



MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
NATIONAL TECHNICAL UNIVERSITY OF UKRAINE
«IGOR SIKORSKY KYIV POLYTECHNIC INSTITUTE»
FACULTY OF MANAGEMENT AND MARKETING
Management Department

I International scientific-practical conference «Business, innovation, management: problems and perspectives»

April 23, 2020

Dear colleagues!

We invite scientists and representatives of business structures to participate in the I International scientific-practical conference «Business, innovation, management: problems and perspectives».

TOPICS OF THE CONFERENCE

Section 1.

Trends of business and management development.

1. Transformation in business as a prerequisite for the latest management concepts.
2. Forecasts and Challenges of the Fourth Industrial Revolution.
3. Change of business models of enterprises activity organization.
4. Digitization of business processes of the enterprise.

Section 2.

Management of international business in the conditions of globalization.

1. Problems and prospects of international business management development.
2. Functioning of domestic enterprises in the global economic environment.
3. Current trends and forms of business internationalization.
4. Impact of European integration on the strategic development of enterprises.

Section 3.

Innovation and entrepreneurship as a basis for country economic growth.

1. Targets and ways of ensuring innovation development of enterprises.
2. Forms and mechanisms of innovation entrepreneurship development.
3. Knowledge management in the digital transformation of business.
4. Problems and opportunities to invest in innovation.

Section 4.

Supply chain management in enterprises development strategy.

1. Supply chains as a new business environment.
2. Production operations in supply chains.
3. Integration and cooperation in supply chains.
4. Logistics in the Internet environment.

PARTICIPATION IN THE CONFERENCE PROVIDES:

- publication of theses. According to the results of the conference, the Collection of theses of the conference will be published. Presenters will receive a certificate of participation;
- publication of the article in the electronic Collection of scientific works «Modern approaches to enterprise management».

PARTICIPATION REQUIREMENTS:

- to participate in the conference it is necessary before March 20, 2020, to complete the application for participation, as well as register and download your materials by the link confmanagement.kpi.ua;
- duplicate thesis in electronic form (tezy_prizvische) by email to konfkafmen@kpi.ua;
- the name of the files with the electronic version of the theses and the data about the authors should coincide with the name of the first author;
- we draw your attention to the fact that the publication of the material by the authors through the OJS system on the conference site is a prerequisite for the publication of the work in the printed edition of the Collection of the conference theses;
- publication of theses of students is possible only in co-authorship with the scientific supervisor.

ORGANIZATION FEE

- The size of the organizational fee is 180 UAH, which should be paid from 01.03.2020 until 31.03.2020.
 - Requisites for payment of the organizational fee will be sent to the participant's e-mail only after the approval of the abstract for printing.
 - After payment of the organizational fee, you must send a copy of the receipt for payment to the e-mail address konfkafmen@kpi.ua.
 - Travel, accommodation, and meals are paid by participants themselves.
 - At the request of the authors, a free publication of articles in the electronic Collection of scientific works "Modern approaches to enterprise management" is possible.
 - Article volume – 10-20 thousand signs.
 - Language of publication - Ukrainian, English.
 - Detailed information is available on the official site of the Management Department of Igor Sikorsky Kyiv Polytechnic Institute and spu.fmm.kpi.ua
- Working languages: Ukrainian, English.



until 20.03.2020

Acceptance
of theses



until 31.03.2020

Payment of the
organizational fee



23.04.2020

Conference

THESIS FORMAT REQUIREMENTS

- **volume of thesis – two full pages** of A4 format in a Microsoft Word for Windows text editor in the form of a file with an extension *.doc, *.docx, font Arial, 10, interval 1, first line indent – 1 sm. Page margins are mirrored: top – 20 mm, inside – 20 mm, down– 20 mm, outside– 20 mm. Reference in the text is required and performed on the sample: [1, c. 1] (the first digit - number of literary sources; the second digit - the number of the page);
- formulas should be dialed in Equation Editor Microsoft Equation, numbering right, in parentheses, without departing from the right margin;
- References should be numbered in separate paragraphs, Arial font, size 10 (do not use automatic numbering). References should necessarily be framed by DSTU 8302:2015 «Information and documentation. Bibliographic link. General requirements and rules of assembly»
- the sequence of placement of materials in thesis of the report: in the upper left corner – UDC; in the next line on the right - the name and initials of the author (s) (not more than two), (font - bold, italic); scientific degree and academic rank, position, place of work/study, city, state (font - italic); the title of the report is indicated in capital letters symmetrically in the text; below at one interval - the text of the report with an indentation of 0.5 cm and the references.

