



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

Program of the Conference 09:45 – 16:00 (Kyiv time)

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| 09:45 – 10:00 - Registration of participants (the Google form to be sent via Zoom) | |
| 10:00 – 10:30 | Opening the Conference. Maryna Kravchenko , Doctor of Economics, Professor, Dean of the Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute - Head of the Organizing Committee (Ukraine); Anna Kukharuk , Ph.D. in Economics, Associated Professor, Deputy dean for Research, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute – Deputy head of the Organizing Committee (Ukraine); Victoria Dergachova , Doctor of Economics, Professor, Head of the Department of Management of Enterprises, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine); Killion Munyama , Senior Advisor in MD Global Agenda and Multilateral Affairs at the European External Services Action (EEAS) in Brussels (Belgium), WSG University in Bydgoszcz (Poland). |
| 10:30 – 13:20 | Plenary talks Moderators – Anna Kukharuk, Kateryna Kopishynska Zoom: https://us02web.zoom.us/j/84112086524?pwd=MXZqeTVrdE8xWVc4UjJaUzBpMkRCZz09 ID: 841 1208 6524 Passcode: 695524 |
| 10:30 – 10:45 | Speaker Niels Peter Østbø , Ph.D., Associate Professor, Department of Manufacturing and Civil Engineering, Norwegian University of Science and Technology in Gjøvik (Norway) |
| | Topic COOPERATION BETWEEN NTNU AND IGOR SIKORSKY KPI WITHIN THE EURASIA PROGRAM |
| 10:45 – 11:00 | Speaker Renáta Csabai , Senior project manager at Pannon Business Network Association (Hungary) |
| | Topic PROSPECTS OF INTERNATIONAL INNOVATIVE PARTNERSHIP WITH THE PARTICIPATION OF HIGHER EDUCATIONAL INSTITUTIONS |

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| 11:00 – 11:15 | Speaker | Vasyl Gerasymchuk , Doctor of Economics, Professor, Professor of the International Economics Department, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| | Topic | UKRAINE IN THE SYSTEM OF INTERNATIONAL ECONOMIC RELATIONS |
| 11:15 – 11:30 | Speaker | Michal Trziszka , Ph.D., Associated Professor, Poznan University of Technology (Poland) |
| | Topic | SECURITY POLICY FOR REMOTE WORKERS IN ENTERPRISES |
| 11:30 – 11:45 | Speaker | Vitaliy Tupkalo , Doctor of Technical Sciences, Professor, Intellectual Property Institute of the Odessa Law Academy (Ukraine) |
| | Topic | APPROACH TO MODELING THE INFORMATION SECURITY SYSTEM OF A DIGITAL PROCESS-ORIENTED ENTERPRISE |
| 11:45 – 12:00 | Speaker | Sergii Zinchenko , Doctor of technical sciences, The Shipping Register of Ukraine (Ukraine) Halyna Zinchenko , bachelor level student, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| | Topic | CHANGING THE IMPACT ON USERS WHEN MAKING ONLINE PURCHASES |
| 12:00 – 12:15 | Speaker | Olena Vynogradova , Doctor of Economics, Professor, Head of Marketing Department, State University of Telecommunications (Ukraine) |
| | Topic | PROBLEMS AND PROSPECTS OF THE DEVELOPMENT OF THE TELECOMMUNICATION AND DIGITAL SECTOR OF UKRAINE IN THE CONDITIONS OF WAR |
| 12:15 – 12:30 | Speaker | Serhii Kasian , PhD, Candidate of Economic Sciences, Associate Professor, the Head of Marketing Department, Dnipro University of Technology (Ukraine) |
| | Topic | PROMOTION OF A PERSONAL BRAND IN THE SCIENTIFIC AREA: PARTICIPATION IN EVENTS, COOPERATION |
| 12:30 – 12:45 | Speaker | Serhii Voitko , Doctor of Economics, Professor, Head of the International Economics Department, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| | Topic | THE FORMATION OF ECONOMIC SUBJECTIVITY OF UKRAINE IN THE INTERNATIONAL SPACE OF THE THIRD DECADE OF THE 21ST CENTURY |
| 12:45 – 13:00 | Speaker | Maryna Shashyna , Doctor of Economics, Associate Professor, Professor at the Department of Economic Cybernetics, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| | Topic | RHETORIC OF MODERN ECONOMIC RESEARCH |
| 13:00 – 13:15 | Summary of plenary talks. Organizational announcements. | |
| 13:15 – 14:00 | Break | |

