

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL ECONOMIC UNIVERSITY NAMED AFTER VADYM HETMAN
DEPARTMENT OF MARKETING NAMED AFTER A.F. PAVLENKO
NGO "UKRAINIAN MARKETING ASSOCIATION"
KRAKOW UNIVERSITY OF ECONOMICS (Republic of Poland)
BATUMI SHOTA RUSTAVELI STATE UNIVERSITY (Georgia)
MINGACHEVIR STATE UNIVERSITY (Republic of Azerbaijan)



**MİNGƏÇEVİR
DÖVLƏT
UNİVERSİTETİ**

PROGRAM

MARKETING IN UKRAINE

**International scientific and practical
Internet conference**

October 20, 2023

Kyiv

International scientific and practical Internet conference "Marketing in Ukraine"

20 October 2023

Time: 10:00 AM Kyiv

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Time limit – up to 10 minutes

10.00	<p>Grand opening</p> <p>Kolot Anatolii , Doctor of Economic Sciences, Professor, Vice-Rector for Scientific and Pedagogical Work, KNEU</p> <p>Iryna Lylyk, President of the Ukrainian Marketing Association (UMA), Candidate of Economic Sciences, Associate Professor of the Department of Marketing named after A.F. Pavlenko, KNEU named after Vadym Hetman, editor-in-chief of the magazine "Marketing in Ukraine"</p> <p>Andriy Fedorchenko, Doctor of Economic Sciences, Professor, Head of the Department of Marketing named after A.F. Pavlenko, KNEU named after Vadym Hetman, Vice-President of the Ukrainian Marketing Association (UMA)</p>
10.15	<p>Welcome word UMA</p> <p>Mykhailo Oklander, Doctor of Economics, Professor, Head of the Department of Marketing, Odessa Polytechnic State University, Vice-President of the Ukrainian Marketing Association (UMA)</p>
10.20	<p>Welcome word UMA</p> <p>Svitlana Kovalchuk, Doctor of Economics, Professor, Head of the Department of Marketing and Management, Khmelnytskyi cooperative Commercial and economic institute, Vice-President of the Ukrainian Marketing Association (UMA)</p>
10.25	<p>Welcome word</p> <p>Yan V. Viktor, doctor of science habilitated, , Professor, Head of the Department of Marketing, Krakow University of Economics, Republic of Poland</p>
10.30	<p>Welcome word</p> <p>Badri Gechbaia, Doctor of Economics, Professor, Head of the Department of Business Administration, Management and Marketing, Shota Rustaveli Batumi State University, Georgia</p>
10.35	<p>Welcome word</p> <p>Dr. Shahin Bayramov– Rector of Mingyachevir State University, Republic of Azerbaijan</p>
Reports	
10.40 -10.50	<p>Ukrainian Marketing Association: tasks and features of work during the war years</p> <p>Iryna Lylyk, President of the Ukrainian Marketing Association (UMA), Candidate of Economic Sciences, Associate Professor of the Department of Marketing named after A.F. Pavlenko, KNEU named after Vadym Hetman, editor-in-chief of the magazine "Marketing in Ukraine"</p>
10.50-11.00	<p>Marketing education in Ukraine: challenges of wartime</p> <p>Andrii Fedorchenko, Doctor of Economic Sciences, Professor, Head of the Department of Marketing named after A.F. Pavlenko, KNEU named after Vadym Hetman, Vice-President of the Ukrainian Marketing Association (UMA)</p>
11.00-11.10	<p>Actual problems of the effectiveness of marketing management</p> <p>Oleksandr Shafaliuk, Doctor of Economic Sciences, Professor, Dean of the Faculty of Marketing, KNEU named after Vadym Hetman named after Vadym Hetman</p>
11.10-11.20	<p>Who is a marketer in the eyes of business</p> <p>Alla Bevza, CEO CEO and co-founder of the marketing agency TheKasta, lecturer at the IT Academy and mentor on the Projector platform</p>
11.20-11.30	<p>Presentation of the main approaches to the content of the professional standard "Marketer"</p> <p>Nataliia Savytska, Chair of the Working Group for the Development of the Professional Standard 'Marketer'</p> <p>Doctor of Economic Sciences, Professor, Head of the Department of Marketing, Reputation Management, and Customer Experience, State biotechnological university (Kharkiv), Member of the Board of the «Ukrainian Marketing Association»</p>

