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The Conference Proceedings encompasses interdisciplinary research on the notion of future skills and their place in educational, economic, political, labor, and entrepreneurial processes in the digital age. The contributions emphasize the ways in which artificial intelligence (AI), innovative technologies, and sustainable development practices are redefining not just the competencies of professionals but also the ways in which societies adjust to uncertainty and the global challenges.

The former part looks into how education has changed with the adoption of AI and gamification, the development of adaptive learning experiences, and establishing lifelong learning as a cornerstone of human growth and economic stability. The second part deals with the cognitive and social elements of the technological change by examining the risks of disinformation, automation bias, and mental overload, and also by introducing AI-based tools that can assist in migrant integration and social inclusion.

The third part is devoted to finance, marketing, and digital business which shows how AI allows improving in a systematic manner the payment systems, risk management and personalization plans, but also provokes crucial questions of ethics, regulation, and security. The fourth section focuses on governance, policy and sustainability where innovative auditing, predictive analytics and corporate responsibility are addressed as some of the ways of enhancing accountability and resource efficiency.

The fifth part examines the transformation of the workforce, focusing on the increase in the significance of soft skills, cross-cultural communication, and digital literacy and the universal applicability of reskilling and upskilling in times of crisis, war, and ecological transition. The last part focuses on innovation and entrepreneurship and discusses digital communication in clusters, creative export-import strategies, and biotechnological solutions that highlight how different innovation practices can be.

In general, the events underscore that technology advancement should be extended in line with humanistic strategies. Future skills are not only efficiency tools, but also resiliency, inclusiveness and sustainable development bases.

Keywords: Future Skills; Artificial Intelligence; Education; Resilience; Finance; Governance; Workforce; Innovation; Sustainability; Lifelong Learning; Digital Transformation; Entrepreneurship Ecosystems; Cognitive Resilience; Disinformation; Soft Skills; Green Transition

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AN INNOVATIVE APPROACH TO ASSESSING INTEREST IN HEALTHCARE

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Abstract

Objectives:

The current level of interest in the issue of health care is increasing in line with the growing risks in the world. Gradually, all countries of the world are carefully measuring risks in various spheres of life. The development of an innovative society poses the task of finding new technologies for analyzing information, in particular, the interest of Google users in the topic of health care. The analysis of foreign and domestic scientific sources indicates that modern approaches are being actively implemented in health care practice. The Google Trends search engine has wide opportunities for determining the level of user interest in the main trends in health care and other spheres of public life. To use an innovative approach to assessing interest in the topic of health care.

Methodology:

To conduct a study on the search for innovative approaches to risk assessment to ensure life safety in an innovative society through assessing the awareness of subjects on these issues, information resources of the online search engine Google Trends were used, which allows you to determine the interest of Google users and target groups, analyze search activity in a certain direction, track trends, and estimate the number of queries in Google from different regions of the world by keywords and topics in certain periods of time. A priority feature of Google Trends is to provide users with both quantitative and qualitative indicators. The level of requests is measured in relation to the total mass of queries in Google by different countries of the world, which allows you to isolate the international component of queries from the state of interest in the development of an innovative society.

Key Findings and Results:

In the study, to determine interest in the topic of health preservation, a comparative analysis of search queries in Ukraine and the world for the entire fixation period from 2004 to 2025 was performed using Google Trends technology. The applied Google Trends technology is a modern convenient tool for determining the interest and assessing the interest of Google users in different countries of the world in relevant aspects of life. It was established that the average trend of interest in the topic of health care in countries of the world tends to grow, especially there has been an increase in interest in Ukraine, which requires further scientific research.

Conclusions. The study applied an innovative approach to assess interest in the topic of health care in Ukraine and other countries of the world using Google Trends technology. A comparative assessment of interest in health care over time was performed. The average trend of interest in the topic of health care in countries of the world tends to grow, especially in the last 5 years there has been an increase in interest in Ukraine, which requires further scientific research.

Keywords: Assessment of Interest; Google Trends; Health Care; Innovative Approach

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