



MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
NATIONAL TECHNICAL UNIVERSITY OF UKRAINE  
"IGOR SIKORSKY KYIV POLYTECHNIC INSTITUTE"  
FACULTY OF MANAGEMENT AND MARKETING

### III International scientific-practical conference "Business, innovation, management: problems and perspectives"

March 30–31, 2022

Dear colleagues!

We invite teachers, scientists, representatives of business structures to participate in the International Scientific and Practical Conference "Business, innovation, management: problems and prospects", dedicated to the 30th anniversary of the Faculty of Management and Marketing.

#### CONFERENCE TOPICS

##### 1. Management section

- Tendencies in business development and management.
- Management of international business in the context of globalization.
- Innovation and entrepreneurship as the basis of economic growth.
- Supply chain management in enterprise development strategy.

##### 2. Section of Economic Cybernetics

- Economic cybernetics in global processes of transnationalization.
- Business analytics and economic development modeling.
- Digital transformations in HR management.

##### 3. Section of Economics and Entrepreneurship

- Modern problems of the economy.
- Determinants of enterprise development in Ukraine.
- Digital entrepreneurship.

##### 4. Marketing section

- Digital marketing.
- Marketing innovations.
- Strategic marketing and market analysis.

##### 5. Section of International Economics

- Transformation of international business in the conditions of Industry 4.0.
- World economy and international economic relations.
- Economic security and the role of international financial institutions.

#### REQUIREMENTS FOR PARTICIPATION

- by March 16, 2022, it is necessary to fill in the application for participation as well as to register and download your materials at the link [confmanagement.kpi.ua](http://confmanagement.kpi.ua);
- send the abstracts in electronic form (tezy\_surname) on the e-mail: [konfkafmen@kpi.ua](mailto:konfkafmen@kpi.ua);
- the name of the electronic version files with the abstracts and the file with the data about the authors must coincide with the surname of the first author;
- we draw your attention to the fact that the placement of material by the authors through the OJS system on the conference website is a prerequisite for publishing the work in the electronic collection of abstracts of the conference; publication of students' abstracts is possible only in co-authorship with the supervisor.

#### TYPE OF PARTICIPATION

- Mixed (depending on the epidemiological situation, will be reported additionally).
- Participation in the conference is **free**.
- Working languages of the conference: **Ukrainian, English**.

#### PARTICIPATION IN THE CONFERENCE INVOLVES:

- publication of abstracts. Accepted papers will be published in the electronic collection of abstracts of the conference on the OJS platform in the domain zone [kpi.ua](http://kpi.ua) within the project "Scientific Periodicals";
- speeches at plenary and sectional meetings. Speakers will receive a program and a certificate of participation.



until 16.03.2022

Acceptance  
of the papers,  
applications



30–31.03.2022

Conference

## REQUIREMENTS FOR ABSTRACTS

- the volume of abstracts 1–2 full A4 pages in Microsoft Word text editor in the form of a file with the extension \*.doc, \*.docx; Arial font, 10 pt, spacing 1, the indentation of the first line — 1 cm. Mirror margins: top — 20 mm, inside — 20 mm, bottom — 20 mm, outside — 20 mm. The reference in the text is obligatory and is made according to the sample: [1, p. 1] (the first digit is the ordinal number of the literary source; the second digit is the page number);
- typing formulas, use the Microsoft Equation formula editor, numbering on the right, in parentheses, without deviating from the right field;
- literature is numbered in separate paragraphs, font Arial, size 10 (do not use automatic numbering). Literature must be prepared by following DSTU 8302 : 2015 "Information and documentation. Bibliographic reference. General requirements and rules of compilation";
- the sequence of placement of materials in the abstracts of the report: in the upper left corner — UDC;
- in the next line on the right side, write the name and initials of the author (s) (not more than three), (font — bold, italics); scientific degree and academic title, position, place of work / studying, city, state (font — italics);
- the title of the report is indicated in CAPITAL LETTERS symmetrically to the text;
- below, in one interval, write the text of the report with a paragraph indent of 0.5 cm and literature.

