



Державний торговельно-
економічний університет, м. Київ



АКАДЕМІЯ
БУДІВНИЦТВА
УКРАЇНИ



Ministry of Education and Science of Ukraine
Kyiv National University of Construction and Architecture (KNUCA), Kyiv, Ukraine
State Trade and Economic University (STEU), Kyiv, Ukraine
Open International University for Human Development "Ukraine", Kyiv, Ukraine
University of Economics-Varna, Varna, Bulgaria
Silesian University of Technology in Gliwice (SUT), Gliwice, Poland
Academy of Construction of Ukraine
Industrial and Technical Company "AGROMAT"
LLC "Epicenter K"

**V International Scientific and Practical Internet Conference
«MARKETING STRATEGIES, ENTREPRENEURSHIP AND TRADE:
CURRENT STATE, DEVELOPMENT TRENDS»**



*April 18, 2024
Kyiv, Ukraine*

Dear colleagues,

We invite you to participate in the proceedings of the V International Scientific and Practical Internet Conference "Marketing Strategies, Entrepreneurship, and Trade: Current State, Development Trends," scheduled for April 18, 2024. The conference will take place at the Department of Commodity Science and Commercial Activities in Construction of the Construction and Technological Faculty at Kyiv National University of Construction and Architecture.

Conference objectives:

- Exchange of experience.
- Implementation of research results in the practical activities of enterprises and institutions continuing to operate during the state of war.
- Consolidation of efforts between science and practice to determine the paths of post-war development in innovative entrepreneurship and the construction industry in Ukraine.

INTERNATIONAL SCIENTIFIC COMMITTEE

Kulikov Petro – Doctor of Economics, Professor, Rector of the Kyiv National University of Construction and Architecture (KNUCA) – *Chair of the International Scientific Committee;*

Chernyshev Denys – Doctor of Engineering, Professor, First Vice-Rector of KNUCA (Kyiv) – *co-chair;*

Hots Volodymyr – Doctor of Engineering, Professor, Dean of the Faculty of Construction and Technology, KNUCA (Kyiv) – *co-chair;*

Zakharchenko Petro – Head of the Department of Commodity Science and Commercial Activities in Construction, KNUCA (Kyiv), Vice President of the Academy of Construction of Ukraine (Kyiv) – *co-chair;*

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Dubas Rostislav – Doctor of Economics, Professor, Head of the Department of Management and Administration, Institute of Economics and Management, Open International University of Human Development "Ukraine" (Kyiv);

Lozova Tetiana – Doctor of Engineering, Professor, Professor of the Department of Commodity Science, Customs Affairs, and Quality Management, Lviv Trade and Economic University (Lviv);

Pavlova Valentyna – Doctor of Economics, Professor, Professor of the Department of International Trade and Entrepreneurship, Alfred Nobel University (Dnipro);

Bondar-Pidhurska Olga – Doctor of Economics, Associate professor, Associate Professor of the Department of Management and Logistics, National University "Poltava Polytechnic named after Yuri Kondratyuk" (Poltava);

Omelchenko Nataliia - Cand. of tech. s., Professor, Professor of the Department of Commodity Science, Trade Entrepreneurship, and Goods Expertise, State Institution "Taras Shevchenko National University of Luhansk" (Poltava);

Hliebova Alla – Cand. of econ. s., Associate professor, Associate Professor of the Department of Management and Logistics, National University "Poltava Polytechnic named after Yuri Kondratyuk" (Poltava);

Stoykova Temenuga PhD, Associate professor, Associate Professor of Commodity Science, Economic University; Forensic Expert in Commodity Science and Economic Expertise (Varna, Bulgaria);

Zvirgzdina Rosita – Dr.oec. (Econ), Professor, Head of Commerce Department Turība University (Riga, Latvia);

Kuzior Aleksandra, dr hab., prof. PŚ, Vice-Dean for Cooperation and Development, Faculty of Organization and Management, Silesian University of Technology in Gliwice (SUT) (м. Глівіце, Польща);

Dźwigol-Barosz Mariola, dr hab., prof. PŚ, Department of Management, Faculty of Organization and Management, Silesian University of Technology in Gliwice (SUT) (Poland).

Datsenko Liudmyla, B.Ed., MA – Adjunct Professor Vanier College Continuing Education (Montreal, Quebec, Canada), Marketing Manager Desjardins (Canada);

Lialina Natalia – Doctor of Engineering, Professor, Professor of the Department of Commodity Science and Commercial Activities in Construction (KNUCA, Kyiv);

Dymenko Ruslan – Doctor of Economics, Professor, Professor of the Department of Commodity Science and Commercial Activities in Construction (KNUCA, Kyiv);

Kalina Iryna – Doctor of Economics, Professor, Professor of the Department of Commodity Science and Commercial Activities in Construction (KNUCA, Kyiv);

Zgalat-Lozynska Liubov – Doctor of Economics, Professor, Associate Professor of the Department of Economic Theory, Accounting, and Taxation (KNUCA, Kyiv).

