

Ministry of Education and Science of Ukraine
Poltava University of Economics and Trade (Ukraine)
Lviv University of Trade and Economics (Ukraine)
Karaganda University of Kazpotrebsoyuz (Republic of Kazakhstan)
Cooperative-Commercial University of Moldova (Moldova)
Tajik State University of Commerce (Republic of Tajikistan)
University of National and World Economy (Bulgaria)

XIV International Scientific and Practical Internet Conference

"Network business: formation, problems, innovations"



March, 27–28, 2024

Poltava, Ukraine

DEAR COLLEAGUES!

We invite you to take part in the 14th International Scientific and Practical Internet Conference "*Network business: formation, problems, innovations*", which will be held at the Poltava University of Economics and Trade (PUET) on **March 27-28, 2024**.

The purpose of the conference is to discuss the problems of the development of domestic trade and network business in Ukraine and the countries of the world in the conditions of global economic changes.

The organizers of the conference invite scientists, teachers of educational institutions, doctoral students, post-graduate students, master's students, as well as specialists who deal with the problems of network business and domestic trade in Ukraine and the world to participate.

MAIN THEMATIC AREAS OF THE CONFERENCE

1. Globalization and internal trade of Ukraine and the countries of the world: current state and main trends of development.
2. Problems of trade specialists training.
3. Structural changes of the market under the influence of network operators. Consumer cooperation as a network system of trade.
4. Actual problems of management of trade enterprises.
5. Innovative development of network business and trade.
6. Logistics management as a tool of network business.
7. Problems of quality and competitiveness of goods in the global economy. Marketing of a trade enterprise.

PROGRAM COMMITTEE:

- O.O. Nestulya, Chairman of the committee, Rector of the Poltava University of Economics and Trade (PUET), Doctor of Historic Sciences, Professor;
- P.O. Kutsyk, Rector of the Lviv University of Trade and Economics, Doctor of Economic Sciences, Professor;
- L.A. Shavga, Rector of Cooperative-Commercial University of Moldova, Doctor of Economic Sciences, Professor;
- E.B. Aimagambetov, Rector of the Karaganda University of Kazpotrebsoyuz, Doctor of Economic Sciences, Professor;
- Kh. Kh. Nazarzoda, Rector of the Tajik State University of Commerce, Doctor of Technical Sciences, Associate Professor;
- D.P. Dimitrov, Rector of the University of National and World Economy, Doctor of Economic Sciences, Professor.

ORGANIZATIONAL COMMITTEE (PUET):

Co-chairmen of the organizational committee:

- N.S. Pedchenko, First vice-rector of PUET, Doctor of Economic Sciences, Professor;
- A.S. Tkachenko, Director of the Educational and Scientific Institute of Full-Time Education, Candidate of Technical Sciences, Associate Professor;
- P.Yu. Balaban, Head of the Department of Entrepreneurship, Trade and Stock Exchange Activity, Candidate of Economic Sciences, Professor;
- L.M. Shymanovska-Dianyach, Head of the Department of Management, Doctor of Economic Sciences, Professor.

Members of the organizational committee:

- V. I. Misiukevich, Associate Professor of the Department of Entrepreneurship, Trade and Stock Exchange Activity, Candidate of Economic Sciences, Associate Professor;
- V.V. Lisitsa, Associate Professor of the Department of Entrepreneurship, Trade and Stock Exchange Activity, Candidate of Economic Sciences, Associate Professor;
- I.V. Yurko, Associate Professor of the Department of Entrepreneurship, Trade and Stock Exchange Activity, Candidate of Economic Sciences, Associate Professor;
- O. M. Mikhailenko, Associate Professor of the Department of Entrepreneurship, Trade and Stock Exchange Activity, Candidate of Economic Sciences;
- Yu.V. Ivanov, Associate Professor of the Department of Entrepreneurship, Trade and Stock Exchange Activity, Candidate of Economic Sciences;
- M.P. Balaban, Associate Professor of the Department of Entrepreneurship, Trade and Stock Exchange Activity, Candidate of Economic Sciences, Associate Professor;
- I. P. Chaika, Associate Professor of the Department of Management, Candidate of Economic Sciences, Associate Professor;
- Yu. S. Matvienko, Vice-Rector for Scientific and Pedagogical Work, Doctor of Pedagogy;
- N.I. Manzhura, Head of the Scientific and Organizational Department;
- L.M. Didenko, Director of the Center for Information Support of the Educational Process.

TERMS OF PARTICIPATION IN THE CONFERENCE

To participate in the conference, it is necessary to send to the address of the organizing committee conferenc_2012@ukr.net :

- an application for participation in the conference (the form is attached),
- an electronic version of abstracts of reports - no later than **March 25, 2024**.

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 www.commerce.puet.edu.ua, in the PUET repository.

The collection 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 printing.

A forum will be opened for the discussion of problematic issues in specific thematic areas. The address of the forum will be notified additionally. The communication time of conference participants at the forum is defined as follows:

1. Globalization and internal trade of Ukraine and the countries of the world: current state and main trends of development: 9³⁰ – 10¹⁵.
2. Problems of trade specialists training: 9³⁰ – 10¹⁵.
3. Structural changes of the market under the influence of network operators. Consumer cooperation as a network system of trade: 11³⁰ – 12¹⁵.
4. Actual problems of management of trade enterprises: 12³⁰ – 13¹⁵.
- 5-6. Innovative development of network business and trade. Logistics management as a tool of network business: 13³⁰ – 14¹⁵.
7. Problems of product quality and competitiveness in the global economy. Marketing of a trade enterprise: 14³⁰ – 15¹⁵.

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 in the text.
4. Mathematical formulas must be entered in the formula editor *Microsoft Equation 3.0*. Diagrams are in *Microsoft Excel* editor.
5. A list of used information sources is mandatory. Design: the size of the pin is 9, in the order of one line, italics.

CONTACTS

Head of the Department of Entrepreneurship, Trade and Stock Exchange Activity of PUET

Balaban Petro Yuriyovych, tel. (0532) 56-06-73. E-mail: conferenc_2012@ukr.net.

Responsible persons for general issues: Candidates of Economic Sciences, Associate Professors of the Department of Entrepreneurship, Trade and Stock Exchange Activity of PUET: Valentina Ivanivna Misyukevich (tel. +380664217414, +380676479309); Yuriy Vasylovych Ivanov (тел. +380665524490).

for the publication of theses: Valentina Ivanivna Misyukevich, Candidate of Economic Sciences, Associate Professor of the Department of Entrepreneurship, Trade and Stock Exchange Activity of PUET, (tel.+380664217414, +380676479309).

Head of the Scientific and Organizational Department of PUET Nataliya Ivanivna Manzhura,
nov_puet@ukr.net.

APPLICATION

for participation in the XIV International Scientific and Practical Internet Conference

"Network business: formation, problems, innovations"

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: _____

Contact phone number: _____

Participation in the forum of the conference (must be underlined):

- YES;
- NO.