



**NATIONAL UNIVERSITY "KYIV-MOHYLYAN ACADEMY"  
ODESA POLYTECHNIC NATIONAL UNIVERSITY  
NATIONAL TECHNICAL UNIVERSITY  
"KHARKIV POLYTECHNIC INSTITUTE"  
ZAPORIZH NATIONAL UNIVERSITY  
UKRAINIAN ASSOCIATION FOR DEVELOPMENT OF MANAGEMENT AND  
BUSINESS EDUCATION  
COMRAT STATE UNIVERSITY  
UNIVERSITY OF OCCUPATIONAL SAFETY MANAGEMENT IN KATOWICE  
SCIENCE AND RESEARCH INSTITUTE OF SOCIAL AND  
ECONOMIC DEVELOPMENT**

**Dear colleagues!**

**We invite you to the II International Scientific and Practical Conference**

**"MANAGEMENT AND MARKETING AS FACTORS OF BUSINESS  
DEVELOPMENT"**

**April 17-19, 2024**

**The conference will cover the following issues:**

The latest paradigms of management and marketing development.  
Strategic management and marketing in the context of sustainable economic development.  
Innovation and entrepreneurship as the basis of economic recovery of the country.  
Trends in innovative and investment business development.  
Modern personnel management strategies and tools.  
Business financial management.  
Corporate culture and social responsibility of business in times of transformations.  
Logistics and project management: modern tools.  
Management of international business for economic recovery.  
Digital marketing: modern trends.  
Marketing communications and branding as an enterprise activity.  
Digital tools for effective business operation.

## MAIN DATES OF THE CONFERENCE:

**By April 15, 2024** – fill out the application form with attached publication file:  
<http://surl.li/pbrlo>

**April 17, 2024, 10:00 a.m.** – online plenary meeting in Zoom (the link will be sent to participants by April 16 via e-mail)

**April 18, 2024, 10:00 a.m.** - workshop " Entrepreneurship, Start-ups, and Innovations: Ecosystems Development " (working language is English)

**1 April 9, 2024, 10:00 a.m.** - work of scientific sections for students in the format of round tables.

A *collection of* conference abstracts and *participants' certificates* (1 ECTS credit) will be sent electronically after the conference.

Participation in the conference is free.

Languages of the conference: Ukrainian, English and other official languages of the European Union.

### *Guidelines for publication formatting:*

Ensure that materials possess theoretical or practical significance and undergo stylistic and grammatical editing.

- A length of 2-3 pages in A4 format.
- Margins - 2 cm, paragraph indent - 1 cm.
- Font: Times New Roman, size — 14, line spacing — 1.5.
- References.
- Figures and tables should be clear, compact (not scanned).

**Coordinator:** Valentyna Khrapkina - Doctor of Economic Sciences, Professor of the Department of Marketing and Business Management of the National University "Kyiv-Mohyla Academy" +38 068 817 92 12

**UDC**

**A.I. Shevchenko,**  
*candidate of economic sciences, associate professor,  
associate professor of the department of marketing and business management,  
National University "Kyiv-Mohyla Academy"*

## **SOCIAL RESPONSIBILITY OF BUSINESS: CONCEPT, TYPOLOGY AND FACTORS OF FORMATION**

[... text...]

**References:**

### **Program Committee:**

**Kateryna Pichyk** - Candidate of Economic Sciences, associate professor, head of the Marketing and business management department of the National University "Kyiv-Mohyla Academy", head (Kyiv, Ukraine);

**Valentyna Khrapkina** - Doctor of Economic Sciences, Professor, Professor of the Marketing and business management department of the National University "Kyiv-Mohyla Academy", co-chair (Kyiv, Ukraine);

**Nataliya Metelenko** - Doctor of Economic Sciences, professor, director of the Engineering Educational and Scientific Institute named after Yu.M. Potebni of the Zaporizhia National University (Zaporizhia, Ukraine);

**Svitlana Filyppova** – Doctor of Economic Sciences, Professor, Director of the Educational and Scientific Institute of Business, Economics and Information Technologies of the National University "Odesa Polytechnic" (Odesa, Ukraine);

### **Organizational committee:**

**Tamer Abu-Alam** - Doctor of Science, assistant professor, at the Faculty of Biosciences, Fisheries and Economics at the Arctic University of Norway (Tromsø, Norway), CloudEARTH project coordinator

