

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL UNIVERSITY OF TRADE AND ECONOMICS
FACULTY OF INTERNATIONAL TRADE AND LAW
FACULTY OF TRADE AND MARKETING
DEPARTMENT OF MODERN EUROPEAN LANGUAGES
DEPARTMENT OF FOREIGN PHILOLOGY AND TRANSLATION**



PROGRAMME

IV All-Ukrainian Scientific and Practical Student Conference

**"THE SCIENCE OF THE XXI CENTURY:
CHALLENGES OF THE CONTEMPORANEITY"**

May 13, 2021

Kyiv

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
КИЇВСЬКИЙ НАЦІОНАЛЬНИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ
УНІВЕРСИТЕТ
ФАКУЛЬТЕТ МІЖНАРОДНОЇ ТОРГІВЛІ ТА ПРАВА
ФАКУЛЬТЕТ ТОРГІВЛІ ТА МАРКЕТИНГУ
КАФЕДРА СУЧАСНИХ ЄВРОПЕЙСЬКИХ МОВ
КАФЕДРА ІНОЗЕМНОЇ ФІЛОЛОГІЇ ТА ПЕРЕКЛАДУ



ПРОГРАМА

IV Всеукраїнської студентської науково-практичної конференції

**«НАУКА ХХІ СТОЛІТТЯ: ВИКЛИКИ
СЬОГОДЕННЯ»**

May 13, 2021

Kyiv

ПОРЯДОК РОБОТИ КОНФЕРЕНЦІЇ

13 травня 2021 року: ZOOM

Ідентифікатор конференції: **801 693 8684**

Код доступу: **12345**

Підключення до конференції:

<https://us02web.zoom.us/j/8016938684?pwd=c2xWdXZZZYWc0SGtLVEx2bXdtMVFLdz09#success>

- 9:55 – 10:00** – Реєстрація учасників.
- 10:00 – 10:15** – Відкриття конференції. Вітальне слово Проректора КНТЕУ.
- 10:15 – 11:30** – Пленарне засідання. Доповіді учасників конференції.
- 11:30 – 12:00** – Перерва.
- 12:00 – 15:00** – Секційні засідання.

Графік засідання секцій

Секція 1

Новий етап індустріально-інноваційної модернізації економіки України

Ідентифікатор конференції: **754 2117 5740**

Код доступу: **8cxJV8**

Підключення до конференції:

<https://us04web.zoom.us/j/75421175740?pwd=V1NCMzhFUjNrMFlqejVtNEo2QXIKdz09>

Організатор: Радченко Юлія Петрівна

Секція 2

Наукові інновації в Україні та світі

Ідентифікатор конференції: **796 3478 6720**

Код доступу: **7PT8Cv**

Підключення до конференції:

<https://us04web.zoom.us/j/79634786720?pwd=YVZCVkdwL0NXWS9SaVUwTXMwM1M2UT09>

Організатор: Мамченко Світлана Петрівна

Секція 3

Новітні тенденції розвитку інформаційних технологій в економіці, науці та освіті

Ідентифікатор конференції: **472 707 3432**

Код доступу: **919124**

Підключення до конференції:

<https://us04web.zoom.us/j/4727073432?pwd=dWRnZFpubm5XR1V3REthMDFiVmc1UT09>

Організатор: Савчук Тетяна Леонідівна

Секція 4

Інформаційна безпека в науці, бізнесі та освіті: новітні тренди

Ідентифікатор конференції: **803 538 7614**

Код доступу: **Kpd8GN**

Підключення до конференції:

<https://us04web.zoom.us/j/8035387614>

Організатор: Сафіулліна Лариса Миколаївна

Секція 5

Іноземні мови у бізнесі

Ідентифікатор конференції: **720 4672 7406**

Код доступу: **1cD25z**

Підключення до конференції:

<https://us04web.zoom.us/j/72046727406?pwd=UUxXeVFmTjVOeng4WUgwaFNRU0UxZz09>

Організатор: Ювковецька Юлія Олександрівна

Секція 6

Філологія: актуальні питання

Ідентифікатор конференції: **488 244 4360**

Код доступу: **852245**

Підключення до конференції:

<https://us02web.zoom.us/j/4882444360?pwd=VGp1bDQ4ZEVUaGdSTFBIZnFmNDlmUT09>

Організатор: Дроздова Юлія Валентинівна

Секція 7

Світове господарство і міжнародні економічні відносини

Ідентифікатор конференції: **716 0774 5582**

Код доступу: **JZ92Na**

Підключення до конференції:

<https://us04web.zoom.us/j/71607745582?pwd=bEJVQ3RtV3FXQ3lkT05nb0NLUGx3QT09>

Організатор: Хміль Оксана Олександрівна

Секція 8

Юридичні науки та мовна культура юриста

Ідентифікатор конференції: **955 5757 5743**

Код доступу: **08ReV6**

Підключення до конференції:

<https://zoom.us/j/95557575743?pwd=MVpPaTkrZ3ZWMU1vdWZRNEUycUIRQT09>

Організатор: Цимбаліста Оксана Анатоліївна

Секція 9
Реклама і маркетингові комунікації

Ідентифікатор конференції: **669 452 5070**

Код доступу: **DZ3kpw**

Підключення до конференції:

<https://us05web.zoom.us/j/6694525070?pwd=ZHMvb3FJVWMyU1BzY2hsU3ZyTVIMZz09>

Організатор: Овчарова Олена Володимирівна

Секція 10
Управління конкурентоспроможністю організацій і країн

Ідентифікатор конференції: 515 184 0733

Код доступу: **XRQ3e8**

Підключення до конференції:

<https://zoom.us/j/5151840733?pwd=OG1UR2lrRERrVnhIM3BNZGw0NnJJZz09#success>

Організатор: Староста Ганна Антонівна

Секція 11
Товарна інноваційна політика підприємства

Ідентифікатор конференції: **851 263 6042**

Код доступу: **1114**

Підключення до конференції:

