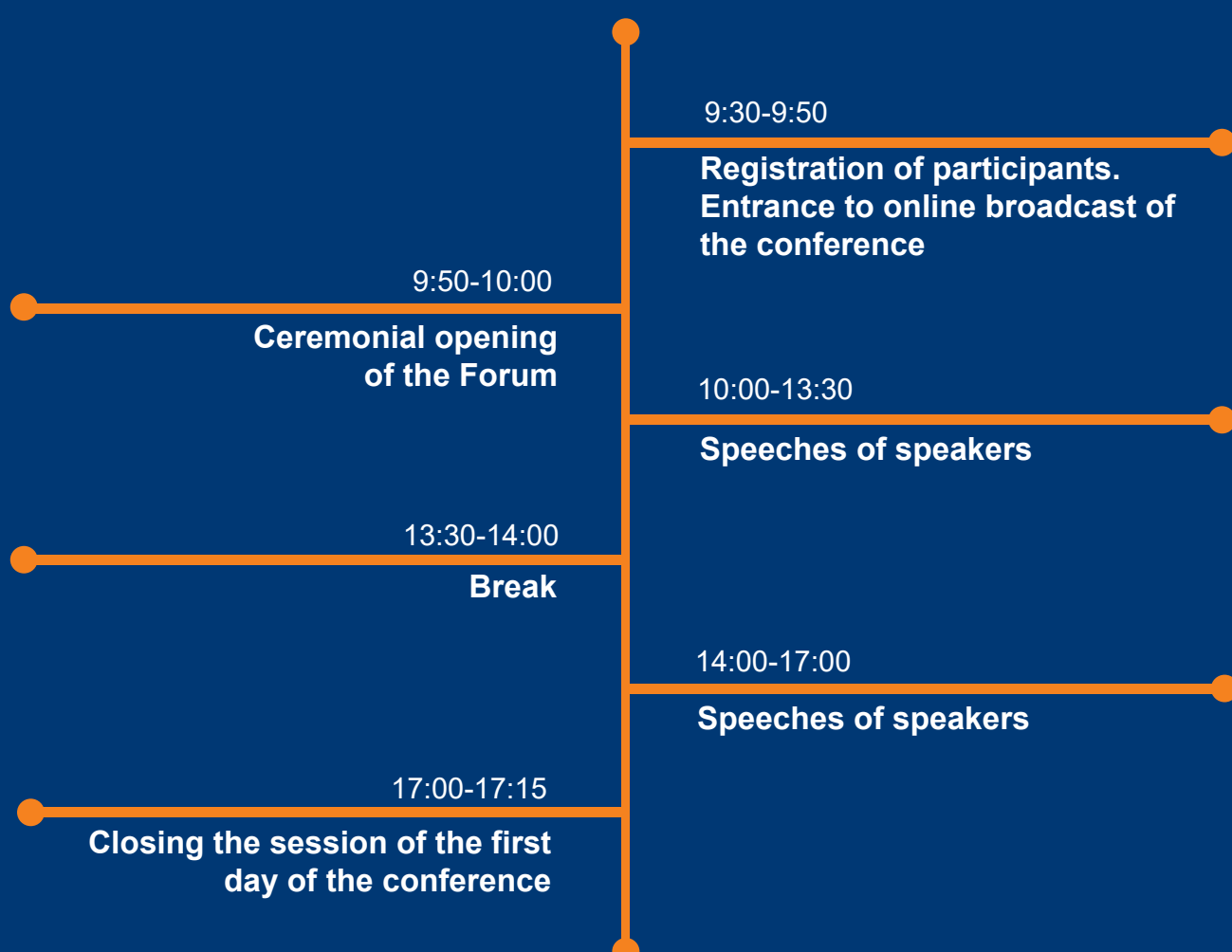


INFORMATION SHEET

B2B MARKETING.KPI FORUM

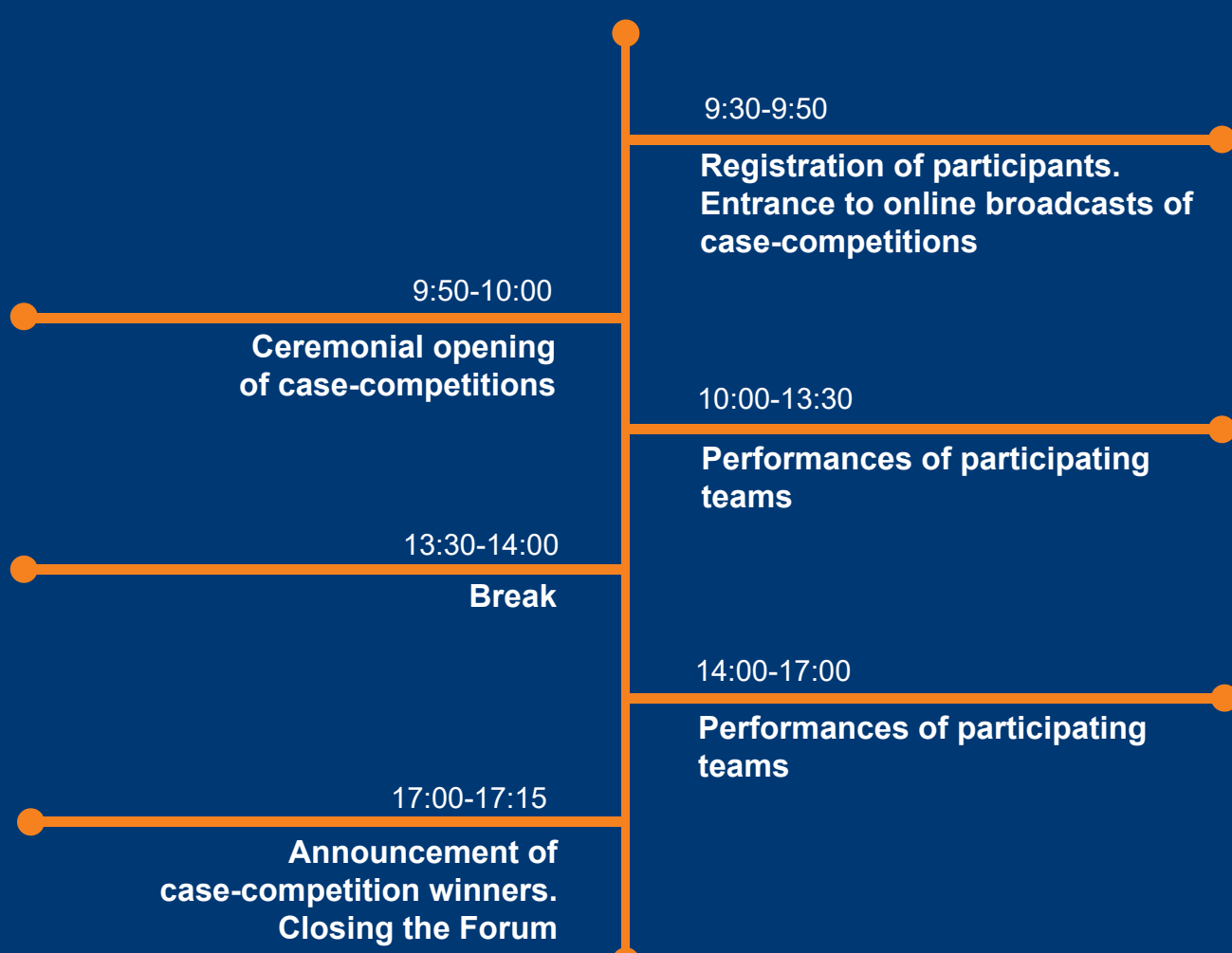
14.12

XVII International
scientific and practical conference
"B2B MARKETING"
on the occasion of the 125th anniversary
Igor Sikorsky Kyiv Polytechnic Institute



15.12

XVII International Student Marketing
Case Competition
"Raising Industrial Marketing Star"



XVIII International Scientific and Practical Conference "B2B MARKETING"

Scientists, practitioners, graduate students and applicants are invited to participate in the conference.

The electronic collection of theses will be placed in the ELAKPI archive and on the OJS platform in the domain zone kpi.ua.

Each participant of the conference will receive a program, a collection of theses and a certificate of participation.

The topic of the conference

- Marketing and modern challenges
- Business analyst
- Marketing and digital transformation of business
- Modern marketing technologies

Conditions of participation

by December 1, 2023, you must fill out the application for participation (file name: Surname and initials of the first author_application) and send it to the address b2b.marketing.kpi@gmail.com

Форма заявки

ПІБ	
Вчений ступінь, звання, посада	
Місце роботи (навчання)	
Місто, країна	
E-mail	
Назва доповіді	

by 10.12.2023 it is necessary to send the abstracts of the reports (file name: Surname and initials of the first author_of the thesis) and send to the address b2b.marketing.kpi@gmail.com

!!! please note that the reports of the awardees are accepted on the condition that there is a scientific supervisor or a scientist among the co-authors

