PROGRAMME

V All-Ukrainian Scientific and Practical Student Conference


May 12, 2022

Kyiv
ПРОГРАМА

V Всеукраїнської студентської науково-практичної конференції

«НАУКА ХХІ СТОЛІТТЯ: ВИКЛИКИ СЬОГОДЕННЯ»

12 травня 2022
Київ
CONFERENCE PROCEEDINGS

May 12, 2022: ZOOM

10:55 – 11:00 – Registration.
11:00 – 11:15 – Conference Opening. Welcome Speeches.
12:30 – 13:00 – Break.
13:00 – 16:00 – Work in sections on thematic platforms.

TIME LIMIT

Report to the plenary session – up to 7 min
Report to the section meeting – up to 5 min
Discussion or questions – up to 3 min

PLENARY SESSION

Meeting ID: 718 5330 6874
Password: meL5Qs
Join the meeting:
https://us04web.zoom.us/j/71853306874?pwd=_vWxzkvTkCcJkPs9vcJgM8XqB31L1

1. Vlasenko Anna
   LINGUISTIC FEATURES TEXTS OF THE TAX LEGISLATION FEDERAL REPUBLIC OF GERMANY
   State University of Trade and Economics, Kyiv

2. Shyika Alina
   DEEPFAKE TECHNOLOGY AS AN ENGINE FOR THE DEVELOPMENT OF THE MARKETING INDUSTRY
   State University of Trade and Economics, Kyiv

3. Goina Anastasia
   HOW TO START OWN BUSINESS?
   State University of Trade and Economics, Kyiv

4. Ziukskova Anastasiia
   THE USE OF CYBERATTACKS FOR USEFUL PURPOSES
   State University of Trade and Economics, Kyiv

5. Bidalova Karina
   VERBRECHENSBEKÄMPFUNG - HAUPTAUFGABE DER GLOBALISIERTEN WELT
   State University of Trade and Economics, Kyiv
SECTION 1

ECONOMICS, FINANCE AND AUDIT

Supervising moderators: Radchenko Y.P. – Senior Lecturer
                 Poidyn M.O. – Lecturer

Meeting ID: 853 1212 3093
Password: V8UQ2H
Join the meeting:
https://us05web.zoom.us/j/85312123093?pwd=dIFCTEtoM2dhbmZZNXc0TFNTblRBZz09

1. Adamovych Vika
   BUSINESS ON THE INTERNET AS THE BASIS OF THE FINAL INNOVATIVE FUTURE
   State University of Trade and Economics, Kyiv

2. Andrienko Semen
   ANCIENT CHINESE PHILOSOPHY OF WAR AND BUSINESS
   State University of Trade and Economics, Kyiv

3. Bendyak Maxim
   LOGISTICS AND OTHER CUSTOMS PROCESSES DURING THE WAR
   State University of Trade and Economics, Kyiv

4. Bratko Anatoliy
   CRYPTOCURRENCY AS AN ALTERNATIVE TO THE STOCK EXCHANGE
   State University of Trade and Economics, Kyiv

5. Chaplia Natalia, Polishchuk Kateryna
   STATE FINANCIAL CONTROL IN WARTIME
   State University of Trade and Economics, Kyiv

6. Dobryden’ Sofia
   THE FUTURE OF CASHLESS BANKING TRANSACTIONS IN UKRAINE
   State University of Trade and Economics, Kyiv

7. Harbuza Valeriia
   POMOC UPRCHLÍKŮM Z UKRAJINY V ČESKÉ REPUBLICE
   Univerzita Karlova, Praha

8. Havrylova Ruslana, Petrenko Viktoria
   THE STATE OF E-COMMERCE IN THE PANDEMIC IN 2021-2022
   State University of Trade and Economics, Kyiv

9. Hrozian Oleksandra
   THE PROBLEM OF GENDER EQUALITY IN PROFESSIONS RELATED TO ECONOMICS
   State University of Trade and Economics, Kyiv

10. Kapustynska Valeria
    THE IMPACT OF GLOBALIZATION ON THE ECONOMY OF UKRAINE
    State University of Trade and Economics, Kyiv

