

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
STATE 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

VI All-Ukrainian Scientific and Practical Student Conference

**“THE SCIENCE OF THE XXI CENTURY:
CHALLENGES OF THE CONTEMPORANEITY”**

May 11, 2023

Kyiv

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



ПРОГРАМА

VI Всеукраїнської студентської науково-практичної конференції

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

11 травня 2023

Київ

May 11, 2023: ZOOM

- 9:55 – 10:00** – Registration.
10:00 – 10:15 – Conference Opening. Welcome Speeches.
10:15 – 11:15 – Plenary Session. Students' Presentations.
11:15 – 11:30 – Break.
11:30 – 15:00 – 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: **622 358 9648**

Password: **bHWC2p**

Join the meeting:

<https://us04web.zoom.us/j/6223589648?pwd=YzVoYUxsb0gwSINUV1RzblRkK2YwZz09>

- 1. Ruta Kateryna,**
FAILURE THREAT OR CRISIS AS AN OPPORTUNITY UNDER WAR CONDITIONS
State University of Trade and Economics, Kyiv
- 2. Karpenko Maria,**
PR STRATEGY AND THE ROLE OF SOCIAL MEDIA IN PRESIDENTIAL ELECTION CAMPAIGN IN UKRAINE
State University of Trade and Economics, Kyiv
- 3. Skyba Maxym,**
E-COMMERCE FRAUD
State University of Trade and Economics, Kyiv
- 4. Tokar Valeriia,**
THE EXPRESS DELIVERY MARKET: SURVIVAL DURING THE WAR
State University of Trade and Economics, Kyiv
- 5. Zabazna Kateryna,**
ARTIFICIAL INTELLIGENCE: PITFALLS AND PROSPECTS OF TODAY
State University of Trade and Economics, Kyiv
- 6. Kovalenko Maria,**
SAVINGS OF HOUSEHOLDS IN UKRAINE
State University of Trade and Economics, Kyiv
- 7. Fokina Olena,**
DIGITALES MARKETING IN DEUTSCHLAND
Staatliche Universität für Handel und Wirtschaft, Kyjiw

SECTION 1

ECONOMICS, FINANCE AND AUDIT

*Supervising moderators: Borshchovetska V.D. – Associate Professor,
Poidyn M.O. – Lecturer, Mamchenko S.P. – Senior Lecturer*

Meeting ID: **848 9830 8188**

Password: **239012**

Join the meeting: <https://knu-te-educ.ua.zoom.us/j/84898308188?pwd=R3k3MTE3SGIvTIJZMGMVHaEtoDhEZz09>

Für die Teilnehmer*innen mit **deutscher Sprache** - unter dem Link :

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

Konferenz - ID: **796 3478 6720**

Password: **7PT8Cv**

- 1. Antoniuk Tetiana**
FOREIGN EXPERIENCE OF RECOVERY OF FINANCIAL MARKETS AFTER RECESSION
Vinnitsia Institute of Trade and Economics of State University of Trade and Economics, Vinnitsia
- 2. Baltak Ilona**
BANKING SYSTEM OF UKRAINE UNDER THE MARTIAL LAW
Vinnitsia Institute of Trade and Economics of State University of Trade and Economics, Vinnitsia
- 3. Bidylo Elyzaveta**
AGRICULTURAL SECTOR IN UKRAINE DURING THE WAR
State University of Trade and Economics, Kyiv
- 4. Bilobzhytska Tetiana**
PROBLEMS OF PLANNING FOREIGN ECONOMIC ACTIVITIES OF ENTERPRISES UNDER THE CONDITIONS OF MARTIAL LAW
State University of Trade and Economics, Kyiv
- 5. Borozniak Ilona**
PRICE METHOD OF COMPETITION IN THE MARKET
State University of Trade and Economics, Kyiv
- 6. Chervonii Anna**
DEVELOPMENT OF INCREASING COMPETITIVENESS OF THE COMPANY
Uman State Pedagogical Pavlo Tychiny University, Uman
- 7. Chihichina Marina**
DEVELOPMENT AND FUTURE PROSPECTS OF THE DIGITAL ECONOMY IN UKRAINE
State University of Trade and Economics, Kyiv
- 8. Datskevich Vyacheslav**
THE USE OF ARTIFICIAL INTELLIGENCE IN ACCOUNTING. CAN ARTIFICIAL INTELLIGENCE REPLACE AN ACCOUNTANT?
Vinnitsia Institute of Trade and Economics of State University of Trade and Economics, Vinnitsia
- 9. Dobroshtan Maryna**
ECOLOGY AND ECONOMY: POINT OF CONTACT AND CONFRONTATION
State University of Trade and Economics, Kyiv