<https://us04web.zoom.us/j/8512636042?pwd=RFF3cjJsTjJBanJWUDZRczRqQ1VHQT09>

Організатор: Панасюк Наталя Володимирівна

Секція 12
Психологія особистості та соціуму

Ідентифікатор конференції: **731 101 0526**

Код доступу: **5760070**

Підключення до конференції:

<https://us04web.zoom.us/j/7311010526?pwd=bXJSbkJ3MWNrM1pEb0NBTjAycDBBZz09#success>

Організатор: Ребченко Ольга Сергіївна

РЕГЛАМЕНТ

Доповідь на пленарному засіданні – до 7 хв

Доповідь на засіданні секцій – до 5 хв

Запитання і обговорення – до 3 хв

SECTION 1

A NEW STAGE IN THE ECONOMIC MODERNIZATION OF UKRAINE

*Supervising moderators: Harbuza T.V. – PhD in Pedagogics, Associate Professor
Radchenko Y.P. – Lecturer*

- 1. Bondar Tetiana**
SETTING PRIORITIES OF ECONOMIC POLICY AND MECHANISMS OF DEVELOPMENT FOR POST-INDUSTRIAL ECONOMY
Kyiv National University of Trade and Economics, Kyiv
- 2. Ivanchenko Alla**
ENTERPRISE DEVELOPMENT STRATEGY: INNOVATION AND INTERNAL FLEXIBILITY
Vinnitsia Institute of Trade and Economics of KNUTE, Vinnitsia
- 3. Kapustynska Valeriia**
FOREIGN CAPITAL IN THE BANKING SECTOR OF UKRAINE
Kyiv National University of Trade and Economics, Kyiv
- 4. Lavska Kateryna**
ECONOMIC CHANGES IN UKRAINE DURING THE PANDEMIC
Kyiv National University of Trade and Economics, Kyiv
- 5. Oliinyk Alina**
THE CRISIS AND BUSINESS: WHAT SHOULD BE THE ROLE OF THE STATE?
Kyiv National University of Trade and Economics, Kyiv
- 6. Parkhomenko Daria**
CREDIT OPERATIONS OF THE BANK
Kyiv National University of Trade and Economics, Kyiv
- 7. Rudas Karina**
UKRAINE'S ECONOMIC COMPETITIVENESS: AN OVERVIEW
Kyiv National University of Trade and Economics, Kyiv
- 8. Sintiuk Yana**
INNOVATIVE ACTIVITY IN THE CONDITIONS OF ECONOMIC COMPETITION IN UKRAINE
Kyiv National University of Trade and Economics, Kyiv
- 9. Shul Valeria**
THE IMPACT OF COVID-19 ON UKRAINIAN COMPANIES AND THEIR DIGITALIZATION
Kyiv National University of Trade and Economics, Kyiv
- 10. Skladaniuk Maryna, Yurenko Alina**
USING THE GEOGEBRA PROGRAM IN THE PROCESS OF STUDYING PROBABILITY THEORY TO ENSURE SUSTAINABLE ECONOMIC GROWTH OF UKRAINE
Vinnitsia College of Trade and Economics, Vinnitsia
- 11. Starovir Victoria**
SOCIAL ORIENTATION AS A PREREQUISITE FOR MODERNIZATION OF UKRAINE'S ECONOMY
Vinnitsia College of Trade and Economics, Vinnitsia
- 12. Tolmach Anna**
THE IMPACT OF CORRUPTION ON DEVELOPMENT AND ECONOMIC PERFORMANCE
Kyiv National University of Trade and Economics, Kyiv

13. Tsyurul Anastisiia

CURRENT SITUATION IN BANKING

Kyiv National University of Trade and Economics, Kyiv

14. Zakrevska Oleksandra

INNOVATION PROBLEMS IN BUSINESS

Kyiv National University of Trade and Economics, Kyiv

15. Zyuzko Anna

ENVIRONMENTAL AUDIT: TOOL FOR MANAGING THE SAFETY OF AN INDUSTRIAL ENTERPRICE, IMPLEMENTATION AND DEVELOPMENT IN THE ECONOMY OF UKRAINE

Kyiv National University of Trade and Economics, Kyiv

SECTION 2

SCIENTIFIC INNOVATIONS IN UKRAINE AND THE WORLD

Supervising moderators: Mamchenko S.P. – Senior lecturer

Semenyuk S.V. – Lecturer

Stroganova G.O. - PhD in Philology, Associate Professor

1. Borovets Anna

WAYS TO IMPROVE THE EFFICIENCY OF PERSONNEL IN BANKING ORGANIZATIONS DURING A CRISIS PERIOD

Kharkiv College of Trade and Economics KNUTE, Kharkiv

2. Chazov Ernest

THE FALLIBLE DEVELOPMENT OF ECONOMICS

Kyiv National University of Trade and Economics, Kyiv

3. Dziurnak Tetiana

THE NECESSITY OF CONDUCTING AN ENVIRONMENTAL AUDIT OF INDUSTRIAL ENTERPRISES IN UKRAINE ON THE WAY TO EUROPEAN INTEGRATION

