



DECEMBER

14-15



**ON THE OCCASION OF
THE 125TH
ANNIVERSARY OF IGOR
SIKORSKY KYIV
POLYTECHNIC
INSTITUTE**

PROGRAM OF THE EVENT

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XVII International Scientific and Practical Conference "B2B
MARKETING" on the occasion of the 125th anniversary of Igor Sikorsky
Kyiv Polytechnic Institute

The composition of the Program Committee
of the XVIII International Scientific and Practical Forum "B2B Marketing International Forum"

- 1. Kravchenko M. O.**, Chairman of the Program Committee, Doctor of Economics, Professor, Dean of the Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute;
- 2. Solntsev S. O.**, Co-Chairman of the Program Committee, Doctor of Physical and Mathematical, Professor, Head of the Department of Industrial Marketing, Igor Sikorsky Kyiv Polytechnic Institute;
- 3. Lilik I.V.**, Co-Chair of the Program Committee, PhD, Associate Professor, President of the Ukrainian Marketing Association;
- 4. Atakişi Ahmet**, Professor, PhD, Dean of Menu Keşan Yusuf Çapraz School of Applied Sciences Faculty of Economics & Administrative Sciences, Economics Department, Trakya University, (Turkey);
- 5. Baynazoğlu Mehmet Emin**, PhD, Head of Management Information Systems Department, School and Department Erasmus Coordinator, Faculty Member, Keşan Yusuf Çapraz School of Applied Sciences, Trakya University, (Turkey);
- 6. Burduk Anna**, Professor, DSc, PhD, Dean of Mechanical Engineering Faculty, Centre for Advanced Manufacturing Technologies Member, Wroclaw University of Science and Technology, (Poland);
- 7. Dabrowska Anna**, Professor, PhD, Head of the Department of Consumer Behavior Research, Institute of Management, College of Management and Finance, Warsaw School of Economics, (Poland);
- 8. Kratzer Jan**, Prof. Dr, Head of Entrepreneurship and Innovation Management Chair, Technical University Berlin (Germany);
- 9. Machado José Mendes**, Professor, PhD, Deputy Director of MERICs Research Center, Mechanical Engineering Department, School of Engineering, University of Minho (Portugal);
- 10. Pysarenko Nataliia**, PhD, Associate Professor, Senior lecturer, University of Exeter Business School, UK;
- 11. Skonieczny Jan**, Dr. Eng., Faculty of Management, Department of Organization and Management, Wrocław University of Science and Technology, (Poland)





12. Srikhumsuk Phatchani, Associated Professor, PhD, Director of Policy and Planning Division, Faculty of Science and Technology (Sci-Tech), Department of Science, Rajamangala University of Technology Krungthep (RMUTK), Bangkok, (Thailand)

13. Udoh Salem, Lecturer and PhD Candidate (2024), Faculty of Management and Economics, Tomas Bata University in Zlin, (Czech Republic);

14. Ganushchak-Yefimenko L.M., Doctor of Economics, Professor, Vice-Rector for Research and Innovation, Kyiv National University of Technology and Design;

15. Zozulov O.V., PhD in Economics, Professor, Professor of the Department of Industrial Marketing, Igor Sikorsky Kyiv Polytechnic Institute;

16. Ilyashenko S.M., Doctor of Economics, Professor, Professor of the Department of Marketing, Kharkiv Polytechnic Institute;

17. Kasyan S.Y., PhD in Economics, Associate Professor, Head of the Department of Marketing, NTU "Dnipro Polytechnic";

18. Kovalchuk S.V., Doctor of Economics, Professor, Head of the Department of Marketing and Management, Khmelnytsky Cooperative Institute of Trade and Economics;

19. Kubyshina N.S., PhD in Economics, Associate Professor, Associate Professor of the Department of Industrial Marketing, Igor Sikorsky Kyiv Polytechnic Institute;

20. Oklander M.A., Doctor of Economics, Professor, Head of the Department of Marketing, National University "Odesa Polytechnic";

21. Perevozova I.V., Doctor of Economics, Professor, Head of the Department of Entrepreneurship and Marketing, Ivano-Frankivsk National Technical University of Oil and Gas;

22. Pichyk K.V., PhD in Economics, Associate Professor, Head of the Department of Marketing and Business Management, National University of Kyiv-Mohyla Academy;

23. Savytska N.L., Doctor of Economics, Professor, Head of the Department of Marketing, Reputation Management and Customer Experience, State Biotechnology University (Kharkiv);

24. Fedorchenko A.V., Doctor of Economics, Professor, Head of the Pavlenko Department of Marketing, Vadym Hetman Kyiv National Economic University;

25. Shulgina L.M., Doctor of Economics, Professor, Professor of the Department of Industrial Marketing, Igor Sikorsky Kyiv Polytechnic Institute.





