate), Academician of the Academy of Economic Sciences of Ukraine, Professor of Department of International Business and Logistics of National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute' (Ukraine), KATSMAN M.D. Doctor of Sciences (Technical), The Joint-Stock Company of Railway Transport of Ukraine "Ukrzaliznytsia" (Ukraine), ZAPOROZHETS O.I. Doctor of Sciences (Technical), Professor, Professor of Institute of Aviation (ILot) (Warsaw, Poland), BORYSIUK A.V. Postgraduate Student, State University "Kyiv Aviation Institute" (Ukraine)

CHALLENGES OF POST-WAR SUSTAINABLE DEVELOPMENT OF UKRAINE - EU METALLURGICAL PRODUCTS SUPPLY CHAINS

62 -87

**MUKHA T.A.** Postgraduate student, Kharkiv national automobile and highway university, Kharkiv, (Ukraine)

PROCESS MINING-DRIVEN DIGITAL TRANSFORMATION OF ENTERPRISE LOGISTICS FOR CIRCULAR AND SUSTAINABLE SUPPLY-CHAIN PERFORMANCE

88-99

HRYHORAK M. Yu. Doctor of Sciences (Economics), Professor (Associate), Academician of the Academy of Economic Sciences of Ukraine, Professor of Department of International Business and Logistics of National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute' (Ukraine), KARPUN O.V. PhD (Economics), Associate Professor, Associate Professor of Department of International Business and Logistics, National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute' (Ukraine), MARCHUK V.Ye. Doctor of Engineering, Professor, Professor of Department of International Business and Logistics, National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute' (Ukraine), HARMASH O.M. PhD (Economics), Associate Professor, Associate Professor of Department of International Business and Logistics, National Technical University of Ukraine 'Igor Sikorsky Kyiv Polytechnic Institute' (Ukraine)

FORMATION OF AN INTELLIGENT CUSTOMER SUPPORT SYSTEM AS A COMPONENT OF INTELLIGENT LOGISTICS SERVICE ECOSYSTEM

100 - 121

**DOLYNSKYI S.V.** PhD in Economics, Associated Professor, Carpathian Institute of Entrepreneurship, Open International University of Human Development «UKRAINE» (Ukraine), **DABIZHA V.V.** PhD in Public administration, Associate Professor, Associate Professor of the Department of International Relations and Political Consulting, Open International University of Human Development «UKRAINE» (Ukraine), **KOSTINA T.YU.** Senior Lecturer of the Department of Economics and Management, Carpathian Institute of Entrepreneurship Open International University of Human Development «UKRAINE» (Ukraine)

POLITICAL AND COMMUNICATION MANAGEMENT IN THE SYSTEM OF ENSURING THE COMPETITIVENESS OF MODERN ENTERPRISES

122 -128

**VOLOSHCHUK N.Yu.** PhD in Economics, Associate Professor of the Department of Economics and Management Carpathian Institute of Enterprising Open International University of Human Development «UKRAINE» (Ukraine), **SHCHERBAN M.D.** PhD in Economics, Associate Professor of the Department of Economics and Management Carpathian Institute of Enterprising Open International University of Human Development «UKRAINE» (Ukraine), **VOITENKO H.V.** PhD in Economics, Associated Professor, Carpathian Institute of Entrepreneurship, Open International University of Human Development «UKRAINE» (Ukraine)

SEGMENTATION OF THE FINANCIAL MARKET AND ITS EFFICIENCY IN THE MODERN ECONOMY

129 –136