

II 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 advertisers
Union of Entrepreneurs of Kyiv region
Magazine «Logistics: problems and solutions»

Dear colleagues!

We kindly invite you to take part in the work of
II International scientific-practical Internet conference
«Entrepreneurship, trade, marketing: strategies, technologies and innovations»,
that will be held in May, 29, 2019
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, 17, 2019 by e-mail ftm.knteu@gmail.com:

- an application form for participation in the work of the conference;
- 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 II 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 in May, 29, 2019.

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An application form

for participation in the work of II 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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