11.30-11.40	What employers pay attention to when hiring recent graduates. Presentation of research results Alina Polivoda-Tsepla Communications Specialist of the Education.ua Educational Portal
11.40-11.50	Investment Activities in the Context of War Oleksandr Hladunov, Vice-President of the Ukrainian Marketing Association (UMA)
11.50-12.00	Marketing of territories in the post-war development of Ukraine Kovalchuk S.V., Doctor of Economic Sciences, Professor, Head of the Department of Marketing and Management, Khmelnytskyi Cooperative Commercial And Economic Institute, Vice-President of the Ukrainian Marketing Association (UMA)
12.00-12.10	Integration Support for IDP: The Role and Place of Non-Governmental Organizations The UMA NGO and Network of public organizations supporting IDP in Ukraine Alona Tanasiichuk, Doctor of Economic Sciences, Professor of Marketing and Advertising Department of Vinnytsya Institute of Trade and Economics of SUTE, Director of the Business School VITE SUTE, Head of the Vinnytsya regional organization "Ukrainian Association of Marketing" Head of the Vinnytsya Regional Representative Office of the Industrial Gender Advertising Committee Head of Network of public organizations supporting IDP in Ukraine
12.10-12.20	Dual Education - A New Concept in Contemporary Ukrainian Education Olena Buchynska, , Candidate of Economic Sciences, Associate Professor, Department of Marketing named after A.F. Pavlenko, KNEU named after Vadym Hetman
12.20-12.30	Questions and answers
12.30-13.00	BREAK
Scientific Discussions	
13.00-13.10	Development trends of modern marketing in Ukraine Anastasiia Ostrenska, CEO Birzhovyy Universytet Ltd
13.10-13.20	Marketing in Ukraine and abroad: trends and prospects Mariia Timkova, graduate student, dessa National Maritime University
13.20-13.30	The link created by digital transformation and digital innovation Aynur Namazova, PhD student, teacher, Mingachevir State University, Republic of Azerbaijan
13.30-13.40	Modern information technologies in marketing research Serhii Rodionov, Candidate of Economic Sciences, Associate Professor of the Department of Marketing, Simon Kuznets Kharkiv National University of Economics
13.40-13.50	The use of artificial intelligence technologies in content marketing Iryna Perevozova, Doctor of Economics, Professor, Head of the Department of Entrepreneurship and Marketing, Taras Hubernat, PhD candidate, Olena Savytska, master's degree candidate, Sofia Prytula, Ivano-Frankivsk National Technical University of Oil and Gas
13.50-14.00	Digital advertising: today's trends Diana Faivishenko, Doctor of Economics, Professor, Chair of the Department of Journalism and Advertising, State University of Trade and Economics
14.00-14.10	Selecting effective digital marketing communication channels considering individual customer characteristics and needs Iryna Taranenko, Doctor of Economics, Professor, Hanna Shcholokova, Ph.D. in Political Science, Associate Professor, Svitlana Yaremenko, Ph.D. in Economics, Associate Professor, Department of International Marketing, Alfred Nobel University, Olekcandr Miliutin, CEO "Internet Marketing Technologies" Ltd
14.10-14.20	Archetypes in branding as a means of improving marketing communication Lubov Lozinska, Ph.D. in Economics, Associate Professor, Evgen Voloshyn, PhD candidate, Tetiana Zharska, assistant Professor, Denis Pasichniak, Department of Entrepreneurship and Marketing, Ivano-Frankivsk National Technical University of Oil and Gas
14.20-14.30	Marketing of educational services Vasyl Zbarskyi, Doctor of Economic Sciences, Professor, professor of the Department of Marketing and International Trade, National University of Life and Environmental Sciences of Ukraine (Kyiv)
14.30-14.40	The role of marketing management in ensuring sustainable growth of the enterprise Oleksandra Kosenko, Doctor of Economic Sciences, Professor, Head of the Department of Marketing, Oleh Burian, PhD candidate, National Technical University «Kharkiv Polytechnic Institute»
14.40-14.50	Content and features of the functioning of the company's distribution channels within the framework of the concept of sustainable development Serhii Kasian, Candidate of Economic Sciences, Associate Professor, Head of the Department of Marketing, Vladyslav Petukhov, graduate student, Dnipro University of Technology
14.50-15.00	Modern requirements for training students in the field of marketing (specialty 075): new marketing mindset and a fast start in the profession

	Olena Zhehus, Doctor of Economic Sciences, Professor, Departments of Marketing, Reputation Management, and Customer Experience, State biotechnological university
15.00-15.10	Media Advertising as a Contemporary Form of Marketing Communication Mariana Demko, PhD, Assistant Professor at the Department of Marketing and Logistics, Lviv Polytechnic National University
15.10-15.20	The phenomenon of marketing in the Ukrainian retail sector during times of war Alica Nelep, graduate student, KNEU named after Vadym Hetman
15.20-15.30	Questions and answers
15.30-15.40	Conference Closure

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