Vinnitsia Trade and Economic Institute KNTEU, Vinnitsia

4. Khelemyskyi Viktor

THE INNOVATIVE APPROACH TO THE DEFINITION OF “STATE INVESTMENT” IN THE DEVELOPING ECONOMY

University of State Fiscal Service of Ukraine, Irpin

5. Lazarenko Vladimir

SCIENTIFIC AND INNOVATIVE ACTIVITY OF EUROPE

Kyiv National University of Trade and Economics, Kyiv

6. Liashenko Ilona

FEATURES OF THE INSURANCE MARKET DEVELOPMENT OF UKRAINE

Kyiv National University of Trade and Economics, Kyiv

7. Malchyk Diana

DIRECTIONS OF IMPROVEMENT OF FINANCIAL CONDITION INDUSTRIAL ENTERPRISES OF UKRAINE

University of State Fiscal Service of Ukraine, Irpin

8. Mazy Alexandr

INNOVATIVE FINANCIAL STRATEGIES FOR CALCULATING THE EXCHANGE RATE OF COUNTRIES

Kyiv National University of Trade and Economics, Kyiv

9. Oboznyi Vlad

ONLINE EDUCATION

Kyiv National University of Trade and Economics, Kyiv

10. Osetskyi Volodymyr

FUTURISTIC TECH INNOVATIONS

Kyiv National University of Trade and Economics, Kyiv

11. Petrenko Viktoria, Havrylova Ruslana

THE IMPACT OF COVID-19 ON E-COMMERCE

Kyiv National University of Trade and Economics, Kyiv

12. Malchyk Diana

DIRECTIONS OF IMPROVEMENT OF FINANCIAL CONDITION INDUSTRIAL ENTERPRISES OF UKRAINE

University of State Fiscal Service of Ukraine, Irpin

13. Sharaienko Olga

INVESTING INTO HUMAN CAPITAL FOR ENSURING OF ECONOMIC DEVELOPMENT OF ENTERPRISES

University of State Fiscal Service of Ukraine, Irpin

14. Zymonina Polina

MODEL OF INNOVATIVE DEVELOPMENT OF THE USA IN THE CONTEXT OF THE MODERN DEVELOPMENT

Kyiv National University of Trade and Economics, Kyiv

15. Berezhny Danyil

DER AMAZONAS UND SEINE BEDEUTUNG FÜR DAS GLOBALE KLIMA

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

16. Derewjanko Ewgenija

VIRTUELLE WIRTSCHAFT ALS BLOCKCHAIN-INDUSTRIE TECHNOLOGIE IN DER UKRAINE

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

17. Orofiy Artur

WAGNISKAPITAL IN DEUTSCHLAND

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

18. Pohorila Victoria

MÜLLRECYCLING

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

19. Ponomarjowa Dascha

ENTWALDUNG

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

20. Saberezhna Walerija

UMWELTBEWUSSTSEIN IN DEUTSCHLAND

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

21. Scheremeta Tetjana

ETISCHE RELEVANZ DES GELDES

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

22. Woloschyna Walerija

UMWELTFREUNDLICHER VERKEHR

SECTION 3

INFORMATION TECHNOLOGY IN ECONOMICS, SCIENCE AND EDUCATION: THE LATEST TENDENCIES

*Supervising moderators: Semidotska V.A. - Lecturer
Savchuk T.L. – Lecturer*

- 1. Andrusenko Valerii**
ARTIFICIAL INTELLIGENCE IN UNMANNED DEVICES
Kyiv National University of Trade and Economics, Kyiv
- 2. Andrushchakevych Maryna**
THE IT SECTOR REQUIRES CONSTANT DEVELOPMENT AND IMPROVEMENT
Kyiv National University of Trade and Economics, Kyiv
- 3. Berezhnaya Anna**
INFORMATION SOCIETY AND INNOVATIVE DEVELOPMENT OF UKRAINE
University of State Fiscal Service of Ukraine, Irpin
- 4. Demidova Sophia**
THE INTERNET OF THINGS
Kyiv National University of Trade and Economics, Kyiv
- 5. Glushchenko Daryna**
«SMART» VIDEO SURVEILLANCE: LIFE IN THE SIGHTS OF CAMERAS WITH ARTIFICIAL INTELLIGENCE
Kyiv National University of Trade and Economics, Kyiv
- 6. Hudym Anastasiia**
PODCASTING AS PERSONALIZED MEDIA IN THE DIGITAL AGE
Kyiv National University of Trade and Economics, Kyiv
- 7. Kovtun Anna**
THE USE OF VIRTUAL REALITY IN VARIOUS FIELDS OF ACTIVITY
Kyiv National University of Trade and Economics, Kyiv
- 8. Kryzhanovska Diana**
TRENDS IN THE DEVELOPMENT OF SCIENTIFIC TECHNOLOGIES AT THE BEGINNING 20s OF THE 21st CENTURY
Kyiv National University of Trade and Economics, Kyiv
- 9. Myronenko Daria**
E-DOCUMENT MANAGEMENT SYSTEM IN UKRAINE
Kyiv National University of Trade and Economics, Kyiv
- 10. Nagorniuk Oleksandra**
PROS AND CONS OF AI SYSTEMS
Kyiv National University of Trade and Economics, Kyiv
- 11. Povazhnyi Mykhailo**
PRACTICAL ASPECTS OF BUSINESS PROCESS MODELING
Vinnitsia Institute of Trade and Economics of KNUTE, Vinnitsia
- 12. Sakhanda Anastasia**
PROSPECTS FOR THE DEVELOPMENT OF DISTANCE LEARNING IN HIGHER

EDUCATION

Kyiv National University of Trade and Economics, Kyiv

13. Shyika Alina

INFORMATION AND COMMUNICATION TECHNOLOGY IN EDUCATION DURING THE COVID-19 PANDEMIC

Kyiv National University of Trade and Economics, Kyiv

14. Shyshka Alina

THE IMPACT OF THE COVID-19 PANDEMIC ON THE DEVELOPMENT OF INFORMATION TECHNOLOGIES IN THE FIELD OF EDUCATION AND ECONOMY

Kyiv National University of Trade and Economics, Kyiv

15. Skorodynska Anastasiia

THE INCREDIBLE CAPABILITIES OF GPT-3 — HOW IT CAN SIMPLIFY OUR LIVES

Kyiv National University of Trade and Economics, Kyiv

16. Voloshina Ariana

THE NEW ERA OF QUANTUM TECHNOLOGIES

Kyiv National University of Trade and Economics, Kyiv

17. Zamurii Ivan

NEW TRENDS OF INFORMATION TECHNOLOGY AROUND THE WORLD

Kyiv National University of Trade and Economics, Kyiv

18. Zhykhor Roman

QUANTUM COMPUTATION

Kyiv National University of Trade and Economics, Kyiv, Ukraine

SECTION 4

INFORMATION SECURITY AND ITS ROLE IN BUSINESS, SCIENCE AND EDUCATION: THE LATEST TRENDS

Supervising moderators: Safiullina L.M. - Senior lecturer

Kulazhenko O.P. - Lecturer

1. Hakh Daria

CYBERSECURITY & INDUSTRY 4.0: SIGNIFICANT ASPECTS

Kyiv National University of Trade and Economics, Kyiv

2. Khoroshun Elizaveta

FIFTH GENERATION CYBERSECURITY: AN OVERVIEW

Kyiv National University of Trade and Economics, Kyiv

3. Stepanova Daria

3D PRINTING AND A CYBERSECURITY CONCERN

Kyiv National University of Trade and Economics, Kyiv

SECTION 5

FOREIGN LANGUAGES IN BUSINESS

*Supervising moderators: Tonkonoh I.V. - PhD in Pedagogics, Associate Professor
Yuvkovetska Y.O. - PhD in Philosophy, Associate Professor*

