



IV International scientific-practical Internet-conference «Entrepreneurship, trade, marketing: strategies, technologies, innovations»



Kyiv National University of Trade and Economics
Ukrainian society of commodity scientists and technologists
Union of Entrepreneurs of Kyiv region
ZAMMLER GROUP

Dear colleagues!

We kindly invite you to take part in the work of
IV International scientific-practical Internet conference
«Entrepreneurship, trade, marketing: strategies, technologies and innovations»,
that will be held in May, 27, 2021
in Kyiv National University of Trade and Economics

Theme-based directions of the conference

- **Trade entrepreneurship and logistics: strategies and technologies**
problems of trade entrepreneurship development; regulation of manufacturers relations; trade networks and consumers; structural-territorial organization of trade improvement; problems of design and location of trade enterprises; improvement of logistics systems in the consumer goods market; integrated trading activity standards; increasing competitiveness of domestic trading networks, etc.
- **Marketing innovation activity of trading enterprises**
strategic directions of an enterprise marketing activity development; directions of marketing researches conducting; innovative methods of marketing communications of an enterprise; advertising activity of trade enterprise; digital technologies in marketing activity; programs of consumers loyalty formation; brand-management and brand-communications of trade enterprise; commodity innovative policy of an enterprise, etc.
- **Consumers rights protection**
Best European consumer practices; mechanism of interaction of state, public organizations and business in the consumers rights protection sphere; business social responsibility; independent consumer expertise, comparative testing of goods and services; «consumer basket» etc.
- **Scientific and practical commodity science: research and innovations**
Commodity science categorical apparatus development; improvement of goods classification; innovations in scientific and practical commodity science; development of identification activity; products of functional usage; packaging materials, etc.
- **Customs regulation in Ukraine**
development of state customer in Ukraine; customs control and customs clearance of goods; customs tariff and non-tariff regulation; commodity and customs examination; the fight against smuggling and violation of customs regulations etc.
- **Management of safety and quality of goods and services**
harmonization of international and domestic requirements in the sphere of management of safety and quality of goods and services; implementation of international standards into practical activity of domestic enterprises; commodity tracking system etc.
- **Trade education – European dimension**
skilled personnel as a basis of European standards of trading activity; model of training of competitive specialist in commodity science and trade entrepreneurship; European practice of interaction of business and scientists.



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Conditions of participation in the work of the conference

All those wishing to participate in the work of Internet-conference; please send before May, 20, 2021 by e-mail n.shapovalova@knu.edu.ua:

- 1) an application form for participation in the work of the conference;
- 2) the report abstract;

Working languages of the conference:
Ukrainian, English.

Design requirements to the paper abstracts:

- Microsoft Word Editor;
- page format – A4;
- «Times New Roman font, size – 14»;
- spacing – 1,0;
- formulas – formulae editor Equation;
- margins – 25 mm.

The volume of the paper abstracts:
not more than 3 full pages.

Paper abstracts that are structured with counter to the above requirements won't be considered by the Organizing Committee .

Material design patterns

Full name,
Scientific degree, post,
place of work

NAME

Text of paper abstracts

Reference list

1. Maritz Motivation Solutions: Official site [site] – access mode: <https://www.maritzmotivation.com/Customer-Loyalty> – name from the screen.

Paper abstract of IV International scientific-practical Internet conference «Entrepreneurship, trade, marketing: strategies, technologies and innovations» will be placed **on the website of the distance learning laboratory of Kyiv National University of Trade and Economics www.ldn.knteu.kiev.ua** in May, 27, 2021.



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Collection of paper abstracts of III International scientific-practical Internet conference «Entrepreneurship, trade, marketing: strategies, technologies and innovations» **will be placed on the website of Kyiv National University of Trade and Economics** www.knute.edu.ua after May, 27, 2021.

An application form

for participation in the work of III International scientific-practical Internet conference «Entrepreneurship, trade, marketing: strategies, technologies and innovations»

Full name	
Scientific degree	
Post	
Place of work	
Name of paper abstracts	
Section	
Mailing address	
Phone	
E-mail	
Additional information for the organizing committee (if needed)	

Conference coordinators

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