



MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
STATE HIGHER EDUCATIONAL INSTITUTION "UZHHOROD NATIONAL UNIVERSITY"

DEPARTMENT OF BUSINESS ADMINISTRATION, MARKETING AND MANAGEMENT

UZHNU RESOURCE CENTER FOR SUSTAINABLE DEVELOPMENT

THE NATIONAL ACADEMY OF MANAGEMENT

**FACULTY OF AGRICULTURAL MANAGEMENT, NATIONAL UNIVERSITY OF
BIORESOURCES AND NATURE MANAGEMENT OF UKRAINE**

International Scientific and Practical Conference

**“MARKETING AND MANAGEMENT IN THE FOCUS OF THE NEW ECONOMY
CHALLENGES”**

Uzhhorod, April 26-28, 2018

General Information

On April 26-28, 2018, an international scientific and practical conference "**Marketing and Management in the Focus of the New Economy Challenges**" will be held in Uzhhorod hosted by the UzhNU Department of Business Administration, Marketing and Management and the Resource Centre for Sustainable Development.

The leading scientists from Ukrainian and foreign educational institutions, civil servants, representatives of companies, public organizations, businesses, experts, for whom the issues to be discussed at the conference are relevant, are invited to participate in the conference and in the interactive discussion.

The conference will be held in the distant form:

- Processing, reviewing and publishing of the sections' materials will be done remotely in the electronic form. In the case of remote participation, the electronic collection of abstracts will be sent after the conference to the event participants at the postal address indicated in the application form.
- It is planned to publish a paper version of the collection in the amount of 50 copies. If you want to buy it, it will be necessary to pay the cost of printing a copy.

Conference languages: Ukrainian, English.

In the framework of the conference the work of the following sections is planned:

1. Marketing Technologies at the Edge of the Industrial and Post-Industrial Epochs
2. Management and Organizational Change Management
3. Topical Issues of Environmental Management and Marketing of Innovations
4. The Sustainable Development Doctrine and Forecast Horizons
5. The Problems of Developing the Business Systems' Innovative Component in the Strategic Dimension
6. The Problems of Ensuring the Business Competitiveness and the Investment Policy in CEE Countries under Conditions of the New Economy Challenges.
7. The Challenges of Marketing Management Development.

Organizing Committee

Co-Chairmen of the Organizing Committee:

- Volodymyr I.Smolanka*** – Rector of State Higher Educational Institution "Uzhhorod National University", D.Sc. (Medicine), Professor (Uzhhorod, Ukraine)
- Ivan I.Cherleniak*** – Head of the Department of Business Administration, Marketing and Management, State Higher Educational Institution "Uzhhorod National University", Doctor of Public Administration, Professor (Uzhhorod, Ukraine)
- Fitim Deari*** – Associate Professor of Finance and Accounting Department, Faculty of Business and Economics, South East European University, PhD (Economics) (Republic of Macedonia)
- Miroslav Frankovský*** – Associate Professor, Vice Dean, The University of Prešov, Faculty of Management (Prešov, Slovak Republic)
- Olimpia Neagu*** – Associate Professor of the "Vasile Goldis" Western University of Arad, PhD (Economics) (Arad, Romania)
- Róbert Štefko*** – Professor, Dean, The University of Prešov, Faculty of Management (Prešov, Slovak Republic)
- Mykola M.Yermoshenko*** – Head of the Department of Marketing, Economics, Management and Administration of the Higher Educational Institution "National Academy of Management", Honoured Scholar of Ukraine in the field of science and technology, Editor-in-Chief of the scientific journal "Topical Issues of Economics", Doctor of Economics, Professor (Kyiv, Ukraine)

Members of the Organizing Committee:

- Viktoriia V. Bondarenko*** - Deputy Chairperson of the Organizing Committee, Associate Professor of the Department of Business Administration, Marketing and Management, State Higher Educational Institution "Uzhhorod National University", PhD (Economics), Senior Researcher (Uzhhorod, Ukraine)
- Olesia M. Diugovanets*** - Deputy Chairperson of the Organizing Committee, Associate Professor of the Department of Business Administration, Marketing and Management, Uzhhorod National University, PhD (Economics) (Uzhhorod, Ukraine)
- Hanna I. Melehanych*** - Associate Professor of the Department of International Studies and Public Communications, Director of the Resource Centre for Sustainable Development, Uzhhorod National University, PhD (political science) (Uzhhorod, Ukraine).
- Vasyl P. Fedurtsia*** - Associate Professor of the Department of Business Administration, Marketing and Management, Uzhhorod National University, PhD (Economics) (Uzhhorod, Ukraine).

The Organizing Committee Secretary

- Oksana A. Kurei*** – Associate Professor of the Department of Business Administration, Marketing and Management, Uzhhorod National University (Uzhhorod, Ukraine).

Academic Board

- Ihor P. Studeniak*** – Professor, Vice-Rector for Research at Uzhhorod National University, D.Sc. (Physics and Mathematics) (Uzhhorod, Ukraine).
- Mykola M. Yermoshenko*** – Head of the Department of Marketing, Economics, Management and Administration of the Higher Educational Institution "National Academy of Management", Honoured Scholar of Ukraine in the field of science and technology, Editor-in-Chief of the scientific journal "Topical Issues of Economics", Doctor of Economics, Professor (Kyiv, Ukraine)

Anatolii D. Ostapchuk – Dean of the Agrarian Faculty at the National University of Bioresources and Nature Management of Ukraine, PhD (Economics), Associate Professor (Kyiv, Ukraine).