- 1. Baryshpol Mariya**
THE IMPORTANCE OF BEING BILINGUAL IN TODAY'S BUSINESS ENVIRONMENT
Kyiv National University of Trade and Economics, Kyiv
- 2. Barchukova Anastasiia**
THE IMPORTANCE OF MANDARIN CHINESE IN MODERN GLOBAL BUSINESS
Kyiv National University of Trade and Economics, Kyiv
- 3. Buchynska Viktoriia**
THE ROLE OF ENGLISH IN THE BUSINESS DEALING
Kyiv National University of Trade and Economics, Kyiv
- 4. Chumak Tatiana**
FOREIGN LANGUAGES IN INTERNATIONAL TOURIST BUSINESS
University of the State Fiscal Service of Ukraine, Irpen
- 5. Danylova Julia**
FOREIGN LANGUAGES IN ADVERTISING AND MARKETING
Kyiv National University of Trade and Economics, Kyiv
- 6. Gnedash Yegor**
THE ROLE OF ENGLISH LANGUAGE IN BUSINESS
Kyiv National University of Trade and Economics, Kyiv
- 7. Herasymenko Olena**
ADOPTION OF ENGLISH AS A SECOND LANGUAGE IN BUSINESS COMMUNICATION
Kyiv National University of Trade and Economics, Kyiv
- 8. Holoveshko Vitalina**
THE ROLE OF ENGLISH IN MODERN BUSINESS
Kyiv National University of Trade and Economics, Kyiv
- 9. Hryha Dariia**
IMPORTANCE OF A FOREIGN LANGUAGE FOR SPECIALISTS IN THE FIELD OF ECONOMICS AND FINANCE
Kyiv National University of Trade and Economics, Kyiv
- 10. Ibrahimova Nurana**
THE ROLE OF FOREIGN LANGUAGES IN THE MODERN LIFE
Kyiv National University of Trade and Economics, Kyiv
- 11. Ivanysh Valentyna**
THE ROLE OF FOREIGN LANGUAGES IN THE DEVELOPMENT OF MODERN STARTUPS
Kyiv National University of Trade and Economics, Kyiv
- 12. Lahoda Liliia, Zadorozhnii Edward**
ENGLISH ABBREVIATIONS USED IN THE PROCESS OF INFORMATION TECHNOLOGY PRODUCT DEVELOPMENT
Cherkasy State Business-College, Cherkasy

- 13. Lytvynov Oleksandr**
ASSIMILATION OF BRITISH-AMERICAN BORROWINGS IN THE LANGUAGE OF MODERN MARKETING
Kyiv National University of Trade and Economics, Kyiv
- 14. Makarova Hanna**
THE ADVANTAGES AND DISADVANTAGES OF FREELANCE LANGUAGE JOBS
Kyiv National University of Trade and Economics, Kyiv
- 15. Miroshnichenko Alina**
THE ROLE OF FOREIGN LANGUAGES IN THE MODERN TOURISM BUSINESS
Kharkiv College of Trade and Economics KNUTE, Kharkiv
- 16. Nagorna Anastasia**
THE BENEFITS OF LEARNING CHINESE FOR BUSINESS
Kyiv National University of Trade and Economics, Kyiv
- 17. Nesterova Alexandra**
ENGLISH IN MODERN BUSINESS
Kyiv National University of Trade and Economics, Kyiv
- 18. Petelko Yuliana**
PECULIARITIES OF ENGLISH-LANGUAGE SALES CONTRACTS AND THEIR TRANSLATION INTO UKRAINIAN
Kyiv National University of Trade and Economics, Kyiv
- 19. Petrenko Yelyzaveta**
INNOVATIVE METHODS IN FOREIGN LANGUAGES TEACHING
Kyiv National University of Trade and Economics, Kyiv
- 20. Rusnak Yaroslav**
PROFESSIONAL COMMUNICATION VIA INTERACTIVE MULTILINGUAL CLUB IN A VET SCHOOL
Chernivtsi high school of commerce affiliated with Kyiv National University of Trade and Economics, Chernivtsi
- 21. Ryabokha Maryna**
DEUTSCH ALS WIRTSCHAFTSSPRACHE
Nationale Universität für Handel und Wirtschaft, Kyjiw
- 22. Safonova Kateryna**
THE IMPORTANCE OF USING FOREIGN LANGUAGES IN BUSINESS WAYS OF EVERY PERSON
Kyiv National University of Trade and Economics, Kyiv
- 23. Todorova Domnikiiia**
THE ROLE OF FOREIGN LANGUAGES IN MODERN BUSINESS
Kyiv National University of Trade and Economics, Kyiv
- 24. Vasylets Anna**
NOT ONLY ENGLISH: THE IMPORTANCE OF A SECOND FOREIGN LANGUAGE FOR BUSINESS
Kyiv National University of Trade and Economics, Kyiv, Ukraine
- 25. Zubrytska Anastasia**
FOSTERING CONFIDENCE WHEN SPEAKING IN PUBLIC IN ENGLISH
Kyiv National University of Trade and Economics, Kyiv

