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The Conference Proceedings bring together interdisciplinary research on artificial intelligence, digital transformation, entrepreneurship, education, human capital, and sustainable development. The contributions examine how emerging technologies and innovation are transforming organizations, businesses, educational systems, and society. The first part focuses on artificial intelligence, digital technologies, smart cities, marketing analytics, consumer behavior, and AgriTech as drivers of organizational and economic transformation. The second part addresses entrepreneurship, business innovation, management, SME development, commercialization of university research, leadership, marketing, and adaptive approaches to enterprise performance. The third part explores education, human capital, and social innovation, highlighting lifelong learning, future skills, entrepreneurship education, AI in education, digital competence, resilience, and the transformation of learning in times of uncertainty. The fourth part focuses on sustainable development, governance, law, and sectoral transformation, including ESG principles, public-sector innovation, data and intellectual property protection, environmental responsibility, sustainability reporting, and human capital development. Overall, the contributions demonstrate that successful transformation requires the integration of technological innovation with entrepreneurial capabilities, human-centered education, adaptive management, responsible governance, and sustainable development.

Keywords: Artificial Intelligence; Digital Transformation; Innovation; Entrepreneurship; Business Management; Smart Technologies; Marketing; SMEs; Human Capital; Future Skills; Higher Education; Lifelong Learning; Social Innovation; Sustainability; ESG; Governance; Resilience; Digitalization; Sustainable Development

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GLOBAL TRENDS IN INTEREST IN CONTINUING PROFESSIONAL DEVELOPMENT IN HEALTHCARE

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Abstract

Objectives. The interests of modern society in continuing professional development (CPD) is being reshaped by digitalization and the emergence of new demands for lifelong learning. However, these changes may vary significantly across different sectors, which is of critical importance to the operation of the business model of providers of professional development services. This research aims to assess trends in interest in CPD in healthcare in the world using modern Google Trends technologies.

Methods. Google Trends is a web application designed to analyse the search behavior of Google users. Google Trends technology allows to obtain quantitative and qualitative indicators of Google user search queries across different countries and enables the identification current trends over a specified time period. To search for global related trends, the reporting indicators from the Organization for Economic Cooperation and Development (OECD) utilized for countries leading in the number of search queries for the term "CPD in healthcare".

Results. There was a stable level of search activity of Google users related to CPD. A significant advantage of search queries in English for the term "CPD in healthcare" in Google was recorded in the United Kingdom, Australia, New Zealand, Hong Kong, and the Philippines. The assessment of queries showed that from 2004 to 2026, there was a trend of increasing interest in continuing medical education among Google users worldwide, with a significant increase in interest in recent years, especially after 2025. In July 2026, an analysis of interest in the topic of research among the English-medium audience of Google users over the past 3 months was repeated.

Conclusions. Determining the global priority of CPD in the field of healthcare enables higher medical education institutions worldwide to be competitive and realize the advantages of existing fundamental medical schools in the current conditions of a shortage of medical personnel in the world and increasing interest in training in medical specialties. Using the Google Trends web application can be an additional tool for assessing interest in CPD of healthcare professionals for the planning of activities by education providers.

Keywords: continuous professional development, world trends, level of interest, Google Trends

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