



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

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

April 22, 2021

Dear colleagues!

We invite scientists and representatives of business structures to participate in the II 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 enterprise 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 REQUIREMENTS

- to participate in the conference it is necessary before April 01, 2021, to complete the application for participation, as well as register and download your papers by the link [confmanagement.kpi.ua](http://confmanagement.kpi.ua);
- duplicate papers in the electronic form (tezy\_prizvische) by email to: [konfkafmen@kpi.ua](mailto:konfkafmen@kpi.ua);
- the name of the files with the electronic version of the proceedings 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 papers by the authors through the OJS system on the conference site is a prerequisite for the publication of the papers in the electronic edition of the Collection of the conference proceedings;
- publication of the papers of students is possible only in co-authorship with the scientific supervisor.

### PARTICIPATION FORMAT

- Remote using the Zoom platform.
- Participation in the conference is free
- Working languages: Ukrainian, English.
- 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 – 20-35 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 <http://spu.fmm.kpi.ua>

### PARTICIPATION IN THE CONFERENCE PROVIDES

- publication of the papers. Accepted papers will be published in the electronic collection of proceedings of the conference on the OJS platform in the domain zone kpi.ua within the project "Scientific Periodicals". Presenters will receive a certificate of participation;
- publication of the article in the electronic Collection of scientific works «Modern approaches to enterprise management».



until 01. 04. 2021 p.

Acceptance of  
the papers,  
applications

22.04.2021 p.

Conference

## PAPERS FORMAT REQUIREMENTS

- volume of papers – 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 information in the papers: 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 paper 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 papers. Please adhere to the principles of academic integrity.

## PAPERS FORMATTING EXAMPLE

UDC...

Petrenko A.

*Candidate of Econom. Sciences, Associate Professor  
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ORCID ID: .....*

### 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. Гавриш О.А., Дунська А.Р., Жигалкевич Ж.М., Кравченко М.О. Інноваційні засади розвитку промислових підприємств в умовах інтеграції у світовий економічний простір: монографія. Київ : КПІ ім. Ігоря Сікорського, 2019. 252 с.
  2. Дергачова В.В., Федірко Г.А. Вплив корпоративної культури на конкурентоспроможність підприємства. *Актуальні проблеми економіки та управління*. 2018. №12. URL: <http://ape.fmm.kpi.ua/article/view/130934/126659> (дата звернення: 23.12.2020).
  3. Boiarynova K., Kopishynska K., Hryhorska N. Economic and management approach to defining effective projects for enterprise development under risks and uncertainty. *Problems and Perspectives in Management*. 2019. №. 17(4). PP. 299- 313.
  4. Eurostat: website. URL: <http://appsso.eurostat.ec.europa.eu/nui/submitViewTableAction.do> (the date of application: 10.12.2020).
- (up to 4 sources and without repetition)

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Location

Igor Sikorsky Kyiv Polytechnic Institute,  
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Zoom platform

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The template for filling in the papers, instructions for filling them 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/>

More information is available on the official website of the Management Department of Igor Sikorsky Kyiv Polytechnic Institute <http://management.kpi.ua>