11. Kibets Yelyzaveta
    FRANCHISING IN BUSINESS
    State University of Trade and Economics, Kyiv
12. Kobernik Valentina  
AGRICULTURAL SECTOR OF UKRAINE AND WAYS OF ITS DEVELOPMENT IN MODERN CONDITIONS  
State University of Trade and Economics, Kyiv

13. Kryvda Artem  
CREATIVE ACCOUNTING: HOW DO THEY DO IT  
State University of Trade and Economics, Kyiv

14. Maziy Alexandr  
HOW TO PROTECT YOUR BUSINESS FROM EXCHANGE RATE FLUCTUATIONS  
State University of Trade and Economics, Kyiv

15. Myronez Jaroslawa  
DIE ROLLE VON BIG DATA FÜR DIE WIRTSCHAFT WELTWEIT  
Staatliche Universität für Handel und Wirtschaft, Kyiv

16. Nesterenko Alina, Okolita Nataliia  
ECONOMIC CONSEQUENCES OF THE WAR FOR UKRAINE  
State University of Trade and Economics, Kyiv

17. Oliynyk Alina  
THE IMPACT OF THE WAR IN UKRAINE ON THE GLOBAL ECONOMY  
State University of Trade and Economics, Kyiv

18. Opanasiuk Diana  
THE ECONOMY DURING THE WAR  
State University of Trade and Economics, Kyiv

19. Parfionova Olena  
ECONOMIC DEVELOPMENT OF UKRAINE DURING COVID-19  
State University of Trade and Economics, Kyiv

20. Pashkevych Maria  
IMPACTS OF THE WAR IN UKRAINE ON E-COMMERCE  
State University of Trade and Economics, Kyiv

21. Pavlenko Sofia  
PROBLEMS OF UKRAINE'S PARTICIPATION IN THE SYSTEM OF WORLD AND NATIONAL CAPITAL MARKET  
State University of Trade and Economics, Kyiv

22. Polietakhina Yelyzaveta  
ECONOMIC SITUATION OF UKRAINE DURING THE WAR  
State University of Trade and Economics, Kyiv

23. Pravnyk Alina  
INFLATION COMPONENT IN THE ACTIVITIES OF BANKS  
State University of Trade and Economics, Kyiv

24. Samoilenko Daryna  
THE IMPACT OF FINANCIAL INVESTMENTS ON THE ECONOMIC DEVELOPMENT OF THE COUNTRY  
State University of Trade and Economics, Kyiv

25. Scheremeta Tetjana  
KÜNSTLICHE INTELLIGENZ IST DIE ZUKUNFT DES BANKWESENS  
Staatliche Universität für Handel und Wirtschaft, Kyiv

26. Sharaevska Yulia  
STATE REGULATION OF THE MARKETING SERVICES MARKET  
State University of Trade and Economics, Kyiv
27. Sintiuk Yana
THE FINANCIAL FRONT OF THE WAR: HOW IT AFFECTS ON ECONOMY OF UKRAINE
State University of Trade and Economics, Kyiv

28. Smolii Viktoriia
THE SIGNIFICANCE OF INTERNAL AUDIT IN CORPORATE GOVERNANCE
State University of Trade and Economics, Kyiv

29. Tarassjuk Wiktorija
BLOCKCHAIN IN DER FINANZBRANCHE
Staatliche Universität für Handel und Wirtschaft, Kyjiw

30. Tolmach Anna
THE IMPACT OF THE WAR ON TRADE AND DEVELOPMENT OF UKRAINE
State University of Trade and Economics, Kyiv

31. Urvantseva Yelyzaveta
UKRAINIAN WARTIME AGRICULTURAL PRODUCTS: GLOBAL DISTRIBUTION
State University of Trade and Economics, Kyiv

SECTION 2
INFORMATION TECHNOLOGIES

Supervising moderators: Safiullina L.M. – Senior Lecturer
Semidotska V.A. – Lecturer

Meeting ID: 803 538 7614
Password: Kpd8GN
Join the meeting:
https://us04web.zoom.us/j/8035387614