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| 14:00 – 15:30 | Work in Sections | |
| Section 1. Management Moderator – Yuliia Vorzhakova Zoom: https://us02web.zoom.us/j/89147568674?pwd=bk95ZSthek1kdUpzUmFtdGh3NVBpZz09 Meeting ID: 891 4756 8674, Passcode: 22KM | | |
| 14:00 – 14:10 | Topic | ENTREPRENEURSHIP DURING THE WAR: FEACHES, SENSE MAKING, PRIORITIES |
| | Speakers | Valentyna Oberemchuk , Ph.D. in Economics, Associate Professor at Business Economics and Entrepreneurship Department, Kyiv National Economic University named after Vadym Hetman Taras Demchenko , bachelor level student, KNEU Kyiv College of Information Systems and Technologies |
| 14:10 – 14:20 | Topic | DEFINITION AND ROLE OF LOGISTICS IN ENSURING SUSTAINABLE DEVELOPMENT OF THE ENTERPRISE |
| | Speaker | Andrii Mykhailenko , master level student, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| 14:20 – 14:30 | Topic | INNOVATIVE TECHNOLOGIES IN LOGISTICS |
| | Speakers | Iryna Lutsenko , PhD, Associate professor at the Department of Management of Enterprises, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine); Daria Matiash , bachelor level student of Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| 14:30 – 14:40 | Topic | MANAGEMENT OF ENVIRONMENTAL INNOVATIONS AT THE ENTERPRISE |
| | Speakers | Tetiana Apenko , master level student of Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine); Kateryna Kopishynska , Ph.D., Associate professor at the Department of Management of Enterprises, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine); |
| 14:40 – 14:50 | Topic | DOMESTIC BUSINESS IN THE CONDITIONS OF WAR |
| | Speakers | Olga Guk , Ph.D., Associate professor at the Department of Management of Enterprises, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine); Yelizaveta Somova , bachelor level student of Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| 14:50 - 15:00 | Topic | FOREIGN EXPERIENCE OF USING SOFT SKILLS |
| | Speakers | Irina Linyva , master level student of Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine); Yuliia Vorzhakova , Ph.D., Associate professor at the Department of Management of Enterprises, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |

Section 2. Economic Cybernetics

Moderator - Glib Mazhara

<https://us02web.zoom.us/j/81158385384?pwd=ZnlabENqaTZPb0lnZ3BOWEJoZWV4QT09>

Meeting ID: 811 5838 5384 Passcode: 490680

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| 14:00 - 14:10 | Topic | ASSESSMENT OF THE IMPACT OF FINANCIAL TECHNOLOGIES AND VIRTUAL ASSETS ON THE ECONOMIC GROWTH OF THE COUNTRY |
| | Speaker | Olesia Suntsova , Doctor of Economics, Professor, Academician of the Academy of Economic Sciences of Ukraine, Department of Cybernetics and Applied Mathematics, Faculty of Finance and Digital Technologies, University of the State Fiscal Service, Irpin (Ukraine) |
| 14:10 – 14:20 | Topic | ABOUT ONE MODEL OF IMPACT MANAGEMENT |
| | Speakers | Pasenchenko Yu. Candidate of Physico-Mathematical Sciences, Associate Professor. Military Institute of Telecommunication and Information Technologies named after the Heroes of Kruty Ivan Fartushnyi , Ph.D. in Physics and Mathematics, Associate professor at the Department of Economic Cybernetics, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| 14:20 – 14:30 | Topic | ANALYSIS OF METHODS FOR ASSESSING THE LEVEL OF SUSTAINABLE DEVELOPMENT OF THE WORLD COUNTRIES |
| | Speakers | Pyshnograiev Ivan , Ph.D. in Physics and Mathematics, Assoc. Professor at the Department of Artificial Intelligence, Igor Sikorsky Kyiv Polytechnic Institute, Kyiv (Ukraine) Tkachenko Ivanna , Student at the Department of Artificial Intelligence, Igor Sikorsky Kyiv Polytechnic Institute, Kyiv (Ukraine) |

Section 3. Economics and Entrepreneurship

Moderator - Oksana Kavtysh

Zoom: <https://us02web.zoom.us/j/81158385384?pwd=ZnlabENqaTZPb0lnZ3BOWEJoZWV4QT09>

Meeting ID: 811 5838 5384 Passcode: 490680

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| 14:30 – 14:40 | Topic | DIGITALIZATION AS A PROMISING DIRECTION OF INNOVATIVE DEVELOPMENT ECONOMY OF UKRAINE |
| | Speakers | Sergii Illiashenko , Doctor of Economics, Professor, Professor at the Department of Business Economics and International Economic Relations, National Technical University «Kharkiv Polytechnic Institute» (Ukraine) Nataliia Illiashenko , Doctor of Economics, Associate Professor, Associate Professor, at the Department of Business Economics and Administration, Sumy State Pedagogical University named after A.S. Makarenko (Ukraine) |
| 14:40 - 14:50 | Topic | INFORMATION AND COMMUNICATION SECTOR IN THE STRUCTURAL MODERNIZATION OF THE EU COUNTRIES: EXPERIENCE FOR POST-MILITARY RECONSTRUCTION OF UKRAINE'S ECONOMY |
| | Speakers | Marianna Kichurchak , Doctor of Economics, Professor, Professor at the Department of Economics of Ukraine, Ivan Franko National University of Lviv (Ukraine) |