Speakers - scientists of the XVIII International Scientific and Practical Forum "B2B Marketing International Forum"

Greetings

10:00

Grand opening of the XVIII International Scientific and Practical Forum "International Forum on B2B Marketing"

10:15

Iryna Lylyk, Co-Chair of the Program Committee Co-Chair of the Program Committee, PhD, Associate Professor, President of the Ukrainian Marketing Association

Maryna Kravchenko, Chair of the Program Committee, Doctor of Economics, Professor, Dean of the Faculty of Management and Marketing, **Sergiy Solntsev**, Co-Chair of the Program Committee, Doctor of Science in Physics and Mathematics, Professor, Head of the Department of Industrial Marketing, Igor Sikorsky Kyiv Polytechnic Institute

10:25

Jan Kratzer, Prof., Dr, Head of Entrepreneurship and Innovation Management Chair, Technical University Berlin, Germany

10:45

Contemporary issues and trends in marketing education in UK

Nataliia Pysarenko, PhD, Associate Professor, Senior lecturer, University of Exeter Business School, UK

10:35

José Mendes Machado, Professor, PhD, Deputy Director of METRICs Research Center, Mechanical Engineering Department, School of Engineering, University of Minho, Portugal

11:35

The Influence of Service Quality on Customer Satisfaction and Loyalty in the B2B Professional Industry

Salem Udoh, Lecturer and PhD Candidate (2024), Faculty of Management and Economics, Tomas Bata University in Zlin, Czech Republic,

11:05

Cooperation between Universities and the Tourism Business based on the Erasmus+ Programme

Mehmet Emin Baynazoğlu, PhD, Head of Management Information Systems Department, School and Department Erasmus Coordinator, Faculty Member, Keşan Yusuf Çapraz School of Applied Sciences, Trakya University, Turkey

11.55

Social Media and Communication Strategies in B2B Marketing

Ahmet Atakişi, Professor, PhD, Dean of Menu Keşan Yusuf Çapraz School of Applied Sciences Faculty of Economics & Administrative Sciences, Economics Department, Trakya University, Turkey

12:15

Intellectual Property and Content Marketing on the Market of Industrial Goods and Services

Skonieczny Jan, Dr. Eng., Faculty of Management, Department of Organization and Management, Wrocław University of Science and Technology, Poland



12:35

12:45

The importance of social responsibility in building the mutual trust of market participants

Anna Dabrowska, Professor, PhD, Head of the Department of Consumer Behavior Research, Institute of Management, College of Management and Finance, Warsaw School of Economics, Poland

Improving the efficiency of a production system by eliminating the risk

Anna Burduk, Professor, DSc, PhD, Dean of Mechanical Engineering Faculty, Centre for Advanced Manufacturing Technologies Member, Wroclaw University of Science and Technology, Poland

12:50

Greetings

13:00

Greetings

Savytska Nataliia Leonidivna

Doctor of Economics, Professor, Head of the Department of Marketing, Reputation and Customer Experience Management, State Biotechnology University (Kharkiv)

Liudmyla Hanushchak-Yefimenko, Doctor of Economics, Professor, Vice-Rector for Research and Innovation, Kyiv National University of Technologies and Design

13:10

Greetings

13:20

Greetings

Iryna Perevozova, PhD, Professor, Head of the Department of Entrepreneurship and Marketing, Ivano-Frankivsk National Technical University of Oil and Gas

Svitlana Kovalchuk, Doctor of Economics, Professor, Head of the Department of Marketing and Management, Khmelnytsky Cooperative Institute of Trade and Economics

13:25

13:55

B2B relations under martial law

Olga Mnykh, Doctor of Economics, Professor of the Department of Marketing and Logistics, Lviv Polytechnic National University

Marketing challenges and opportunities for small and medium-sized businesses during the war in Ukraine

Mykhailo Oklander, Doctor of Economics, Professor, Head of the Department of Marketing, **Oksana Yashkina**, Doctor of Economics, Professor, Professor of the Department of Marketing, National University "Odesa Polytechnic"





Speakers - practitioners of the XVIII International Scientific and Practical Forum
"B2B Marketing International Forum"

14:35

Peculiarities of promoting a scientist's brand in Ukraine

Sergiy Kasyan, PhD in Economics, Associate Professor,
Head of the Department of Marketing, NTU "Dnipro
Polytechnic"

14:15

The position of the Skoda brand in Ukraine

Olena Kubyshina, Director of Marketing Department,
Eurocar LLC

15:15

**To count or not to count? Return on investment in
marketing projects, how to spend to make money**

Sergiy Kostya, Regional Marketing Manager at Bolt
in Eastern Europe

14:55

A/B testing and easy rules to help you do it better

Vitaliy Melnyk, Product Analyst at Appflame

16:30

Closing of the first day of the Forum

15:45

**Launching new products and whether it is relevant in
times of war**

Anna Aleksandrova, Head of Brand Marketing Group at
MHP

Sergiy Solntsev, Co-Chairman of the Program
Committee, Doctor of physical and mathematical,
Professor, Head of the Department of Industrial
Marketing, Igor Sikorsky Kyiv Polytechnic Institute





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

Date of the event: December 15, 2023

Venue: online

10:00

Grand opening

Sergiy Solntsev, Co-Chair of the Program Committee, Doctor of Science in Physics and Mathematics, Professor, Head of the Department of Industrial Marketing, Igor Sikorsky Kyiv Polytechnic Institute

10:10	Himars	12:40	Коннект
10:30	4Business	13:00	Marvel Marketing
11:00	Brand and End	13:20	Business Technologies
11:20	DSFP	13:40	VivaVortex
11:40	For rest	14:00	Rhino
12:00	Підпал	14:20	Смакові посланці
12:20	BusinessGirls		

14:40

Work of the jury

15:40

Announcement of the winners

16:00

Closing of the forum