1. Andrushchakevych Maryna
DEVELOPMENT OF THE IT INDUSTRY AND TRENDS IN 2022
State University of Trade and Economics, Kyiv

2. Demidova Sophia
CONSTRUCTION 3D PRINTING
State University of Trade and Economics, Kyiv

3. Glushchenko Daryna
NEURAL NETWORKS: EXPLANATION IN SIMPLE AND CLEAR LANGUAGE
State University of Trade and Economics, Kyiv

4. Gorskyi Volodymyr
AI AND SOCIETY IN THE FUTURE
State University of Trade and Economics, Kyiv

5. Ivasenko Kateryna
THE ROLE OF INFORMATION TECHNOLOGIES IN BUSINESS
State University of Trade and Economics, Kyiv
6. Korchaha Tetiana  
THE DRIVING FORCE OF INFORMATION TECHNOLOGY  
State University of Trade and Economics, Kyiv

7. Kovtun Anna  
WHY WE NEED TO USE BLOCKCHAIN IN DIFFERENT SPHERES OF LIFE  
State University of Trade and Economics, Kyiv

8. Melnyk Kateryna  
WHAT IS THE METAVERSE, AND WHY DOES IT MATTER?  
State University of Trade and Economics, Kyiv

9. Mykulanynets Volodymyr  
THE CURRENT STATE, NEEDS AND PROSPECTS OF IT SECTOR IN UKRAINE  
State University of Trade and Economics, Kyiv

10. Nahorniuk Oleksandra  
WILL ARTIFICIAL INTELLIGENCE REPLACE HUMAN EMPLOYEES?  
State University of Trade and Economics, Kyiv

11. Rubaiiko Yelyzaveta  
DIGITALIZATION IN UKRAINE  
State University of Trade and Economics, Kyiv

12. Svyryd Nikita  
THE USE OF INFORMATION TECHNOLOGY IN ENGLISH LANGUAGE LEARNING  
Igor Sikorsky Kyiv Polytechnic Institute

13. Voloshyna Ariana  
WEB-ACCESSIBILITY OF THE E-LEARNING PLATFORMS  
State University of Trade and Economics, Kyiv

14. Zasadiuk Aliona  
INFORMATION WARFARE  
State University of Trade and Economics, Kyiv

15. Zelenina Yuliia  
HOW TO UNDERSTAND IF PROGRAMMING IS FOR YOU  
State University of Trade and Economics, Kyiv

SECTION 3  
PHILOLOGICAL SCIENCES

Supervising moderator: Bogatyrova K.V. – Lecturer

Meeting ID: 891 2982 3011  
Password: K7Y9zm  
Join the meeting:  
https://us05web.zoom.us/j/89129823011?pwd=M2t3eXNjbFc0OHBNVBDmZJQ0NjQT09

1. Baykova Iryna  
HAND IN HAND OR WORLDS APART? TRANSLATION STUDIES AS A COMMUNICATION TOOL  
State University of Trade and Economics, Kyiv
2. Butyrina Kateryna  
THE USE OF ADVANCED TECHNOLOGIES IN THE STUDY OF FOREIGN LANGUAGES  
State University of Trade and Economics, Kyiv

3. Chernienko Illia  
SYNTACTIC AND LEXICAL FEATURES OF SCIENTIFIC AND TECHNICAL TEXTS AND THEIR TRANSLATION  
State University of Trade and Economics, Kyiv

4. Dumler Anna  
STRUCTURAL AND SEMANTIC FEATURES OF LEGAL TERMS  
State University of Trade and Economics, Kyiv

5. Haikova Anna  
LEXICAL CHANGES IN ENGLISH CAUSED BY THE CORONAVIRUS PANDEMIC: MAIN RESEARCH TRENDS  
State University of Trade and Economics, Kyiv

6. Herasymenko Olena  
OVERCOMING UNTRANSLATABILITY IN INTER-CULTURAL COMMUNICATION  
State University of Trade and Economics, Kyiv

7. Herchen Anastasiia  
ENGLISH NEOLOGISMS WITH SOCIAL NETWORKS COMPONENT AND THEIR TRANSLATION INTO UKRAINIAN  
State University of Trade and Economics, Kyiv