SECTION 6

PHILOLOGY: THE RELEVANT ISSUES

Supervising moderators: Drozdova Y. V. – PhD in Pedagogics, Associate Professor

Kushmar L. V. - PhD in Philology, Associate Professor

- 1. Ahapitova Kristina**
THEORIES OF THE ORIGIN OF LANGUAGE
Kyiv National University of Trade and Economics, Kyiv
- 2. Borovyk Oksana**
PECULIARITIES OF TRANSLATING ENGLISH IDIOMATIC EXPRESSIONS INTO UKRAINIAN
Kyiv National University of Trade and Economics, Kyiv
- 3. Budnyk Veronika**
EUROPEAN PRIORITIES FOR FOREIGN LANGUAGE STUDYING IN HIGHER EDUCATION INSTITUTIONS
University of State Fiscal Service of Ukraine, Irpin
- 4. Dubovytska Anastasiia**
EXPRESSIVENESS OF ADVERTISING TEXT AND ITS REPRODUCTION IN THE UKRAINIAN TRANSLATION (ON THE MATERIAL OF TOURISM ADVERTISING)
Kyiv National University of Trade and Economics, Kyiv
- 5. Havrylko Kseniia**
BRITISH SOCIO-POLITICAL REALIA: THE PECULIARITIES OF TRANSLATION INTO UKRAINIAN LANGUAGE
Kyiv National University of Trade and Economics, Kyiv
- 6. Hlushchenko Yuliia**
THE WAYS OF REPRODUCING UKRAINIAN REALIA INTO ENGLISH (ON THE MATERIAL OF MASS MEDIA TEXTS)
Kyiv National University of Trade and Economics, Kyiv
- 7. Knyazeva Yulia**
TRANSLATION OF ABBREVIATIONS INTO UKRAINIAN IN THE TEXTS OF ENGLISH NEWSPAPER DISCOURSE
Kyiv National University of Trade and Economics, Kyiv
- 8. Kuk Kateryna**
THE CONCEPT OF FALSE FRIENDS OF TRANSLATORS AS THE SPEECH INTERFERENCE PHENOMENON
Kyiv National University of Trade and Economics, Kyiv
- 9. Liakhova Tetiana**
ENGLISH INDEFINITE PRONOUNS IN NOVEL “HARRY POTTER AND THE GOBLET OF FIRE” BY J. K. ROWLING AND THEIR TRANSLATION INTO UKRAINIAN: A CORPUS-BASED APPROACH
National Pedagogical Dragomanov University, Kyiv
- 10. Lysyana Valeria**
TRANSLATION PECULIARITIES OF TERMINOLOGY IN ENGLISH FASHION

AND BEAUTY INDUSTRY PUBLICISTIC TEXTS

Kyiv National University of Trade and Economics, Kyiv

11. Maslennikova Margaryta

SLANG-WÖRTER IM DEUTSCHSPRACHIGEN JUGENDLICHEN
INTERNET-DISKURS

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

12. Mykhailiuk Anastasiia

PECULIARITIES OF GENUINE AND LOAN INTERNATIONALISMS
TRANSLATION IN MODERN PUBLICISTIC TEXTS (BASED ON ARTICLES ON
THE BBC.COM WEBSITE)