Section 4. Marketing

Moderator - Ievgen Gnitetskyi

Zoom: <https://us02web.zoom.us/j/81158385384?pwd=ZnlabENqaTZPb0lnZ3BOWEJoZWV4QT09>

Meeting ID: 811 5838 5384 Passcode: 490680

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| 14:50 - 15:00 | Topic | RESILIENT MARKETING AS A PREREQUISITE FOR BUSINESS DEVELOPMENT |
| | Speakers | Nataliia Savytska , Doctor of Economics, Professor, Head of the Department of Marketing, Reputation Management and Customer Experience, The State Biotechnological University |

Section 5. International Economics

Moderators - Olena Korohodova, Natalia Skorobogatova

Zoom: <https://us02web.zoom.us/j/84112086524?pwd=MXZqeTVrdE8xWVc4UjJaUzBpMkRCZz09>

ID: 841 1208 6524 Passcode: 695524

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| 14:00 – 14:10 | Topic | AN ANALYSIS OF FACTORS THAT DETERMINE FAILURE OF ECONOMIC SANCTIONS |
| | Speakers | Killion Munyama , Senior Advisor in MD Global Agenda and Multilateral Affairs at the European External Services Action (EEAS) in Brussels (Belgium), WSG University in Bydgoszcz (Poland) |
| 14:10 – 14:20 | Topic | TRADE AND ECONOMIC RELATIONS BETWEEN UKRAINE AND SWEDEN: DEVELOPMENT PROSPECTS |
| | Speakers | Vasyl Gerasymchuk , Doctor of Economics, Professor, Professor of the International Economics Department, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) Vladislav Kapustyan , bachelor level student, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| 14:20 – 14:30 | Topic | STRATEGIES FOR THE RECONSTRUCTION OF POST-WAR UKRAINE ON THE PRINCIPLES OF SOLIDARITY AND PARTNERSHIP |
| | Speaker | Oksana Okhrimenko , Doctor of Economics, Professor at the International Economics Department, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| 14:30 - 14:40 | Topic | SYSTEM OF GOODS TRANSPORT IN UKRAINE USING MANY MODES OF TRANSPORT |
| | Speakers | Krzysztof Wyrwicki , MSc Eng, Graduate of Poznan University of Technology Adam Redmer , PhD (Hab) Eng., assistant professor at Faculty of Civil and Transport Engineering, Poznan University of Technology (Poland) |
| 14:40 – 14:50 | Topic | PRODUCT DEVELOPMENT APPROACHES IN INDUSTRY 4.0 |
| | Speaker | Olena Korohodova , Ph.D., Associate professor at the International Economics Department, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |

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| 14:50 - 15:00 | Topic | INTERNATIONAL ECONOMIC ASSISTANCE AS AN INCENTIVE FOR ECONOMIC RECOVERY OF UKRAINE IN THE POST-WAR PERIOD |
| | Speakers | Roman Popov , master level student, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) Oksana Okhrimenko , Doctor of Economics, Professor at the International Economics Department, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| 15:00 - 15:10 | Topic | IMPLEMENTATION OF INDUSTRY 4.0 TECHNOLOGIES FOR BUILDING SMART CITIES: GLOBAL EXPERIENCE |
| | Speaker | Natalia Skorobogatova , Ph.D., Associate professor at the International Economics Department, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| 15:10 - 15:20 | Topic | DEVELOPMENT OF DIGITAL INNOVATION HUB BASED ON THE SCIENTIFIC AND EDUCATIONAL COLLABORATION BETWEEN NORWAY AND UKRAINE |
| | Speaker | Anna Kukharuk , Ph.D., Associate professor at the International Economics Department, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| 15:20 - 15:30 | Topic | RESTORATION OF UKRAINE'S ELECTRICAL ENERGY EXPORT ACTIVITIES IN THE CONDITIONS OF RUSSIAN TERRORIST ATTACKS ON THE UKRAINIAN ENERGY SYSTEM |
| | Speaker | Oleksii Zrobok , Ph.D. Student at the International Economics Department, Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute (Ukraine) |
| By Sections | Summarizing the results of the Conference | |