Page format – A4; font – Times New Roman 14; margins on all sides – 2.0 cm; line spacing – 1.0; paragraph indentation – 1.25 cm; references to sources are given in square brackets; literature is designed according to the ARA7 style <https://apastyle.apa.org/instructional-aids/reference-examples.pdf> (no more than 4 sources are allowed without repetitions); the file format is .doc or .docx

Sample design of materials

Solntsev S.O.
Ph.D.-M.Sc., Prof., Head of the Department of Industrial Marketing
Igor Sikorsky Kyiv Polytechnic Institute

THE LATEST TOOLS OF MARKETING RESEARCH

Text text text text text text text text text text [1].

Literature

- Digital marketing - the marketing model of the 21st century / edited by M. A. Aucklander. Odesa, Astroprint, 2017. 292 p.
- Solntsev S.O., Jigalkevich J. M., Zalutskyi R.O. Development trends of digital marketing. *Journal of strategic economic research*. 2022. No. 6(11). P. 131-141.

XVII International Student Marketing Case-Competition "Raising Industrial Marketing Star"

Teams of students are invited to participate in the case competition. Teams cannot include persons who are not students on the date of the case competition finals.

Terms of participation in the case-competition:

assemble a team of 2 to 4 people

by November 20, 2023, the captain must fill out the application for participation via Google form at the link: <https://forms.gle/TU427qGkV2K7uyEh7>

Important contacts:

Email b2b.marketing.kpi@gmail.com

Phone/telegram: 067-452-97-28

All information on the conference: https://fmm.kpi.ua/?page_id=257