8. Hruk Kateryna  
METAPHORICAL CONCEPTUALIZATION OF ENGLISH FOOD IDIOMS  
State University of Trade and Economics, Kyiv

9. Ibrahimova Nurana  
INTERNATIONAL AGREEMENTS TRANSLATION (ON THE MATERIAL OF THE EU-UKRAINE ASSOCIATION AGREEMENT)  
State University of Trade and Economics, Kyiv

10. Kataieva Kateryna  
LINGUAL MEANS OF REPRODUCING NON-VERBAL COMMUNICATION IN DAN BROWN’S WORK  
State University of Trade and Economics, Kyiv

11. Lebedenko Katerina  
INTERACTIVE TOOLS OF INCREASING STUDENTS’ MOTIVATION IN THE ENGLISH LANGUAGE LEARNING  
Taras Shevchenko National University of Kyiv, Kyiv

12. Maslennikova Margaryta  
SLANG-WÖRTER IN DER NETZSPRACHE DER DEUTSCHEN JUGENTLICHEN  
Staatliche Universität für Handel und Wirtschaft, Kyjiw

13. Mykhailiuk Anastasiia  
TRANSLATION FEATURES OF PROFESSIONAL TERMS  
State University of Trade and Economics, Kyiv

14. Panchenko Olena, Yaryna Alina  
A TURNING POINT IN THE TEACHING OF THE 21st CENTURY. TRANSITION TO A NEW STAGE  
State University of Trade and Economics, Kyiv
SECTION 4
INTERNATIONAL TRADE AND LAW

Supervising moderator: Zaytseva I.V. – Lecturer

Meeting ID: 747 8391 1268
Password: sJ9fYc
Join the meeting: https://us04web.zoom.us/j/74783911268?pwd=ldOChHEHjbVleItZcjLHNwveOJ9opL.1

1. Baryshpol Mariya
INTERNATIONAL ECONOMIC RELATIONS BETWEEN FRANCE AND UKRAINE
State University of Trade and Economics, Kyiv

2. Bolotina Margarita
DEFINITION OF THE CONCEPT OF SPECIAL ISSUES “SUBJECT OF ADMINISTRATIVE LAW”
State University of Trade and Economics, Kyiv

3. Byndyuk Kateryna
LEGAL QUESTIONS OF PROTECTION OF HUMAN RIGHTS IN THE CONDITIONS OF OCCUPATION
State University of Trade and Economics, Kyiv

4. Cherenok Yulia
THE IMPACT OF THE FIRST WORLD WAR ON THE DEVELOPMENT OF INTERNATIONAL LAW
State University of Trade and Economics, Kyiv
5. **Chernov Oleksandr**  
GLOBALISATION AS A PREREQUISITE OF ECONOMIC ANALYSE DEVELOPMENT  
*State University of Trade and Economics, Kyiv*

6. **Chukhlib Nastya**  
FORMATION OF THE UN SECURITY COUNCIL AND ITS ROLE IN ENSURING INTERNATIONAL PEACE  
*State University of Trade and Economics, Kyiv*

7. **Derevjanko Ewgenija**  
GESCHICHTE UND ENTWICKLUNG VON TERMINBÖRSE BIS BÖRSE EUREX HEUTE  
*Staatliche Universität für Handel und Wirtschaft, Kyiv*

8. **Hryha Dariia**  
ABOUT IMPORTANCE OF HEALTHY BUSINESS RELATIONSHIPS  
*State University of Trade and Economics, Kyiv*

9. **Kriukova Ksenia**  
EUROPEAN FREIGHT MARKET: CURRENT CHALLENGES AND THEIR POSSIBLE CONSEQUENCES  
*State University of Trade and Economics, Kyiv*

10. **Linnyk Anna**  
CRIMINAL LAW POLICY OF UKRAINE IN THE FIELD OF ANTI-CORRUPTION  
*State University of Trade and Economics, Kyiv*