**Viktoriia Borshch** - Doctor of Economic Sciences, professor, vice-rector for prospective development of Odessa National Medical University (Odesa, Ukraine)

**Olga Voropai** - PhD, assistant professor of the Department of Management, Faculty of Management Systems and Organizational Development of the Wroclaw University of Science and Technology (Wroclaw, Poland)

**Lyudmila Gorokhova** - director of the Ukrainian Association for the Development of Management and Business Education (Kyiv, Ukraine)

**Inna Deineha** – Doctor of Economic Sciences, professor, head of the Department of Economics and Business Management of the Rivne State Humanitarian University (Rivne, Ukraine)

**Dmytro Zherlitsyn** - Doctor of Economic Sciences, professor, researcher at the Institute of Entrepreneurship of the University of National and World Economy (Sofia, Republic of Bulgaria);

**Iryna Ignatieva** - Doctor of Economic Sciences, professor, Honoured Worker of Science and Technology of Ukraine, Professor of the Department of Marketing and Business Management of the National University "Kyiv-Mohyla Academy" (Kyiv, Ukraine)

**Imre Beata** – senior manager of Design Terminal (Budapest, Hungary)

**Nataliia Kasianova** – Doctor of Economic Sciences, Professor, Head of the Department of Business Analytics and Digital Economy of the National Aviation University (Kyiv, Ukraine)

**Serhii Koverha** - Doctor of Economic Sciences, Professor, professor of the Department of Management and Administration of the Donbas State Pedagogical University (Dnipro, Ukraine)

**Alla Levitska**– Doctor of Economic Sciences, Professor, director of the Institute of Regional Economic Development of Comrat State University (Comrat, Republic of Moldova);

**Hanna Matukova** - Doctor of Pedagogical Sciences, Professor, professor of the Department of Health Care Management of the National Medical University named after O.O. Bogomolets (Kyiv, Ukraine)

**Valeriya Melnyk** - Doctor of Philosophy, Professor, head of the Department of Management, System Analysis and European Integration of the Educational and Scientific Institute of Public Management and Administration of Mykhailo Drahomanov Ukrainian State University (Kyiv, Ukraine)

**Yaroslav Mohylnyy** – Master student, scientific program "Business Development: Management and Consulting" of the National University "Kyiv-Mohyla Academy" (Kyiv, Ukraine);

**Bohdan Mochnacki** - PhD, professor, rector of the Higher School of Occupational Safety Management in Katowice (Katowice, Republic of Poland);

**Nataliya Pavlenchuk** – Doctor of Economic Sciences, professor, head of the Department of Economics and Management of Ivan Bobersky Lviv State University of Physical Culture (Lviv, Ukraine);

**Piotr Pachoski** - vice-president of the city of Yelenia-Gura, honorary doctor of the Wroclaw University of Economics (Wroclaw, Poland);

**Iryna Perevozova** – Doctor of Economic Sciences, professor, head of the department of entrepreneurship and marketing of the Ivano-Frankivsk National Technical University of Oil and Gas (Ivano-Frankivsk, Ukraine)

**Petro Pererva** - Doctor of Economic Sciences, professor, head of the department of business economics and international economic relations of the National Technical University at "Kharkiv Polytechnic Institute" (Kharkiv, Ukraine)

**Olga Posylkina** - Doctor of Pharmaceutical Sciences, Candidate of Economic Sciences, Professor, Professor of the Department of Management and Quality Assurance in Pharmacy of the National Pharmaceutical University (Kharkiv, Ukraine)

**Andrii Ramskyi** - Doctor of Economics, Professor, professor of the Department of Finance and Economics, Kyiv Capital University named after Boris Grinchenko (Kyiv, Ukraine);

**Oksana Sydorenko** – Doctor of Economic Sciences, Professor, professor of the department of marketing and business management of the National University "Kyiv-Mohyla Academy" (Kyiv, Ukraine)

**Oleh Tkach** - Doctor of Economic Sciences, Professor, professor of the Department of Management and Marketing of Vasyl Stefanyk Prykarpattia National University (Ivano-Frankivsk, Ukraine);

**Olesya Finagina** – Doctor of Economic Sciences, Professor, Head of the Department of Management and Business Administration of the Cherkasy State University of Technology (Cherkasy, Ukraine);

**Nina Chala** - Doctor of Sciences in Public Administration, Professor, professor of the Department of Marketing and Business Management of the National University "Kyiv-Mohyla Academy" (Kyiv, Ukraine).