Kyiv National University of Trade and Economics, Kyiv

13. Raskevych Alina

DIE DEUTSCHEN ENTLEHNUNGEN IN DER MODERNEN UKRAINISCHEN
SPRACHE

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

14. Sorokina Mariia

KOREAN AS A NEW TREND AMONG ASIAN LANGUAGES

Kyiv National University of Trade and Economics, Kyiv

15. Talanova Oryna

THE PECULIARITIES OF BRITISH SOCIO-POLITICAL REALIA TRANSLATION
INTO UKRAINIAN

Kyiv National University of Trade and Economics, Kyiv

16. Tarassjuk Wiktorija

MIGRATION UND SCHULE IN DEUTSCHLAND

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

17. Vasylets Anna

NOT ONLY ENGLISH: THE IMPORTANCE OF A SECOND FOREIGN LANGUAGE
FOR BUSINESS

Kyiv National University of Trade and Economics, Kyiv

18. Volkova Diana

SYNTACTIC AND LEXICAL FEATURES OF SCIENTIFIC AND TECHNICAL
TEXTS

Kyiv National University of Trade and Economics, Kyiv

19. Zaichuk Yuliia

PECULIARITIES OF GENUINE AND LOAN INTERNATIONALISMS
TRANSLATION IN MODERN PUBLICISTIC TEXTS

Kyiv National University of Trade and Economics, Kyiv

20. Ziuhanova Yuliia

PHRASEOLOGICAL UNITS WITH A COLOR COMPONENT, THEIR
TRANSLATION EQUIVALENTS

Kyiv National University of Trade and Economics, Kyiv

SECTION 7

WORLD ECONOMY AND INTERNATIONAL ECONOMIC RELATIONS

Supervising moderators: Bulenok S.M. – Senior lecturer

Khmil O.O. – Lecturer

- 1. Bezsmertna Oleksandra**
APPLICATION OF PROTECTIONIST METHODS IN UKRAINE
Kyiv National University of Trade and Economics, Kyiv
- 2. Boiko Bogdana**
THE INFLUENCE OF CORONAVIRUS PANDEMIC ON THE SYSTEM OF INTERNATIONAL ECONOMIC RELATIONS
Kyiv National University of Trade and Economics, Kyiv
- 3. Zubalii Kateryna**
AUSWIRKUNGEN DER CORONA-PANDEMIE AUF DIE DEUTSCHE WIRTSCHAFT
Nationale Universität für Handel und Wirtschaft Kyjiw, Kyjiw
- 4. Kabanets Snizhana**
AUTHORIZED ECONOMIC OPERATOR STATUS OR SYSTEM OF SIMPLIFICATIONS FOR SUBJECTS OF FOREIGN ECONOMIC ACTIVITY
Kyiv National University of Trade and Economics, Kyiv
- 5. Koval Sergey**
THE MAIN PROBLEMS OF DEVELOPMENT OF THE FOREIGN ECONOMIC ACTIVITY OF UKRAINE
Kyiv National University of Trade and Economics, Kyiv
- 6. Kozharko Khrystyna**
EFFICIENCY OF APPLICATION OF EXPORT TARIFF QUOTAS IN THE CONDITIONS OF UKRAINE'S EUROPEAN INTEGRATION
Kyiv National University of Trade and Economics, Kyiv
- 7. Kriukova Ksenia**
LOGISTICS MARKET: TRENDS, CURRENT CHALLENGES AND THEIR POSSIBLE SOLUTIONS
Kyiv National University of Trade and Economics, Kyiv
- 8. Lytvynova Olena**
PROTECTION OF THE RIGHTS OF SMALL AND MEDIUM-SIZED ENTERPRISES IN THE CONTEXT OF UKRAINE'S EUROPEAN INTEGRATION ASPIRATION
Kyiv National University of Trade and Economics, Kyiv
- 9. Linchevska Maria, Chaiun Myroslava**
ANALYSIS OF FULFILLMENT OF CRITERIA FOR UKRAINE ACCESSION TO THE EUROPEAN UNION
Kyiv National University of Trade and Economics, Kyiv
- 10. Makarova Hanna**
WAYS OF STRENGTHENING THE COMPETITIVENESS OF THE CHINESE ECONOMY DURING COVID-19 PANDEMIC
Kyiv National University of Trade and Economics, Kyiv
- 11. Medvedieva Iryna**
HANDELSBEZIEHUNGEN ZWISCHEN DER UKRAINE UND DEUTSCHLAND

Nationale Universität für Handel und Wirtschaft Kyjiw, Kyjiw

12. Nelipovych Daryna

PROSPECTS OF UKRAINE'S MEMBERSHIP IN PAN-EURO-MEDITERRANEAN
CONVENTION FOR SUBJECTS OF FOREIGN ECONOMIC ACTIVITY

Kyiv National University of Trade and Economics, Kyiv

13. Ruskykh Stefaniya

FINANCIAL INSTRUMENT SURE AND LABOUR MARKET DURING THE
CORONAVIRUS TIME

Kyiv National University of Trade and Economics, Kyiv

14. Tymchenko Maryna

FEATURES AND CURRENT STATE OF EXTERNAL ECONOMIC ACTIVITY OF UKRAINIAN
ENTERPRISES

Kyiv National University of Trade and Economics, Kyiv

15. Tomniuk Dmytro, Pavlyshyna Kateryna

FEATURES AND CURRENT PROBLEMS OF DANGEROUS GOODS TRANSPORTATION

Kyiv National University of Trade and Economics, Kyiv

16. Churikova Olha, Anatoliti Snizhana

PROSPECTS FOR EXPORT OF MILK POWDER FOR UKRAINE

Kyiv National University of Trade and Economics, Kyiv

17. Schen Tamila

DAS BANKENSYSTEM IN DEUTSCHLAND

Nationale Universität für Handel und Wirtschaft Kyjiw, Kyjiw

18. Schkuratowa Ljubow

TRANSPORTLOGISTIK

Nationale Universität für Handel und Wirtschaft Kyjiw, Kyjiw

19. Shul Valeria

INNOVATIONS IN THE AIR TRANSPORTATION AND THEIR IMPACT ON THE
ECONOMY

Kyiv National University of Trade and Economics, Kyiv

20. Yukhimenko Kirill

FACTORS AFFECTING FOREIGN DIRECT INVESTMENT DURING A PANDEMIC

Kyiv National University of Trade and Economics, Kyiv

SECTION 8

LEGAL SCIENCES AND LANGUAGE CULTURE OF A LAWYER

Supervising moderators: Hushcha G. V. - PhD in Pedagogy, Associate Professor

Tsymbalysta O.A. - PhD in Philology, Associate Professor

1. Hrusha Valeria

CHARACTERISTICS OF THE RIGHT TO A SAFE ENVIRONMENT AND HEALTH
ENVIRONMENT

University of the State Fiscal Service of Ukraine, Irpin

2. Khovaylo Elizaveta

LEGAL EDUCATION IN UKRAINE

Kyiv National University of Trade and Economics, Kyiv

3. Kostyrko Alina

THE HISTORY OF LEGAL ENGLISH AND WHY IT IS NOT APPROPRIATE IN INTERNATIONAL COMMERCIAL CONTRACTS

Kyiv National University of Trade and Economics, Kyiv

4. Linnyk Anna

RACIAL DISCRIMINATION: HISTORICAL AND LEGAL ASPECTS AND MODERN REALITIES (ON THE EXAMPLE OF THE USA)

Kyiv National University of Trade and Economics, Kyiv

5. Mykhailychenko Vladyslav

THE INFLUENCE OF COVID-19 ON LEGAL PRACTICE

Kyiv National University of Trade and Economics, Kyiv

6. Nehrii Artem

THE FORMATION OF LANGUAGE CULTURE OF A LAWYER

Kyiv National University of Trade and Economics, Kyiv

7. Onishchenko Anastasia

SHAPING THE CONCEPT OF HUMAN RIGHTS DURING THE BOURGEOIS REVOLUTIONS IN ENGLAND, FRANCE AND THE UNITED STATES AND ITS IMPACT ON THE DEVELOPMENT OF CIVIL SOCIETY