The conference organizing committee carries out the plagiarism review, the review and reserves the right to select the theses. Please adhere to the principles of academic

THESIS FORMATTING EXAMPLE

UDC...

Petrenko A.

*Candidate of Econom. Sciences, Associate Professor
National technical university of Ukraine
«Igor Sikorsky Kyiv Polytechnic Institute»,
Kyiv, Ukraine,*

CHOICE OF THE DEVELOPMENT STRATEGY OF ENTERPRISES FOREIGN ECONOMIC ACTIVITY

In today's market conditions, high profit margins, cost minimization, efficient use of resources, stable economic growth are the main goals of enterprises to achieve competitive advantage over the long term. At present, the domestic market for goods and services is quite capacious. Therefore, retaining or achieving competitive positions is inevitably possible only with the expansion of markets and entry into the international arena.

Text text text...

References:

1. Теслюк Н. П. Стратегії підприємства по досягненню конкурентних переваг. *Економіка, фінанси, право*. 2005. № 11. С. 17-20

2. Дідківський М. І. Зовнішньоекономічна діяльність підприємства : навч. пос. Київ : Знання, 2006. 462 с.

3. Zwillling M. Top 10 Ways Entrepreneurs Pivot a Lean Startup. Forbes: web-site. URL:

<https://www.forbes.com/sites/martinzwillling/2011/09/16/top-10-ways-entrepreneurs-pivot-a-lean-startup/#> (Accessed 20 November 2019)

(up to 4 sources and without repetition).

The template for filling in the thesis materials, instructions for filling it and a note on the bibliographic description of references are on the site of the Management Department of Igor Sikorsky Kyiv Polytechnic Institute <http://management.fmm.kpi.ua/>

The Collection of theses of the scientific conference is assigned to the respective UDC and ISBN.

PROGRAM COMMITTEE:

Chairman of the Program Committee:

Zgurovsky M., Academician of NASU, Doctor of Technical Sciences, Professor, Rector of Igor Sikorsky Kyiv Polytechnic Institute

Deputy Chairman of the Program Committee:

Gavrish O., Prof., Doctor of Technical Sciences, Professor, Dean of the Faculty of Management and Marketing, Igor Sikorsky Kyiv Polytechnic Institute

Members of the Program Committee:

• Dergachova V., Prof., Doctor of Economic Sciences, Head of the Management Department, Igor Sikorsky Kyiv Polytechnic Institute

• Vynogradova O., Prof., Doctor of Economic Sciences, Head of the Marketing Department, State University of Telecommunications

• Halperina L., Prof., PhD. in Economics, Professor of the International Management Department, Kyiv National Economic University named after Vadym Hetman

• Dunska A., Assoc. Prof., Doctor of Economic Sciences, Professor of the Management Department Igor Sikorsky Kyiv Polytechnic Institute

• Kravchenko M., Assoc. Prof., Doctor of Economic Sciences, Professor of the Management Department Igor Sikorsky Kyiv Polytechnic Institute

• Makogon Yu., Prof., Doctor of Economic Sciences, Professor of the Department of Economics and International Economic Relations, Mariupol State University

• Smerichevska S., Prof., Doctor of Economic Sciences, Professor of the Logistics Department, National Aviation University

• Smoliar L., Prof., PhD. in Economics, Rector of „International University of Finance”

• Tupkalo V., Prof., Doctor of Technical Sciences, Head of the Department of Management and Information Technologies of the Kiyv Institute of Intellectual Property and Law of the National University of „Odessa Law Academy”

• Khlobystov Ye., Prof., Doctor of Economic Sciences, Professor of the Ecology Department, National University “Kyiv-Mohyla Academy”

• Korzhov Ye., PhD., Head of the Prospective Development Bureau of PJSC „NKMZ”

• Ovcharova S., Assoc. Prof., PhD., Free Varna University Department of Administration Management and Political Science, Bulgaria

• Kirov K., Assoc. Prof., PhD., Technical University Varna, Bulgaria
Lemańska-Majdzik A., Assoc. Prof., PhD., Czestochowa University of Technology, Poland

• Okręglicka M., Assoc. Prof., PhD., Czestochowa University of Technology, Poland

• Ergün K., PhD., Balikesir University International Relations Research and Application Center Balikesir, Turkey

Місце проведення

КПІ ім. Ігоря Сікорського,
м. Київ, пр. Перемоги, 37,
Національна технічна
бібліотека ім. Г. І. Денисенка

Контактна особа:

Мохонько Ганна Анатоліївна.
Тел. +38-097-288-37-37
konfkafmen@kpi.ua



Детальніша інформація розміщена на офіційному сайті кафедри менеджменту КПІ ім. Ігоря Сікорського management.kpi.ua