

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
KYIV NATIONAL ECONOMIC UNIVERSITY  
NAMED AFTER VADYM HETMAN  
DEPARTMENT OF MARKETING  
NAMED AFTER A.F. PAVLENKO  
INSTITUTE OF MARKETING KNEU  
ODESSA POLYTECHNIC STATE UNIVERSITY  
NATIONAL AVIATION UNIVERSITY  
POLISH-UKRAINIAN SCIENTIFIC JOURNAL  
«SOCIAL AND HUMAN SCIENCES»



INVITATION LETTER

## MARKETING EDUCATION IN UKRAINE

5th International Scientific and Practical  
Virtual Conference  
7-8 October, 2021

Kyiv

Dear colleagues!

We kindly invite you to participate in the  
5th International Scientific and Practical Virtual Conference  
“Marketing Education in Ukraine”,  
which will be taking place online on October 7-8, 2021

**Main Purpose of the Conference** is to identify key trends of marketing education in Ukraine, taking into account the requirements of the labor market; to exchange knowledge on newest marketing technologies in education and business, to discuss the practical aspects of modern marketing; to share experience with domestic and foreign marketing experts.

Representatives of the scientific and educational communities, government agencies, public organizations, professional associations and companies in different markets are invited to participate in the Conference.

It is planned to discuss the papers of the participants in the online format within the **main Conference Sections**:

- Marketing Education in Ukraine and Abroad: Current Status and Prospects;
- Marketing Management in Modern Business;
- Development of Marketing under Conditions of Society Informatization;
- Marketing Management of Enterprise Development;
- Economic Efficiency of Marketing under Conditions of Internet Technologies Introduction;
- Innovations in Marketing.

**Conference languages:** Ukrainian, Russian and English.

Based on the results of the Conference:

- all materials will be compiled into a **collection of abstracts**, which will be placed in the repository of KNEU as an electronic publication;

- **all participants** will be sent electronic certificates of participation via their e-mails.

Participation in the conference, publication of abstracts in the electronic edition, as well as certificates of participation obtaining are **free of charge**.

### PROGRAM COMMITTEE

#### Chairman:

**Dmytro Lukianenko**, Doctor of Economic Sciences, Professor, Rector of Kyiv National Economic University named after Vadym Hetman (KNEU)

#### Co-chairs:

**Olexandr Shafaliuk**, Doctor of Economic Sciences, Professor, Dean of the Faculty of Marketing, Professor of Department of Marketing named after A.F. Pavlenko, KNEU

**Andriy Fedorchenko**, Doctor of Economic Sciences, Professor, Head of the Department of Marketing named after A.F. Pavlenko, KNEU

**Volodymyr Pylypchuk**, Ph.D., Professor, Vice-Head of Department of Marketing named after A.F. Pavlenko, Director of the Institute of Marketing, KNEU

**Mykhailo Oklander**, Doctor of Economic Sciences, Professor, Head of the Department of Marketing, Odessa Polytechnic State University

**Serhiy Smerichevskyy**, Doctor of Economic Sciences, Professor, Dean of the Faculty of Economics and Business Administration, Professor of Department of Marketing, National Aviation University (Kyiv, Ukraine)

**Larysa Romanenko**, Doctor of Economic Sciences, Professor of Department of Marketing named after A.F. Pavlenko, KNEU

**Olexandr Savych**, Doctor of Economic Sciences, Professor of Department of Marketing named after A.F. Pavlenko, KNEU

**Andriy Holitsyn**, Ph.D., Associate Professor of Department of Marketing named after A.F. Pavlenko, KNEU

### TERMS OF PARTICIPATION

Registration and abstract submission deadline: **September 20, 2021.**

To participate in the conference, please:

- fill out an online Registration form: <https://t1p.de/4ea0>
- send your abstract, designed according to the requirements (**see below**), to the email address [kmark.conf@gmail.com](mailto:kmark.conf@gmail.com) (please indicate in the subject of the letter Last name and initials of the author). The name of the first author must be indicated in the file name.
- the receipt of abstracts will be confirmed by a return notification to the author's email addresses.

Program Committee has the right to refuse publication of materials sent after the deadline, if they do not correspond to the problems of the Conference or to the formatting requirements.

Additional information about the virtual Conference will be provided prior to its start to the email addresses of all registered participants.

### ABSTRACT FORMATTING REQUIREMENTS

1. General Formatting in Microsoft Word: font – Times New Roman, size 14, line spacing 1,5. Tab stops at the beginning of the paragraph 10 mm. Set all margins to 2,0 cm.
2. The file name must match the name of the author (or first co-author). The file is saved in one of the following formats: .doc, .docx, .rtf (for example, *Petrenko.docx*).
3. The recommended volume of abstracts is 1-3 pages. Page numbering is not affixed, hyphens in the text are not allowed.
4. The name of the author, the scientific degree, academic title, position, place of work and e-mail are printed on the right. In the middle of the title sheet the name of the abstract is printed in capital letters (14, bold). Foreign authors should print it only in English.
5. The text of the abstract is recommended to be formed in compliance with the following structure: relevance, problem

statement, presentation of research results, conclusions, if necessary, a list of sources used. Structural elements in the text should not be highlighted.

6. Figures and tables are prepared by means of Microsoft Word or Microsoft Excel using black and white colors and are placed in the text with the possibility of their editing. It is not allowed to place tables and figures scanned from other sources in the text. All tables and figures should be titled (Times New Roman, 14 pt, bold) and presented in portrait page orientation. Figures and tables are to be numbered in Arabic numerals (Fig. 1, Table 1), as well as references to them in the text. Formulas are to be centered and numbered in parentheses to the right. Formulas should be typed in Microsoft Equation formula editor.
7. References to literary sources are drawn up according to the text in square brackets. The first digit is the number of the source in the bibliography, the second is it's page number. The source and page numbers are to be separated by comma and the source numbers – by a full stop (for example: [1, p. 95-96], [2; 5, 7]).
8. After the text of the abstracts, after 1 paragraph, there is a list of sources used (in alphabetical order). List heading - Literature (font size - 14, bold italic). The bibliographic description of sources for abstracts in Russian and Ukrainian languages should be drawn up in accordance with DSTU 8302: 2015, and for abstracts in English - in accordance with international bibliographic standards of the APA (<http://www.bibme.org/citation-guide/APA/book>).

The abstract **template** is shown below.

***Ivan Petrenko***

*PhD, Associate Professor of Department of Marketing*

*KNEU named after V.Hetman*

[petrenko@kneu.edu.ua](mailto:petrenko@kneu.edu.ua)

[14 pt]

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**ABSTRACT TITLE IN ENGLISH [14pt, Times New Roman,  
Bold]**

1¶

Text, text, text, text, text... [14 pt]

1¶

***Literature*** [14 pt]

- 1.
- 2.
- 3.

## **CONTACT INFORMATION**

### **Organizational Committee Address:**

Kyiv National Economic University

named after Vadym Hetman

Department of Marketing named after A.F. Pavlenko  
(office 333)

Peremohy Avenue, 54/1, 03057 Kyiv, Ukraine

**Phone:** (+38 044) 456 98 73

**Email:** kmark.conf@gmail.com