



XVIII International Scientific and Practical Forum "B2B Marketing International Forum": Conference and Case Competition

INFORMATION LETTER



FORUM

April 18, 2025

WITH THE SUPPORT OF



XVIII International Scientific and Practical Conference "B2B MARKETING"

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

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

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

Participation and publication of materials in the collection are free of charge.

Participation form: mixed.

The topic of the conference

- Marketing and the challenges of today
- Business analytics
- Marketing and digital business transformation
- Modern marketing technologies

Conditions of participation

- by April 15, 2025, you must fill out the application for participation and attach the abstract of the report via Google form at the link:
<https://forms.gle/AvkTqrPEULLBZhPV6>

Please note that applicants' reports are accepted only if there is a scientific supervisor or scientist among the co-authors.

Page format – A4; font – Times New Roman 12; 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; the volume of theses is 1-2 full pages.

Sample design of materials

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THE LATEST TOOLS OF MARKETING RESEARCH

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

Literature

1. Digital marketing - the marketing model of the 21st century / edited by M. A. Aucklander. Odesa, Astroprint, 2017. 292 p.
2. 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.
3. State Statistics Service of Ukraine. Foreign Trade of Ukraine. 2023. Available at: <https://www.ukrstat.gov.ua/express/expr2024/02/04.pdf>

XVIII 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 April 3, 2025 the captain must fill out the application for participation via Google form at the link:
<https://forms.gle/TU427qGkV2K7uyEh7>

IMPORTANT CONTACTS:

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