



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"

December 08th, 2022

Dear colleagues!

We kindly invite teachers, scientists, representatives of business structures to participate in the International Scientific and Practical Conference "BUSINESS, INNOVATION, MANAGEMENT: PROBLEMS AND PERSPECTIVES", dedicated to the 30th anniversary of the Faculty of Management and Marketing.

SECTIONS AND TOPICS

Section 1. Management

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

Section 2. Economic Cybernetics

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

Section 3. Economics and Entrepreneurship

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

Section 4. Marketing

- 4.1. Digital marketing.
- 4.2. Marketing innovations.
- 4.3. Strategic marketing and market analysis.

Section 5. International Economics

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

KEY DATES AND DETAILS

- By **November 20th 2022** please fill in the **application** for participation, register and upload your materials in the system **confmanagement.kpi.ua**. The submitting materials through the OJS system in the conference website is a prerequisite for publishing the work in the electronic collection of abstracts of the conference;
- send the abstracts in electronic form (**tezy_surname**) on the e-mail: **konfkafmen@kpi.ua**;
- the name of the electronic version files with the abstracts must coincide with the surname of the first author;
- publication of students' abstracts is possible only in co-authorship with the supervisor.

PARTICIPATION FORMAT

- **Digital format in Zoom**
- Participation in the conference is **free of charge**.
- Working languages of the conference: **English, Ukrainian**.



until **20.11.2022**

**Registration,
submitting
materials**



08.12.2022

Event

PARTICIPATION RESULTS:

- **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** within the project "Scientific Periodicals";
- **speeches** at plenary and sectional meetings. Speakers will receive a program and a **certificate of participation**.

REQUIREMENTS TO 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. All margins are 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 or 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. academic integrity.

EXAMPLE *

UDC

Petrenko A.

PhD in Economics, Associated professor,
«Igor Sikorsky Kyiv Polytechnic Institute»,
Kyiv, Ukraine
ORCID:...

PROBLEMS OF ENERGY DEVELOPMENT OF UKRAINE IN THE CONDITIONS OF GLOBAL TRANSFORMATIONS

The text is a product of the scientist's intellectual activity. The position of the editors may not coincide with the position of the authors. The amount of tabular or graphic material should be appropriate and not burden the work. Responsibility for the reliability of the given facts and statistical data rests with the authors. The organizing committee reserves the right to make editorial changes that do not change the content and author's style of the submitted work.

References:

1. On the electricity market: Law of Ukraine dated April 13, 2017, No. 2019-VIII: as of October 24, 2022. URL: <https://ips.ligazakon.net/document/T172019?an=2199>.
2. Zgurovsky M. Analysis of the impact of Russia's military invasion of Ukraine on the energy independence of European countries / M. Zgurovsky, M. Kravchenko, K. Boiarynova, O. Ilyash, K. Kopishynska, I. Pyshnograiev. System Research & Information Technologies. 2022. № 2. pp. 7-31. URL: <http://journal.iasa.kpi.ua/article/view/265511/261532>.

(up to 4 different sources).

* The template as well as a note on the list of references used are available on the website <http://fmm.kpi.ua>. The library index of UDC and ISBN is assigned to the collection based on the materials of the scientific conference.

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More detailed information is available
on the official website of the Faculty
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