





MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE KYIV NATIONAL ECONOMIC UNIVERSITY named after VADYM HETMAN FACULTY OF MARKETING

Department of Commercial Activity and Logistics

UNIVERSITY OF APPLIED SCIENCES (Merseburg, Germany) HOCHSCHULE MERSEBURG

MOUNT ROYAL UNIVERSITY (Calgary, Canada)

Faculty of Business, Communication Studies and Aviation

NATIONWIDE PUBLIC ORGANISATION "UKRAINIAN ASSOCIATION OF LOGISTICS"









IV International Scientific-Practical Internet Conference «MODERN TECHNOLOGIES OF COMMERCE AND LOGISTICS»

November 01, 2024, Kyiv

ANNOUNCE

The Organizing Committee kindly invites university educators and scientists of state institutions, public organizations, professional associations and companies to participate in the Conference.

The mission of the event is to discuss the key issues of current trends, global economic changes and innovative technologies in commerce and logistics, as well as to outline the directions of their development. Key issues for discussions are following:

- trends in commercial activity and logistics development in Ukraine and in the world considering the war circumstances;
- international experience of logistic management under current crisis conditions;
- feasible approaches to the integration of commercial activities of Ukrainian companies into global information and communication environment;
- foreseen prospects of modern ITC solutions for optimization of commercial and logistics activities.

The Conference is going to be arranged in the following sections:

SECTION 1. APPROACHES AND TOOLS FOR ENSURING THE EFFICIENCY OF COMMERCIAL ACTIVITIES AND THE ORGANIZATION OF TRADE OPERATIONS

- 1. Global commercial activity and entry of national operators into EU markets.
- 2. IT trends (digitalization) in the commercial activities of companies.
- 3. Development of commercial activity formats under modern conditions.

SECTION 2. LOGISTICS MANAGEMENT IN THE DEVELOPMENT OF MODERN COMPANIES AND THEIR ASSOCIATIONS

- 1. Integrated supply chains as a component of national security.
- 2. Ensuring the sustainability of transport and logistics companies of Ukraine.
- 3. State regulation and support of logistics and commercial companies of Ukraine.

SECTION 3.BUSINESS MODELS OF MODERN ENTREPRENEURSHIP

- 1. Entrepreneurship development during the period of martial law.
- 2. Risk management and ensuring sustainable development of enterprises.
- 3. Marketing support for effective development of national manufacturers.

Languages: Ukrainian, English.

Participation in the conference is free of charge.

Paper Submission:

Send application and thesis to logistics.kneu@gmail.com

Deadline: October 26, 2024

Additional information for holding and joining the online conference sessions will be sent to all participants via e-mail indicated in their registration form.

All papers received from authors will be checked for uniqueness.

The Organizing Committee reserves the right to reject the publication in case of their inconsistency with the issues of the conference, improper design (technical reasons) or violation of the principles of academic ethics.

Electronic certificates of participation will be sent via e-mails free of charge.

According to the results of the Internet conference, all materials will be compiled into the Conference's digest, which will be placed in the repository of the «KNEU named after Vadym Hetman» as an electronic publication.

ORGANIZATIONAL COMMITTEE

Head of the Organizing Committee:

Larysa Antoniuk – Doctor of Economic Sciences, Professor, Vice-Rector for Research Work of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

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Participation in the IV International Scientific and Practical Internet Conference «MODERN TECHNOLOGIES OF COMMERCIAL ACTIVITY AND LOGISTICS»

is a good opportunity to form a social and business partnership of your organization (educational institution, enterprise, company) with a leading economic research university of Ukraine!

CONTACTS

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Phone number of the organizing committee: +38 (097) 919-32-32 (Anastasiia Serzhuk) - general questions

REQUIREMENTS FOR REGISTRATION OF THE REPORT THESES

- 1. File name must correspond to the surname of the author (or the first co-author). The file formats: *.doc, *.docx, *.rtf (for example, Shevchenko.doc).
- 2. Type the text of report theses in the Microsoft Word (A4), font Times New Roman; font size 14; line spacing 1.0; paragraph indentation 10 mm; page margins 2.0 cm.
 - 3. The volume of report theses is 2-3 pages. Pages are not numbered; hyphens are not allowed in the text.
- 4. The text of the report is recommended to be formed in accordance with the following structure: relevance, statement of the task, presentation of research results, conclusions, list of used sources. Structural elements in the text are not highlighted!
- 5. Drawings and tables are made using Microsoft Word or Microsoft Excel and are placed after the text with the ability to edit them. Tables and figures scanned from other publications are not allowed to be included in the text. All tables and figures should be titled using Times New Roman, 10-12 pt, bold and presented in book page orientation. Sequential numbering of figures and tables with Arabic numerals (Figure 1; Table 1), as well as references to them in the text, are mandatory.
- 6. Formulas are placed in the center, numbered in round brackets on the right. When setting formulas, use the Microsoft Equation formula editor built into Microsoft Word.
- 7. References to literary sources are placed in square brackets in the text. The first digit is the number of the source in the bibliography, the second is the page number. The source number and page number are separated by a comma, the source numbers are separated by a semicolon, for example: [1, p. 95-96], [2; 5; 7].
- 8. After the text of the report, a list of used sources (in alphabetical order) is indicated. The title of the list is Literature (font size 12, bold italics). The bibliographic description of sources for theses in English in accordance with the international bibliographic standards of ARA (http://www.bibme.org/citation-guide/APA/book).

The sample of design the report thesis:

Name Surname scientific degree, academic status place of work, country e-mail



References:

Abstract. Aaaaa (2-3 sentences) **Key words:** aaaaa (3-8 words)

We sincerely invite experts, scientists, practitioners and all interested parties to participate!