Kyiv National University of Trade and Economics, Kyiv

8. Oshiyko Maria, Lyubarska Ilona

PROBLEMS OF FUNCTIONING AND PROSPECTS OF DEVELOPMENT OF JURY

Educational and Scientific Institute of Law

University of the SFS of Ukraine, Irpin

9. Shcherbak Gennady

THE DEVELOPMENT OF ANIMAL LEGAL STATUS THROUGHOUT HUMAN HISTORY

Kyiv National University of Trade and Economics, Kyiv

10. Veryzhenko Dar'ia, Honcharenko Maryna

INTERNATIONAL LEGAL REGULATION OF PROTECTING CHILDREN'S RIGHTS

State Taxation University of Ukraine, Irpin

SECTION 9

ADVERTISING AND MARKETING COMMUNICATIONS

Supervising moderators: Ternova O.I. – Senior lecturer

Ovcharova O.V. – Lecturer

1. Alfimova Viktoria

CHARACTERISTICS, TYPES AND OBJECTIVES OF ADVERTISING. MARKETING COMMUNICATIONS AND ITS OBJECTIVES

Kyiv National University of Trade and Economics, Kyiv

2. Antoniuk Ilona

IMPACT AND PROSPECTS OF ADVERTISING

Kyiv National University of Trade and Economics, Kyiv

3. Bartosh Hanna

THE ENTERPRISE MARKETING STRATEGY ANALYSIS

- Kyiv National University of Trade and Economics, Kyiv*
- 4. Bilotserkivets Iryna**
ADVERTISING WARS
Kyiv National University of Trade and Economics, Kyiv
 - 5. Burkenya Yelyzaveta**
SOCIAL MEDIA AS AN EFFECTIVE TOOL FOR COMPETITIVE MARKETING
COMMUNICATION
Kyiv National University of Trade and Economics, Kyiv
 - 6. Firsova Juliya**
THE PERSPECTIVE OF VIRTUAL AND AUGMENTED REALITY AS NEW TRENDS OF
MARKETING
Kyiv National University of Trade and Economics, Kyiv
 - 7. Fomenkova Alina**
GREEN MARKETING AND ECO-FRIENDLY BRANDS CREATE A NEW FASHION INDUSTRY
IN UKRAINE
Kyiv National University of Trade and Economics, Kyiv
 - 8. Fomska Sofiia**
PSYCHOLOGICAL FACTORS INFLUENCING CONSUMER BEHAVIOUR
Kyiv National University of Trade and Economics, Kyiv
 - 9. Hordovska Olha**
COGNITIVE BIASES IN THE MARKETING
Kyiv National University of Trade and Economics, Kyiv
 - 10. Hurnovych Kateryna**
JUST TOUCH - OUR FUTURE OR PRESENT?
Kyiv National University of Trade and Economics, Kyiv
 - 11. Hutsul Olha**
THE IMPACT OF AGGRESSIVE ADVERTISING ON SOCIETY
Kyiv National University of Trade and Economics, Kyiv
 - 12. Ishchenko Anastasiia**
THE WORLD OF ADVERTISING
National University of Trade and Economics, Kyiv
 - 13. Iwaschko Marija**
ERFOLGREICHE WERBESTRATEGIEN DURCH FIELFALT DER WERBEARTEN
Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw
 - 14. Kobylskaya Daria**
MODERN TRENDS IN ADVERTISING
Kyiv National University of Trade and Economics, Kyiv
 - 15. Kharchenko Anastasia**
THE NEW NETIQUETTE: INTERNET ETIQUETTE IN A MODERN WORLD
Kyiv National University of Trade and Economics, Kyiv
 - 16. Kostiuk Veronika**
THE IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR IN UKRAINE
Kyiv National University of Trade and Economics, Kyiv
 - 17. Kucher Inna**
HOW TO PROTECT YOURSELF FROM SURPLUS OF INFORMATION AND STAY
BALANCED DURING THE PANDEMIA
Kyiv National University of Trade and Economics, Kyiv
 - 18. Marchuk Andrii**

THE ROLE OF DIGITAL MARKETING UNDER QUARANTINE

Kyiv National University of Trade and Economics, Kyiv

19. Moskvina Anna

INTRODUCING INTERNET MARKETING COMMUNICATIONS AS AN OPPORTUNITY FOR ENTERPRISE DEVELOPMENT DURING S PANDEMIC

Kyiv National University of Trade and Economics, Kyiv

20. Nesteruk Mariia

THE IMPACT OF ADVERTISING ON PEOPLE'S EMOTIONS

Vinnitsia Trade and Economic Institute of KNUTE, Vinnitsia

21. Oleshko Viktoriia

MANIPULATION IN ADVERTISING

Kyiv National University of Trade and Economics, Kyiv

22. Pavlyk Solomiia

IMPORTANCE OF EMOTIONS IN MARKETING COMMUNICATIONS

Kyiv National University of Trade and Economics, Kyiv

23. Shcherbakov Ilya

AFFILIATE MARKETING AS A HELPFUL TOOL FOR SMALL BUSINESSES TO BE ON THE RISE

Kyiv National University of Trade and Economics, Kyiv

24. Scherechora Anzhela

SOZIALKOMPETENZEN IM FÜHRUNGSSTIL

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw.