ORGANIZATIONAL COMMITTEE

Chair of the Organizational Committee:

Samoilenko Antonina – Cand. of tech. s., Associate professor, Professor of the Department of Commodity Science and Commercial Activities in Construction (KNUCA, Kyiv);

Responsible Secretary of the Organizational Committee:

Yudicheva Olga – Cand. of tech. s., Associate professor, Professor of the Department of Commodity Science and Commercial Activities in Construction (KNUCA, Kyiv).

Members of the Organizational Committee:

Alaverdian Liudmyla – Cand. of econ. s., Associate professor, Associate professor of the Department of Commodity Science and Commercial Activities in Construction (KNUCA, Kyiv);

Datsenko Borys – Cand. of tech. s., Associate professor, Associate professor of the Department of Commodity Science and Commercial Activities in Construction (KNUCA, Kyiv);

Marchenko Svitlana – Cand. of econ. s., Associate professor, Associate professor of the Department of Commodity Science and Commercial Activities in Construction (KNUCA, Kyiv);

Ogorodnik Iryna – Cand. of tech. s., Associate professor, Associate professor of the Department of Commodity Science and Commercial Activities in Construction (KNUCA, Kyiv);

Romanenko Olesia – Cand. of econ. s., Associate professor, Associate professor of the Department of Commodity Science and Commercial Activities in Construction (KNUCA, Kyiv);

Sheremet Maksym – CEO of «Epicentr K 7» (Kyiv);

Kunytsky M. – director of «Epicentr K 7» (Kyiv);

Palamarchuk Oleksandr – commercial director of «Epicentr» (Kyiv region);

CONFERENCE THEMATIC AREAS

Section 1: Issues of Economic Development in Ukraine and Ways of Resolving Them.

Section 2: Marketing and Management in Entrepreneurship Amidst War and Economic Uncertainty in the Country.

Section 3: Accounting, Analysis, and Audit of Entrepreneurial Structures.

Section 4: State and Trends in the Development of Modern Trade.

Section 5: Quality and Safety Management of Goods and Services.

Section 6: Enhancement of Logistic Systems in the Goods Market Considering the State of War.

Section 7: Marketing Research of Goods and Markets.

Section 8: Perspectives on the Use of Modern Construction Materials and Products in the Post-War Period for the Reconstruction of Ukraine.

Section 9: Formation of Professional Competencies in Higher Education Applicants in the Fields of 075 "Marketing," 076 "Entrepreneurship and Trade," and 051 "Economics" in the Modern Stage.

CONFERENCE PARTICIPATION CONDITIONS AND ABSTRACT SUBMISSION

Publication of abstracts in electronic format in .pdf is **free of charge**.

Participation Format: Remote

Conference Working Languages: Ukrainian, English.

To publish abstracts in the conference materials, please submit the following by **April 5, 2024**, in a single email to the organizing committee at conf.tkd.bud@gmail.com :

- ✓ Participation application;
- ✓ Abstracts of the report, formatted according to the requirements.

Electronic file variants should be named with the surname of the first author of the work: Bondarenko_Abstracts.doc, Bondarenko_Application.doc.

Authors will be notified of the receipt of materials within 3 working days.

Undergraduate and graduate students submit abstracts only in collaboration with a scientific supervisor or under their guidance.

Authors are responsible for the content of the materials provided for printing and compliance with copyright laws. The organizing committee reserves the right to return abstracts for revision if they do not correspond to the conference theme or specified formatting requirements, or if they contain academic plagiarism (text originality should be at least 60%).

REQUIREMENTS FOR PREPARING ABSTRACTS FOR REPORTS

Materials should be prepared in Microsoft Word editor (*.doc format). A4 sheet format. Margins: (left, right, bottom, top) - 2 cm, font - Times New Roman, size - 14 pt, spacing - 1.0 pt, normal style, paragraph - 1.25 cm. Do not include page numbers.

The volume of the abstracts should not exceed 4 full pages, including figures and tables (figures should be grouped), without compressing the text or word wrapping. The abstracts should have **the following structural elements that are not highlighted in the text:** *introduction, presentation of the main material, conclusions.*

The list of used sources is provided at the end of the text and is formatted according to the current standard of bibliographic description DSTU 8302:2015, and for abstracts in English - according to the international bibliographic standards APA (<http://www.bibme.org/citation-guide/APA/book>). References to the literature used in the text are given in square brackets: source number and, separated by a comma, pages [1, p. 25].

