

CONFERENCE INFORMATION

STATE UNIVERSITY OF INFORMATION
AND COMMUNICATION TECHNOLOGIES



DEAR COLLEAGUES!

The State University of Information and Communication Technologies, Educational and Scientific Institute of Management and Entrepreneurship, Department of Marketing invites you to participate in the 6th International Scientific and Practical Internet Conference "Marketing of the Future: Challenges and Realities", which will be held on **June 6, 2024**.

Scientists of domestic and foreign higher educational institutions, students of higher education are invited to participate in the conference.

Form of participation in the conference:
distance

Working languages of the conference:
Ukrainian, English.

ORGANIZATIONAL COMMITTEE:

Serhii Fedyunin - Doctor of Economics, associate professor, director of the Institute of Management and Entrepreneurship

Olena Vynogradova - Doctor of Economics, professor, head of the department of marketing

Valerii Korvyakov - Ph.D., professor, rector of the Almaty University of Humanities and Economics, Republic of Kazakhstan

Joanna Rakovska - Doctor of Economic Sciences, professor of stock market activity of the Warsaw University of Natural Sciences, Poland

Yurii Dainovskyi - Doctor of Economic Sciences, professor, professor of the department of marketing of the Lviv University of Trade and Economics

Viktoria Dergacheva - Doctor of Economics, Professor, Head of the Department of Enterprise Management of the National Technical University of Ukraine "Ihor Sikorskyi Kyiv Polytechnic Institute"

Margarita Lyshenko - Doctor of Economics, professor, head of the department of marketing and logistics of the Sumy National Agrarian University

Olga Guseva - Doctor of Economics, professor, head of the Department of Economics

Oksana Zgurska - Doctor of Economics, professor, head of the department of entrepreneurship, trade and exchange activity

Neonila Nasad - Doctor of Economics, Head of the Department of Management

Tatiana Sydorenko - Ph.D. in philology, associate professor, head of the department of document studies and information activity

Irina Sovershenna - Ph.D., Associate Professor of the Department of Marketing

STATE UNIVERSITY OF INFORMATION AND COMMUNICATION TECHNOLOGIES

EDUCATIONAL AND SCIENTIFIC INSTITUTE OF MANAGEMENT AND ENTREPRENEURSHIP

DEPARTMENT OF MARKETING



VI INTERNATIONAL SCIENTIFIC AND PRACTICAL INTERNET CONFERENCE

"MARKETING OF THE FUTURE: CHALLENGES AND REALITIES"

JUNE 6, 2024

KYIV, UKRAINE

THE CONFERENCE PROGRAM PLANS TO WORK ON THE FOLLOWING SECTIONS:

- 1 Marketing in the digital space: ways and prospects of development.
- 2 Marketing factors of business performance.
- 3 Economics, management and marketing of industrial and entrepreneurial activity.
- 4 Innovative teaching methods in the digital society.

An example of the design of materials:

Section: 1. Marketing in the digital space: ways and prospects for development

FEATURES OF MARKETING IN THE CONTEXT OF DIGITALIZATION OF THE ECONOMY

Mihailo Matviiets, Doctor of Economics, professor
Yurii Onyshkevich, Ph.D., Associate Professor,
Dnipro, Oles Honchar Dnipropetrovsk National
University (Ukraine)

The activities of enterprises in the context of globalization and innovative transformations and intensification of digitalization of society are significantly influenced by the use of modern digital marketing tools [1].

Literature:

1. Obikhod, S., Matveev, M., & Boyko, V. Digital marketing in the context of digitalization of modern business processes. *Economy and Society*, (50). <https://doi.org/10.32782/2524-0072/2023-50-76>
2. Sidelnikova V.K., Dedilova T.V. Actual directions of marketing in the context of digitalization. *Problems and prospects of entrepreneurship development*. № 1 (30) 2023. P.126-135. <https://doi.org/10.30977/PPB.2226-8820.2023.30.126>

CONDITIONS OF PARTICIPATION AND THE PROCEDURE FOR SUBMITTING MATERIALS:

To participate in the conference, you should send theses to the following e-mail address by June 4, 2024 (inclusive):

marketing_dut@ukr.net,
soversh.ia@gmail.com

- the following documents:
- *theses of the report of 2-5 pages;*
- *application for participation in the conference.*

Participation in the conference is free

Each author will be sent a link to the electronic version of the conference materials and a printed version of abstracts or certificate of participation, if necessary, to the postal address indicated in the certificate about the author, within three weeks after the event.

Information about the author must be provided in the following form:

- surname, first name, patronymic (in full);
- position;
- degree;
- academic rank;
- full name
- full name of the organization;
- mailing address;
- contact phone number;
- E-mail address;
- conference section;
- the name of the report.

**WE HOPE FOR YOUR PARTICIPATION!
WE WILL BE GRATEFUL FOR THE DISSEMINATION
OF INFORMATION AMONG COLLEAGUES AND
OTHER INTERESTED PERSONS.
SEE YOU AT THE CONFERENCE!!!**

REQUIREMENTS FOR THE MATERIALS:

- ✓ theses are submitted in electronic version in .doc or .docx format, Microsoft Word editor;
- ✓ volume of theses - up to 5 pages of A4 format; font Times New Roman, pin - 14 pt., spacing between lines - 1.5, margins - 20 mm;
- ✓ each illustration, diagram, diagram must be signed, the table must have a name;
- ✓ formulas should be printed using the Microsoft Education formula editor and numbered in parentheses;
- ✓ the list of references should contain only sources that are referenced in the text;
- ✓ example of design of links: [1, p. 45].
References in parentheses to various sources should be given through semicolons ([1; 2]); the literature is drawn up according to the latest requirements.

ATTENTION! If you did not receive a notification to your e-mail address about the acceptance of the materials, resend the work or clarify this issue by calling the phone number indicated below.

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