



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,
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HOCHSCHULE MERSEBURG

MOUNT ROYAL UNIVERSITY (Calgary, Canada)
Faculty of Business, Communication Studies and Aviation

NATIONWIDE PUBLIC ORGANISATION
"UKRAINIAN ASSOCIATION OF LOGISTICS"



MOUNT ROYAL UNIVERSITY
Faculty of Business, Communication
Studies and Aviation



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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