All graphic materials (diagrams, graphs, schemes, photos, drawings) should have the same caption "Fig.," numbered with Arabic numerals. The title of the figure is printed in capital letters in bold and placed under the figure in the middle of the

line, for example, "**Fig. 1. Equipment Scheme.**" A blank line separates the figure from the text; all figures in the text must have references (Fig. 1). Tables are labeled with the word "Table," numbered with Arabic numerals. Tables are separated from the text of the abstracts by a blank line. *Example:*

Table 1

ADVANTAGES AND DISADVANTAGES OF EXISTING PRICING STRATEGIES

Pricing Strategy	Advantages	Disadvantages

All tables in the text should have references (Table 1)

Structure of Abstracts:

1. UDC (left-aligned). Determining the UDC is advisable on the website: <https://udcsummary.info/php/index.php?lang=uk>
2. Title of the abstract - in uppercase letters, bold font, center-aligned.
3. Last names and initials of authors (semi-bold font, right-aligned), academic degree, position, academic title - right-aligned.
4. Institution, city - in italics, right-aligned.

Formatting templates for abstracts are provided below.

FORMAT TEMPLATE FOR ABSTRACT

UDC 691.7:339.13.017

**COMMODITY AND MARKETING ASPECTS OF METAL PRODUCTS
MARKET RESEARCH**

Petro Zakharchenko,

Cand. of tech. s., Head of the Department of Commodity Science and
Commercial Activities in Construction, Professor

Iryna Ogorodnik,

Cand. of tech. s., Associate professor of the Department of Commodity Science
and Commercial Activities in Construction, Associate professor,
Kyiv National University of Construction and Architecture (Kyiv)

Text Text Text Text Text [1]. Text Text Text Text Text [2]
Text Text Text Text Text Text Text Text [3]. Text Text Text
Text Text Text Text [4].

References

1. Ukrainian Business in Wartime: State Analysis for Five Months // Business.diia: website. URL: <https://business.diia.gov.ua/> (accessed on: January 4, 2024).
2. Kramarchuk A.P., Illynytskyi B.M., Bobalo T.V. Building Constructions. Lviv: Lviv Polytechnic, 2016. 166 p.
3. Hots V., Lastovka O., Kovalchuk O. Technology of Manufacturing Decorative Protective Powder Coatings for the Protection of Building Metal Products. *Building Materials and Products*. 2019. No. 2 (100). P. 60–64.

4. DSTU 2643-94. Steel and Cast Iron Pipes. Terms and Definitions. [Effective from 1995-07-01]. Official edition. Kyiv: State Enterprise "UkrNDNC," 1995. 20 p.

FORMAT TEMPLATE FOR ABSTRACTS (for applicants in collaboration with a research supervisor)

UDC 691.7:339.13.017

INNOVATIVE MATERIALS FOR INTERIOR DECORATION

Petro Zakharchenko,

Cand. of tech. s., Head of the Department of Commodity Science and Commercial Activities in Construction, Professor

Artem Stadnyk,

Student of the first (bachelor's) level of higher education program 'Commodity Science and Commercial Activity,' specialization 076 'Entrepreneurship and Trade' *Kyiv National University of Construction and Architecture, Kyiv*

Text Text Text Text Text [1]. Text Text Text Text Text [2]
Text Text Text Text Text Text Text Text [3].

References

1. Market Overview of Construction Materials. Construction Forecast for 2023. URL: <https://construction-market.korfor.com.ua/prohnoz-budivnytstva/> (accessed on: October 24, 2023).
2. On the Provision of Building Products in the Market: Law of Ukraine dated September 2, 2020, No. 850–IX. Last updated: June 9, 2022. URL: <https://zakon.rada.gov.ua/laws/show/850-20#Text> (accessed on: October 24, 2023).
3. Zakharchenko P. V., Lenga H., Havrysh O. M., Piven N. M. Technology and Commodity Science of Dry Construction Systems: a textbook. Kyiv: SPD Pavlenko, 2009. 464 p.
4. Lialina N. P., Moroz O. I. Analysis of Prospects for the Use of Hemp Raw Materials in the Construction Business. *Issues of Genesis of the Economy of Intellectual-Innovative Capital: materials of the III Int. Sci.-Practical Conf.* (Kyiv, Nov 7–8, 2023). Kyiv: KNUBA, 2023. P. 234–236.

PUBLICATION OF CONFERENCE MATERIALS

All conference participants will receive conference materials in .pdf format and a participant certificate (6 hours of participation / 0.2 ECTS credits).

CONTACTS

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APPLICATION
for participation in the V International Scientific-Practical Internet Conference
"Marketing Strategies, Entrepreneurship, and Trade: Current State,
Development Trends"
April 18, 2024
Kyiv

Last name, first name, patronymic

Academic degree

Academic status

Position

Level of higher education, educational program, specialization (for co-authors
- higher education applicants)

Place of work (study)

Title of the thematic direction

Title of the abstracts

Email, contact phone number