11. **Lytvynova Olena**  
INTERNATIONAL LEGAL RESPONSIBILITY OF THE RUSSIAN FEDERATION FOR THE CRIME OF GENOCIDE AGAINST THE UKRAINIAN PEOPLE  
*State University of Trade and Economics, Kyiv*

12. **Makarova Hanna**  
HOW WAR IN UKRAINE IMPACTS THE WHOLE WORLD  
*State University of Trade and Economics, Kyiv*

13. **Nochovna Hanna**  
PROPER QUALITY, SAFETY, LEGAL REGULATION OF GOODS IN UKRAINE AND EUROPE  
*State University of Trade and Economics, Kyiv*

14. **Obukhov Illia**  
MONETÄRE ASPEKTE DES INTERNATIONALEN HANDELS  
*Staatliche Universität für Handel und Wirtschaft, Kyiv*

15. **Onishchenko Anastasia**  
THE ROLE OF THE MONARCH AT THE PRESENT STAGE OF DEVELOPMENT (ON THE EXAMPLE OF THE UNITED KINGDOM OF GREAT BRITAIN)  
*State University of Trade and Economics, Kyiv*

16. **Petrik Daniil**  
INTERNATIONAL ADOPTION  
*State University of Trade and Economics, Kyiv*

17. **Polischtschuk Sofija**  
DIE AUSWIRKUNGEN DES KRIEGES AUF DIE HANDELSBEZIEHUNGEN ZWISCHEN DEN LÄNDERN IM JAHR 2022  
*Staatliche Universität für Handel und Wirtschaft, Kyiv*
18. Pushenko Kateryna  
THE ROLE OF ENGLISH AS A LANGUAGE OF INTERNATIONAL COMMUNICATION  
State University Trade and Economics, Kyiv

19. Sorokina Mariia, Vasylets Anna  
LANGUAGE LOCALISATION: WHETHER IT IS NEEDED IN BUSINESS  
State University Trade and Economics, Kyiv

20. Zhovnovatyuk Maria  
INTERNATIONAL HUMANITARIAN LAW IN THE CONTEXT OF THE RUSSIAN-UKRAINIAN WAR (XXI century)  
State University Trade and Economics, Kyiv

21. Zhyla Iryna, Yakusheva Diana  
FEATURES OF THE IMPLEMENTATION OF CONSTITUTIONAL RIGHTS OF INTERNALLY DISPLACED PERSONS  
State University Trade and Economics, Kyiv

22. Zubalii Kateryna  
AUSWIRKUNGEN DES UKRAINE – KRIEGS AUF GLOBALE ERNÄHRUNGSSICHERHEIT  
Staatliche Universität für Handel und Wirtschaft, Kyjiw

SECTION 5

MANAGEMENT, MARKETING AND ADVERTISING

**Supervising moderators:** Starosta H.A. – Senior Lecturer,  
Ovcharova O.V. – Lecturer

Join the meeting:  
https://zoom.us/j/5151840733?pwd=OG1UR2lrRERrVnhIM3BNZGw0NnJJZz09#success

1. Andrievska Kate  
SOCIOCLOGICAL SUPPORT OF THE PROFESSION OF A MANAGER, STATISTICAL REPORTING ON THE SOCIOLOGICAL RESEARCH RESULTS  
State University of Trade and Economics, Kyiv

2. Antoniuk Ilona  
DIGITAL ADVERTISING IN 2022 AND HOW IT HELPS TO PROMOTE GOODS, SERVICES  
State University of Trade and Economics, Kyiv