- 10. Dobryden Sofia**
DEVELOPMENT OF DIGITAL BANKING IN UKRAINE
State University of Trade and Economics, Kyiv
- 11. Drin Taras**
FINANZIERUNG DES AUFENTHALTES DER UKRAINISCHEN FLÜCHTLINGE WÄHREND DES KRIEGES
Institut für Handel und Wirtschaft der Staatlichen Universität für Handel und Wirtschaft, Tscherniwzi
- 12. Dunska Nadiia**
FEATURES OF THE APPLICATION OF FOREIGN INVESTMENTS IN UKRAINE IN THE WAR CONDITIONS
Vinnitsia Institute of Trade and Economics of State University of Trade and Economics, Vinnitsia
- 13. Gutsaliuk Kseniia**
CHANGES IN THE MARKETING OF UKRAINIAN BRANDS AFTER THE START OF A FULL-SCALE WAR
State University of Trade and Economics, Kyiv
- 14. Harafonova Maryna**
TAXATION SYSTEM OF UKRAINE
State University of Trade and Economics, Kyiv
- 15. Hrebets Daryna**
BUSINESS IN CONDITIONS OF FULL-SCALE WAR IN UKRAINE
State University of Trade and Economics, Kyiv
- 16. Humeniuk Sofia**
THE ROLE OF INVESTORS IN THE FINANCIAL SYSTEM
State University of Trade and Economics, Kyiv
- 17. Karpenko Oleh**
THE ECONOMIC IMPACTS OF THE COVID-19 PANDEMIC
State University of Trade and Economics, Kyiv
- 18. Kobernik Valentina**
THE IMPACT OF TRADE LIBERALIZATION ON ECONOMIC GROWTH AND DEVELOPMENT
State University of Trade and Economics, Kyiv
- 19. Korzhenivska Anna; Teptiuk Viktoriia**
CHATGPT AND ITS APPLICATIONS IN FINANCE, ECONOMICS, AND DATA SCIENCE
Taras Shevchenko National University of Kyiv, Kyiv
- 20. Kramarenko Tetiana**
FINANZIERUNG SOZIALER SICHERUNGSSYSTEME IN DEUTSCHLAND
Staatliche Universität für Handel und Wirtschaft, Kyjiw
- 21. Kravtsiv Tetiana**
THE IMPACT OF EXCHANGE RATE VOLATILITY ON FOREIGN ECONOMIC ACTIVITY
State University of Trade and Economics, Kyiv
- 22. Krynska Anna-Mariia**
THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE WORLD ECONOMY
State University of Trade and Economics, Kyiv
- 23. Kustryn Oleg**
ADAPTATION OF UKRAINIAN ENTERPRISES TO THE CONDITION OF INTERNATIONAL BUSINESS
Separate Structural Unit of the Burshtyn Trade and Economic College of the State Trade and Economic University, Burshtyn

- 24. Kviatkivska Anastasia**
UNEMPLOYMENT IN THE MODERN WORLD
State University of Trade and Economics, Kyiv
- 25. Ladyka Irina**
SOME CONSIDERATIONS ON THE UKRAINIAN ECONOMY UNDER THE RUSSIAN INVASION
State University of Trade and Economics, Kyiv
- 26. Lysyi Vitalii**
THE BUDGET POLICY OF UKRAINE UNDER MARTIAL LAW
State University of Trade and Economics, Kyiv
- 27. Lyudkovska Julia**
IMPACT OF MARTIAL LAW ON THE STOCK MARKET OF UKRAINE
Vinnitsia Institute of Trade and Economics of State University of Trade and Economics, Vinnitsia
- 28. Maiboroda Ivanna**
DER BEGRIFF „WETTBEWERB“ UND SEINE ARTEN
Staatliche Universität für Handel und Wirtschaft, Kyjiw
- 29. Melnyk Mariia**
TRANSPORT INFRASTRUCTURE IN WARTIME CONDITIONS
State University of Trade and Economics, Kyiv
- 30. Movchan Diana**
PRIORITY VECTORS OF THE REFORM OF THE FINANCIAL SECTOR OF UKRAINE IN THE POST-WAR PERIOD
Vinnitsia Institute of Trade and Economics of State University of Trade and Economics, Vinnitsia
- 31. Mozharivska Karina**
THE STATE AND NEEDS OF BUSINESS IN WARTIME CONDITIONS
State University of Trade and Economics, Kyiv
- 32. Nazarevich-Marchenko Solomiya**
THE IMPACT OF TRADE LIBERALIZATION ON ECONOMIC GROWTH AND DEVELOPMENT
State University of Trade and Economics, Kyiv
- 33. Opanasiuk Diana**
FOREIGN ECONOMIC ACTIVITIES DURING THE WAR
State University of Trade and Economics, Kyiv
- 34. Osipchuk Bohdan**
INTERACTION OF BANKS WITH FINTECH COMPANIES
State University of Trade and Economics, Kyiv
- 35. Pahalchuk Alina**
ZWEI EBENE UND DREI-SÄULEN-STRUKTUR DES DEUTSCHEN BANKENSYSTEMS
Staatliche Universität für Handel und Wirtschaft, Kyjiw
- 36. Pikhotska Yuliia, Maltseva Anastasiia**
ECONOMIC GROWTH IN EMERGING MARKETS: OPPORTUNITIES AND PROBLEMS FOR INVESTORS
Taras Shevchenko National University of Kyiv, Kyiv
- 37. Pravnyk Alina**
SUPPORT OF SMALL AND MEDIUM-SIZED BUSINESSES DURING THE WAR
State University of Trade and Economics, Kyiv
- 38. Prylenska Karyna**
BANK LENDING IN MODERN CONDITIONS OF ECONOMIC DEVELOPMENT OF UKRAINE
State University of Trade and Economics, Kyiv

- 39. Pushkar Kateryna; Shevchenko Iryna**
DIGITAL INNOVATION IN THE FINANCIAL SECTOR: NEW OPPORTUNITIES
State University of Trade and Economics, Kyiv
- 40. Pylypenko Katerina**
THE STATE AND DEVELOPMENT OF THE PRECIOUS METALS MARKET IN UKRAINE
State University of Trade and Economics, Kyiv
- 41. Saberezhna Walerija**
DIE AUSWIRKUNGEN DES KRIEGES IN DER UKRAINE AUF DEUTSCHE WIRTSCHAFT
Staatliche Universität für Handel und Wirtschaft, Kyjiw
- 42. Scheremeta Tetjana**
AUF DEM WEG ZU NEUEN DIGITALEN GELDORDNUNGEN
Staatliche Universität für Handel und Wirtschaft, