

Poltava University of Economics and Trade (Ukraine)  
Lviv University of Trade and Economics (Ukraine)  
Kryvyi Rih National University (Ukraine)  
Khmelnyskyi Cooperative Commercial and Economic Institute (Ukraine)  
Public Organization «Ukrainian Marketing Association» (Ukraine)  
Cooperative and Trade University of Moldova (Republic of Moldova)  
University of National and World Economy (Republic of Bulgaria)  
Powislanski University (Republic of Poland)

Department of Marketing PUET

***International Scientific Practical Internet Conference  
«Marketing in conditions of digitization of the country's economy»***



**November 23 - 24, 2023**

**Poltava, Ukraine**

## DEAR COLLEAGUES,

On behalf of the Organizing Committee we invite you to take part in the work of the International Scientific Practical Internet Conference «Marketing in conditions of digitization of the country's economy» which will be held at Poltava University of Economics and Trade (Ukraine) on November 23-24, 2023.

*The purpose of the conference* is to discuss the problems of marketing in Ukraine and the countries of the world in the conditions of digitalization of the economy.

The organizers of the conference invite scientists, lecturers of educational institutions, doctoral students, post-graduate students, master's students, as well as specialists who deal with the problems of marketing in Ukraine and the other countries.

### MAIN THEMATIC AREAS OF THE CONFERENCE

1. Marketing and digital technologies.
2. Marketing research in the conditions of global digitalization.
3. Marketing management and problems of its development in the conditions of the digital market.
4. Training of specialists in conditions of digitalization.

### ORGANIZATIONAL COMMITTEE (PUET)

Head of the organizational committee:

O.O. Nestulya, Laureate of the State Prize of Ukraine in the field of science and technology, honored worker of education of Ukraine, Rector of PUET, Doctor of Historic Sciences, Professor.

Co-chairmen of the organizational committee:

- N.S. Pedchenko, First vice-rector of PUET, Doctor of Economic Sciences, Professor;
- N.V. Karpenko, Head of the Department of Marketing, Doctor of Economic Sciences, Professor;
- A.S. Tkachenko, Director of the Educational Scientific Institute of Full-Time Education, Candidate of Technical Sciences, Associate Professor.

### TERMS OF PARTICIPATION IN THE CONFERENCE

To participate in the conference, it is necessary to send to the address of the organizational committee [marketing@puet.edu.ua](mailto:marketing@puet.edu.ua) :

- an application for participation in the conference (the form is attached),
- an electronic version of abstracts of reports - no later than **November 23, 2023**.

Confirmation of receipt of materials will be sent to the authors within three working days. If you do not receive the message, please resend the message.

#### **Participation in the conference is free!**

Based on the results of the conference, a collection of theses of the participants' reports will be published and placed on the website <http://www.marketing.puet.edu.ua>, in the PUET repository.

The collection of theses in .pdf format will be sent to the authors by e-mail.

Working languages of the conference: Ukrainian, English.

The authors are responsible for the content of the materials provided for publishing.

### REQUIREMENTS FOR PREPARATION OF THESES

1. The volume of theses is up to 3 full pages of A5 format, made in the text editor *Word for Windows*. Line spacing – single, paragraph – 0.5 cm. Margins: top and bottom – 10 mm, left – 20 mm, right – 15 mm. Font – *Times New Roman*. Pin size - 11.

2. Surname, initials, scientific degree, scientific title of the author are placed in the right part of the sheet, below (under the surname) - the name of the institution (abbreviated) and city, after two intervals - the title of theses in capital letters, after a space - the text of theses.

3. Graphic materials must be embedded into the text.

4. Mathematical formulas must be entered in the formula editor *Microsoft Equation 3.0* or *Math Type*. Diagrams in *Microsoft Excel* editor.

5. A list of used information sources is mandatory.

### CONTACTS

#### **Department of Marketing:**

- Natalia.V. Karpenko, Head of the Department of Marketing, tel. +38 050 614 74 57;
- Anzhela M. Zakharenko, Senior Lecturer, Technical Secretary, tel. +38 066 296 04 56.

#### **Scientific Organizational Department:**

Natalia I. Manzhura, e-mail: [nov\\_puet@ukr.net](mailto:nov_puet@ukr.net)

**APPLICATION**

for participation in the International Scientific Practical Internet Conference  
«Marketing in conditions of digitization of the country's economy»

Surname \_\_\_\_\_

Name \_\_\_\_\_

Patronymic \_\_\_\_\_

Full name of the institution (educational institution, organization): \_\_\_\_\_

Position: \_\_\_\_\_

Scientific degree and scientific title: \_\_\_\_\_

Title of the report: \_\_\_\_\_

Thematic area: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Telephone: \_\_\_\_\_