Andrii V. Fedorchenko – Head of the Marketing Department at the Kyiv National Economic University named after Vadym Hetman, Doctor of Economics, Professor of the Marketing Department (Kyiv, Ukraine)

Tetiana L. Mostenska – Professor of the Department of Production and Investment Management at the National University of Bioresources and Nature Management of Ukraine, Doctor of Economics, Professor (Kyiv, Ukraine).

Ivan I. Cherleniak – Head of the Department of Business Administration, Marketing and Management, State Higher Educational Institution "Uzhhorod National University", Doctor of Public Administration, Professor (Uzhhorod, Ukraine).

Nina N. Poida-Nosyk – Professor of the Department of Business Administration, Marketing and Management, Uzhhorod National University, PhD (economics) (Uzhhorod, Ukraine).

Iryna Yu. Shtuler – Head of the Department of Finance, Accounting and Fundamental Economics at the Higher Educational Institution "National Academy of Management", Deputy Editor-in-Chief of the scientific journal "Topical Issues of Economics", Doctor of Economics, Associate Professor (Kyiv, Ukraine).

Victoria V. Hotra - Professor of the Department of Business Administration, Marketing and Management, Uzhhorod National University, Doctor of Economics, Associate Professor (Uzhhorod, Ukraine).

Lesya M. Hasuda – Professor of the Department of Business Administration, Marketing and Management, Uzhhorod National University, Doctor of Economics, Associate Professor (Uzhhorod, Ukraine)

Registration

If interested in participating in the international conference, please e-mail the following documents to the organizing committee **by April 22, 2018** (inclusive):

- 1) an application for participation in the conference;
- 2) an electronic version of the report abstract;

Following the results of the conference, the electronic collection of abstracts will be published free of charge

- It is also planned to publish a paper version of the collection in the amount of 50 copies. Those interested in buying it will need to pay the cost of printing a copy.

The **file name** must match the name of the contributor.

For instance: Anton_Abstract, Anton_Fee, Anton_Application

The Organizing Committee email account: kaf-mbusiness@uzhnu.edu.ua

After receiving the files, the Organizing Committee sends a confirmation letter to the applicant within two-three days. Please duplicate your letter in case you have received no confirmation

Publication of conference materials

Abstracts will be published electronically on the conference results.

The Organizing Committee reserves the right to select and edit manuscripts of scientific papers.

THE REMOTE PARTICIPATION IN THE CONFERENCE IS FREE OF CHARGE

THE CONFERENCE ABSTRACTS ARE SUBJECT TO THE REVIEW PROCEDURE AND MAY BE REJECTED BY THE ACADEMIC EDITORIAL BOARD

THE “ROUND TABLE” AND THE ACADEMIC BOARD’S SESSION ARE TO BE HELD IN UZHGOROD

Application
to participate in the International Scientific and Practical Conference
"Marketing and Management in the Focus of the New Economy Challenges"

Full Name _____
Scientific Degree _____
Academic Status _____
Institutional Affiliation _____
Position _____
Full Name, Scientific Degree, Academic Status of the scientific supervisor (for under-graduate and post graduate students) _____
The Section Name _____
The Title of the Presentation _____
Paper Copies Required (specify the quantity) _____
The postal address for sending a paper copy of conference materials (with the city postal code) _____
Contact telephone number _____ E-mail _____

Abstract Requirements

The section name is chosen in accordance with the list above.

The title of the report is to be centered **bold** UPPERCASE.

The author's last name, first name, full name of the institution are to be centred one line interval below.

The scientific supervisor's last name, first name, position, academic rank and degree (if any) are to be right margin italicized below.

Example:

Section: (select the name)

**THE INTEGRATION PROCESSES AS A FACTOR OF
INTERNATIONAL ECONOMIC RELATIONS**

Anton Nelia M.

PhD (Economics),

Associate Professor of the Department of International Relations and World Politics
Mukachevo State University

- One line interval below goes a text of an abstract meeting the following format: A-4 page size, margins: top, bottom, left, and right - 2 cm, Times New Roman font 14, line spacing 1.5.
- List of references (without repetitions) is compiled at the end of the text under the title "**List of references:**". In the text the references are indicated in square brackets stating the number of the source on the list and the page number (numbers) separated with comma, for example: [7, p. 16].
- The text size: **no more than 5 pages including the list of references.**

Contacts of the Organizing Committee:

State Higher Educational Institution "Uzhhorod National University",
Department of Business Administration, Marketing and Management
Zankovetska St., 89-B, Uzhhorod 88000, Ukraine.

Email: kaf-mbusiness@uzhnu.edu.ua

Web-page: www.uzhnu.edu.ua

Conference Coordinators:

Oksana A. Kurei – Associate Professor
of the Department of Business Administration,
Marketing and Management, Uzhhorod National University, PhD (Economics).

Phone: +38(050) 217 14 08

Email: oksana.kurei@uzhnu.edu.ua

Co-organizers:

Vasile Goldis Western University of Arad (Romania)

The University of Prešov (Slovak Republic)

Marketing Faculty of Kyiv National Economic University named after V. Hetman

Higher Educational Institution «National Academy of Management»

Faculty of Agricultural Management, National University of Bioresources and Nature Management of Ukraine