



MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
STATE HIGHER EDUCATIONAL ESTABLISHMENT  
«KYIV NATIONAL ECONOMIC UNIVERSITY  
named after VADYM HETMAN»  
FACULTY OF MARKETING  
Department of Commercial Activity and Logistics  
UNIVERSITY OF BREMEN (Bremen, Germany)  
Department of Maritime Business and Logistics



**II International Scientific-Practical Internet Conference**  
**«MODERN TECHNOLOGIES OF COMMERCE**  
**AND LOGISTICS»**  
**November 03, 2022, 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. MODERN COMMERCE**

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.
4. Challenges of strategic management of commercial activities of enterprises.

**SECTION 2. LOGISTIC TECHNOLOGIES**

1. Logistics in Ukraine under the conditions of geopolitical transformations.
2. Integrated supply chains as a component of national security.
3. Ensuring the sustainability of transport and logistics companies of Ukraine.
4. City logistics of large cities and territorial communities.
5. State regulation and support of logistics and commercial companies of Ukraine.

**SECTION 3. ENTREPRENEURSHIP**

1. Threats and prospects for the development of national companies during the period of martial law.
2. Risk management and ensuring sustainable development of enterprises.
3. Marketing support for effective development of national manufacturers.
4. Regional industrial and commercial clusters in Ukraine and the world.

**Languages:** Ukrainian, English.

**Participation** in the conference **is free of charge.**

**Paper Submission :**

- Fill out the online application for participation in the conference: <https://forms.gle/kOraXqcQ1FjPXqbGA>
- Send thesis to [logistics.kneu@gmail.com](mailto:logistics.kneu@gmail.com) with a photo of the author(s) (a file in JPEG or PNG format, with a color image at least 250 px wide (the quality of a picture (resolution) should be available for printing));
- **Deadline: October 28, 2022**
- 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)

### **Co-chairs of the Organizing Committee:**

**Oleksandr Shafaliuk** – Doctor of Economic Sciences, Professor, Dean of Faculty of Marketing of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Oleksii Oleksiuk** – Doctor of Economic Sciences, Professor, Head of the Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Andrii Fedorchenko** – Doctor of Economic Sciences, Professor, Head of the Department of Marketing of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

### **Members of the Organizing Committee:**

**Hans-Dietrich Haasis** – Doctor of Economics, Professor, Honorary Doctor of «KNEU named after Vadym Hetman», professor of the department of general business management, maritime business and logistics of the University of Bremen, head of the Bremen Asian-German network of knowledge on transport and logistics, doctor of economics, professor (Bremen, Germany)

**Oleksandr Dyma** – Doctor of Economic Sciences, Associate Professor, Deputy Head of Faculty of Marketing, Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Irina Dovbischuk** - Doctor of Economics, Professor, Visiting Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman», Professor of Logistics Management at the International University of Applied Sciences, Co-Founder and Executive Director of the Bremen Asian-German Knowledge Network on Transport and Logistics, Participant of the Joint German-Ukrainian Logistics Development Project "Gumlog" (Bremen, Germany)

**Ihor Halytsia** – Doctor of Economic Sciences, Professor, Professor of Department of Labour Economics and Management of the National University of Food Technologies (Kyiv, Ukraine)

**Viktoriiia Kryveshchenko** – PhD in Economics, Associate Professor, Deputy Head of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Andrii Zakrevskiy** – PhD in Economics, Associate Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Tetiana Kosareva** – PhD in Economics, Associate Professor, Associate Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Olha Kudyenko** – PhD in Economics, Associate Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Viacheslav Kuzhel** – PhD in Economics, Associate Professor, Associate Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Yulia Lityuga** – PhD in Economics, Associate Professor, Associate Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Tetyana Lyadenko** – Senior Lecturer of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Serhii Pozniak** – PhD in Economics, Associate Professor, Associate Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Eduard Savytskyi** – PhD in Economics, Associate Professor, Associate Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Anastasiia Serzhuk** – PhD in Economics, Associate Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Roman Us** – PhD in Economics, Associate Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

**Hennadii Hmurkovskiy** – PhD in Economics, Associate Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

### **Executive Secretary:**

**Oksana Vysotska** – PhD in Economics, Associate Professor, Associate Professor of Department of Commercial Activity and Logistics of the «KNEU named after Vadym Hetman» (Kyiv, Ukraine)

Participation in the II 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

**Postal address:** Kyiv National Economic University Named After Vadym Hetman, Department of Commercial Activity and Logistics, ave. Perehogy, 54/1, office 357, Kyiv, Ukraine, 03680

**E-mail address:** [logistics.kneu@gmail.com](mailto:logistics.kneu@gmail.com)

**Phone number of the organizing committee:** +38 (095) 547-66-14 (Oksana Vysotska) - 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*

### THESES TITLE

**Abstract.** Aaaaa (2-3 sentences)

**Key words:** aaaaa (3-8 words)

**TEXT.** aaaaa

### References:

1. ...

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