25. Sihulya Valeria

IMPORTANCE OF DIGITAL MARKETING FOR BUSINESSES IN 2021

Kyiv National University of Trade and Economics, Kyiv

26. Tashcheva Elizabeth

MARKETING POTENTIAL WITH SOCIAL NETWORKS

Kyiv National University of Trade and Economics, Kyiv

27. Troyanovska Zlata

MARKETING STRATEGIES IN ANTI-CRISIS MANAGEMENT

Kyiv National University of Trade and Economics, Kyiv

28. Vlasenko Angelina

SOCIAL MEDIA MARKETING TRENDS 2021

Kyiv National University of Trade and Economics, Kyiv

29. Voitenkov Demian

ADVERTISING AS AN EFFECTIVE MARKETING TOOL

Kyiv National University of Trade and Economics, Kyiv

30. Volkova Daria, Hryshyna Yelyzaveta

INSTAGRAM AS AN EFFECTIVE PLATFORM FOR PROMOTING GOODS AND SERVICES

Kyiv National University of Trade and Economics, Kyiv

31. Zibarieva Oleksandra

ETHICS IN MARKETING COMMUNICATION

Kyiv National University of Trade and Economics, Kyiv

32. Zhovnovatyuk Maria

WAYS TO ENCOURAGE CUSTOMERS IN TODAY'S WORLD

Kyiv National University of Trade and Economics, Kyiv

SECTION 10

COMPETITIVENESS MANAGEMENT OF ORGANIZATIONS AND COUNTRIES

Supervising moderators: Starosta H.A. – Senior Lecturer

Nezhyva O.M. – Doctor of Philosophical Sciences, Associate Professor

1. Grechuha Julia

ENTERPRISE COMPETITIVENESS MANAGEMENT IN THE CONDITIONS OF GLOBALIZATION

Kyiv National University of Trade and Economics, Kyiv

2. Kyryk Yuliia

FORMATION OF A STRATEGY TO INCREASE THE COMPETITIVENESS OF THE ENTERPRISE

Kyiv National University of Trade and Economics, Kyiv

3. Kostetskyi Maksym

EMPLOYMENT OF THE FILM EDITING DIRECTOR IN THE USA AND CANADA

Kyiv National University of Trade and Economics, Kyiv

4. Kuzinska Valeriia

A THEORETICAL PERSPECTIVE ON THE DIFFERENCE BETWEEN LEADERSHIP AND MANAGEMENT

Vinnitsia Institute of Trade and Economics KNUTE, Vinnitsia

5. Medvedieva Iryna, Bahirova Elina

HR-MANAGER: PROSPECTS FOR EMPLOYMENT IN THE LABOR MARKETS

Kyiv National University of Trade and Economics, Kyiv

6. Myronez Jaroslawa

ZEITMANAGEMENT IM UNTERNEHMEN

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

7. Ohurtsova Maryna

COUNTRIES' COMPETITIVENESS: GLOBAL RANKINGS AND EVALUATION ACTORS

Kyiv National University of Trade and Economics, Kyiv

8. Slotschewska Wiktorija

UNTERNEHMENS- UND PERSONALFÜHRUNG

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

SECTION 11

COMMODITY INNOVATION POLICY OF THE ENTERPRISE

Supervising moderators: Oleksandrova G.M. - Candidate of Sciences in Philology, Associate

Professor of the Department of Modern European Languages

Oleshko N.M. – Senior lecturer

Panasiuk N.V. – Lecturer

1. Damchuk Daria

THE ROLE OF INNOVATION MANAGEMENT FOR ENTERPRISES

Kyiv National University of Trade and Economics, Kyiv

2. Hytra Olena

FACTORS INFLUENCING PRICING POLICY

Vinnitsia Institute of Trade and Economics KNUTE, Vinnitsia

3. Lukina Margarita, Shlapak Olga

METHODS OF GENERATING IDEAS OF NEW GOODS

Vinnitsia Trade and Economic Institute KNUTE, Vinnitsia

4. Palchyk Yelyzaveta

PLANNING AND ORGANIZATION OF NEW PRODUCT CREATION

Kyiv National University of Trade and Economics, Kyiv

5. Skrytska Irina

NOVELTIES IN THE COMPANY'S PRODUCT INNOVATION POLICY: FEATURES OF SELECTION AND IMPLEMENTATION

Kyiv National University of Trade and Economics, Kyiv

SECTION 12

PERSONALITY AND SOCIAL PSYCHOLOGY

Supervising moderators: Rebchenko O.S. – Lecturer

Kravchuk T. V. – Lecturer

1. Burlaka Maksym

STUDY OF PERCEPTIVE MODALITY IN THE CONTEXT OF MANIFESTATIONS OF CAUSAL ATTRIBUTION

Vinnitsia Trade and Economic Institute KNTEU, Vinnitsia

2. Demydiuk Viktoriia

THE IMPORTANCE OF SOCIAL PSYCHOLOGY FOR THE FUNCTIONING OF SOCIETY

Kyiv National University of Trade and Economics, Kyiv

3. Dovhal Maria

INFLUENCE OF BOOKS ON HUMAN

Kyiv National University of Trade and Economics, Kyiv

4. Hetman Diana

THE IMPACT OF COVID-19 ON THE MENTAL STATE OF THE POPULATION

Kyiv National University of Trade and Economics, Kyiv

5. Kachalova Viktoria

INFLUENCE OF NEWS ON HUMAN BEHAVIOR

Kyiv National University of Trade and Economics, Kyiv

6. Kaliuzhna Anastasiia, Fesenko Valentyna

COMMUNICATIVE COMPETENCE AS A WAY TO PREVENT EMOTIONAL BURNOUT IN TRADE

Kyiv National University of Trade and Economics, Kyiv

7. Kovalenko Alina

DER EINFLUSS DER MUSIK AUF DIE PSYCHOLOGIE

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

8. Krupa Roman

COGNITIVE PROCESSES IN SPORT. INTERNAL DIALOGUE AS THE MECHANISM OF SELF-REGULATION

Kyiv National University of Trade and Economics, Kyiv

9. Medvedeva Dasha

PERSONALLY INTANGIBLE RIGHTS OF AN INDIVIDUAL

Kyiv National University of Trade and Economics, Kyiv

10. Onyshko Jana

WORLD VISION DEUTSCHLAND

Kyjiwer Nationale Universität für Handel und Wirtschaft, Kyjiw

11. Peleshok Olha

DIGITAL DETOX AS THE WAY TO FREEDOM FROM DAILY ROUTINE AND TECHNOLOGY ADDICTION

Kyiv National University of Trade and Economics, Kyiv

12. Pohorila Viktoriya

HOW MUSIC AFFECTS OUR BRAINS

Kyiv National University of Trade and Economics, Kyiv

13. Pruglo Iлона

DEVELOPMENT OF COMMUNICATION SKILLS AS A MEANS OF OVERCOMING BARRIES OF COMMUNICSTION

Kyiv National University of Trade and Economics, Kyiv

14. Pukhovichova Diana

FORMATION OF PERSONALITY SELF-ASSESSMENT AND ITS INFLUENCE ON HUMAN PSYCHE

Kyiv National University of Trade and Economics, Kyiv

15. Romanchenko Irina

SOCIAL MEDIA ADDICTION AMONG UNIVERSITY STUDENTS

Kyiv National University of Trade and Economics, Kyiv

16. Shemet Kate

THE IMPACT OF SOCIAL NETWORKS ON A PERSON

Kyiv National University of Trade and Economics, Kyiv

17. Spichak Alina

PSYCHOLOGY OF PERSONALITY AND SOCIETY IN A PANDEMIC

Kharkiv College of Trade and Economics KNUTE, Kharkiv