The conference organizational committee checks for plagiarism, reviews and reserves the right to select abstracts. Please, adhere to the principles of academic integrity.

## PROGRAM COMMITTEE

### Head of the program committee:

*Zgurovsky M. Z.*, Academician of National Academy of Sciences of Ukraine, Doctor of Technical Sciences, Professor, Rector of Igor Sikorsky Kyiv Polytechnic Institute.

### Deputy head of program committee:

*Kravchenko M. O.*, Doctor of Economics, Professor, Dean of Faculty of Management and Marketing of Igor Sikorsky Kyiv Polytechnic Institute.

### Heads of sections from Igor Sikorsky Kyiv Polytechnic Institute:

*Voitko S. V.*, Doctor of Economics, Professor, Head of the Department of International Economics

*Boiarynova K. O.*, Doctor of Economics, Professor, Head of the Department of Economic Cybernetics

*Dergachova V. V.*, Doctor of Economics, Professor, Head of the Department of Enterprise Management

*Solntsev S. O.*, Doctor of Physical and Mathematical Sciences, Professor, Head of the Department of Industrial Marketing

*Tulchynska S. O.*, Doctor of Economics, Professor, Head of the Department of Economics and Entrepreneurship

## PAPERS FORMATTING EXAMPLE

UDC...

***Petrenko A.***

*Candidate of Econom. Sciences, Associate Professor  
National Technical University of Ukraine  
«Igor Sikorsky Kyiv Polytechnic Institute»,  
Kyiv, Ukraine  
ORCID ID: .....*

### CHOICE OF THE DEVELOPMENT STRATEGY OF ENTERPRISES FOREIGN ECONOMIC ACTIVITY

In today's market conditions, high profit margins, cost minimization, efficient use of resources, stable economic growth are the main goals of enterprises to achieve competitive advantage over the long term. At present, the domestic market for goods and services is quite capacious.

Therefore, retaining or achieving competitive positions is inevitably possible only with the expansion of markets and entry into the international arena.

Text text text...

#### References:

1. Гавриш О. А., Дунська А. Р., Жигалкевич Ж. М., Кравченко М. О. Інноваційні засади розвитку промислових підприємств в мовах інтеграції у світовий економічний простір: монографія. Київ : КПІ ім. Ігоря Сікорського, 2019. 252 с.

2. Дергачова В. В., Федірко Г. А. Вплив корпоративної культури на конкурентоспроможність підприємства. Актуальні проблеми економіки та управління. 2018. №12. URL: <http://ape.fmm.kpi.ua/article/view/130934/126659> (дата звернення: 23.12.2020).

3. Boiarynova K., Kopishynska K., Hryhorska N. Economic and management approach to defining effective projects for enterprise development under risks and uncertainty. Problems and Perspectives in Management. 2019. № 17 (4). PP. 299–313.

4. Eurostat: website. URL: <http://appsso.eurostat.ec.europa.eu/nui/submitViewTableAction.do> (the date of application: 10.12.2020).

(up to 4 sources and without repetition)

### Location

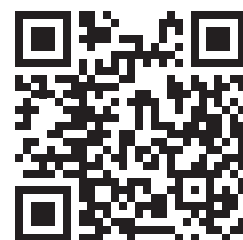
Igor Sikorsky Kyiv Polytechnic Institute,  
Kyiv, 37 Peremohy Ave.

Contact person:

Ivan Pyshnograiev

Phone: +38 063 306 35 11

E-mail: [konfkafmen@kpi.ua](mailto:konfkafmen@kpi.ua)



More detailed information is available on the official website of the Faculty of Management and Marketing of Igor Sikorsky Kyiv Polytechnic Institute <http://fmm.kpi.ua>