3. Avramych Yana  
THE REPUTATION IMPACT ON THE BUSINESS INCOME  
State University of Trade and Economics, Kyiv

4. Babyuk Vasil  
THE ROLE OF MANAGEMENT IN THE ENTERPRISE  
State University of Trade and Economics, Kyiv

5. Chekan Olha  
INTERPRETATION OF SUSTAINABLE DEVELOPMENT IDEAS IN THE ECO-MANAGEMENT SYSTEM  
State University of Trade and Economics, Kyiv
6. Fartushna Veronika
SOCIO-ETHICAL MARKETING OF SMALL BUSINESS IN UKRAINE DURING THE WAR
State University of Trade and Economics, Kyiv
7. Fenyyuk Anastasia
FEATURES OF THE DEVELOPMENT OF THE SEMANTIC CORE OF THE WEBSITE TO
PROMOTE THE PUBLISHING PROJECT
Borys Hrinchenko Kyiv University, Kyiv
8. Fokina Olena
INNOVATIONEN ALS WANDEL DER LOGISTIK
State University of Trade and Economics, Kyiv
9. Hrechukha Julia
THE ROLE AND PLACE OF MASS MEDIA IN THE FORMATION OF THE PUBLIC
OPINION AND PEOPLE’S OWN POSITION
State University of Trade and Economics, Kyiv
10. Hurynovych Kateryna
HYPERVSN - A NEW ERA OF ADVERTISING
State University of Trade and Economics, Kyiv
11. Hutsul Olha
BENEFITS OF DIGITAL MARKETING FOR BUSINESS
State University of Trade and Economics, Kyiv
12. Klimenko Eugeniiia
STRATEGIC COST MANAGEMENT IN SUPPLY CHAIN
State University of Trade and Economics, Kyiv
13. Koval Katerina
INFORMATION Warfare: FIGHTING PROPAGANDA WITH COMMON SENSE
State University of Trade and Economics, Kyiv
14. Koschcavka Anya
THE IMPACT OF THE WAR ON LABOUR MIGRATION AND THE ECONOMY OF
UKRAINE
State University of Trade and Economics, Kyiv
15. Kulynko Bogdan
METHODS OF USING SITUATIONAL MARKETING IN ADVERTISING
State University of Trade and Economics, Kyiv
16. Khanychenko, Y.V.
THE ROLE OF SOCIAL ENTREPRENEURSHIP IN SHAPING THE COUNTRY’S
DEVELOPMENT AND SOCIAL WELFARE
State University of Trade and Economics, Kyiv
17. Lahoda Daria
FACTORS OF INFLUENCE ON CONSUMER BUYING BEHAVIOR
State University of Trade and Economics, Kyiv
18. Larina Katya
PSYCHOLOGICAL FEATURES OF ATL-ADVERTISING AND BTL-ADVERTISING
State University of Trade and Economics, Kyiv
19. Latysh Kate
UKRAINIAN REFUGEE SYNDROME
State University of Trade and Economics, Kyiv
<table>
<thead>
<tr>
<th>No.</th>
<th>Author</th>
<th>Title</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.</td>
<td>Lazar Svitlana</td>
<td>CROSS-CULTURAL AND PSYCHOLOGICAL ANALYSIS OF CONSUMERS</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>21.</td>
<td>Malenko Viktoriia</td>
<td>APPROACHES TO THE PROMOTION OF UKRAINIAN ARTWORKS IN THE SETTING OF</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>MANIPULATIONS IN THE PUBLIC MEDIA SPACE</td>
<td>Borys Grinchenko Kyiv University, Kyiv</td>
</tr>
<tr>
<td>22.</td>
<td>Oleksiuk Maria</td>
<td>DIGITAL MARKETING: ARTIFICAL INTELIGENCE AND THE OTHER 2022 TRENDS</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>23.</td>
<td>Pashuk Ruslana</td>
<td>MODERN MARKETING DEFINITION</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>24.</td>
<td>Pavlyk Solomiia</td>
<td>ADVANTAGES AND DISADVANTAGES OF DOING BUSINESS ON AMAZON</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>25.</td>
<td>Poliakh Elina</td>
<td>VIDEO MARKETING AS A TYPE OF DIGITAL MARKETING</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>26.</td>
<td>Popova Olha</td>
<td>THE INTERNATIONAL MARKETING ENVIRONMENT</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>27.</td>
<td>Sushko Dasha</td>
<td>THE BASICS OF VIRAL MARKETING AS A WAY TO PROMOTE A PRODUCT</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>28.</td>
<td>Sych Viktoria</td>
<td>INTERNET MARKETING</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>29.</td>
<td>Valchuk Vira</td>
<td>DISINFORMATION DURING WAR, OR HOW TO PROTECT YOURSELF FROM INFORMATION THREATS</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>30.</td>
<td>Varych Daryna</td>
<td>FEATURES OF THE EDITOR'S WORK IN SOCIAL NETWORKS</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>31.</td>
<td>Vierkina Karyna</td>
<td>PRIMING EFFECT IN ADVERTISING</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>32.</td>
<td>Voitenkov Demian</td>
<td>FUNCTIONS AND ROLE OF MARKETING FOR BUSINESS</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>33.</td>
<td>Woloschyna Walerija</td>
<td>PERFOMANCE MARKETING</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
<tr>
<td>34.</td>
<td>Yasinovska Diana</td>
<td>EINFLUSS VON INFLUENCERN AUF DAS KAUFVERHALTEN DER JUNGEN MENSCHEN IN DEUTSCHLAND</td>
<td>State University of Trade and Economics, Kyiv</td>
</tr>
</tbody>
</table>
35. Zibarieva Oleksandra
CHATBOTS AS A TOOL OF DEVELOPMENT IN MARKETING
State University of Trade and Economics, Kyiv

SECTION 6

PHSYCOLOGY

Supervising moderators: Rebchenko O.S. – Lecturer
Kravchuk T. V. – Lecturer

Meeting ID: 731 101 0526
Password: 5760070
Join the meeting:
https://us04web.zoom.us/j/7311010526?pwd=bXJSbkJ3MWNrM1pEb0NBTjAycDBBZz09

1. Antonova Alla
AGGRESSIVENESS IN COMMUNICATION
State University of Trade and Economics, Kyiv

2. Chernyshova Tetyana
PSYCHOLOGICAL BASES OF PROFESSIONAL SELECTION AND PERSONNEL RECRUITMENT
Khmelnytsky National University, Khmelnytskyi

3. Chorna Karyna
PSYCHOLOGICAL ADAPTATION OF A PERSONALITY UNDER STRESS CONDITIONS
State University of Trade and Economics, Kyiv

4. Fomska Sofiia
THE PSYCHOLOGICAL IMPACT OF WAR IN UKRAINE ON PEOPLE
State University of Trade and Economics, Kyiv

5. Kachalova Viktoria
EFFECT OF PHYSICAL ATTRACTION
State University of Trade and Economics, Kyiv

6. Karpenko Oleh
MANIPULATIVE INFLUENCE ON PEOPLE IN WAR TIME
State University of Trade and Economics, Kyiv

7. Krynska Anna-Mariiia
PSYCHOLOGICAL WARFARE
State University of Trade and Economics, Kyiv

8. Kuznetsova Anna
FEELINGS OF THE GUILT DURING THE WAR
State University of Trade and Economics, Kyiv

9. Mytiai Olga
PSYCHOLOGICAL ASSISTANCE FOR CHILDREN DURING THE WAR
State University of Trade and Economics, Kyiv

10. Nagorna Anastasia
WHAT UNCERTAINTY IS AND HOW A PERSON LIVES WITH IT
State University of Trade and Economics, Kyiv
11. Osetskyi Volodymyr  
HOW TO SAVE YOUR MENTAL HEALTH DURING THE WAR  
State University of Trade and Economics, Kyiv

12. Pohorila Viktoria  
SPIELE DER ERWACHSENEN  
Staatliche Universität für Handel und Wirtschaft, Kyiv

13. Ponomarova Daria  
DIE ROLLE DER EMPATHIE IN DER PSYCHOLOGIE  
Staatliche Universität für Handel und Wirtschaft, Kyiv

14. Rozumets Alyona  
THE BENEFITS OF BILINGUAL EDUCATION AND ITS IMPACT ON STUDENTS’ LEARNING AND PROFESSIONAL GROWTH  
State University of Trade and Economics, Kyiv

15. Sakhno Natalia  
THE IMPORTANCE OF PSYCHOLOGY IN ENTERPRENEURSHIP  
State University of Trade and Economics, Kyiv

16. Shaposhnikova Vlada  
SELF – LOVE IS NOT A MANIFESTATION OF SELFISHNESS  
State University of Trade and Economics, Kyiv

© Державний торговельно-економічний університет, 2022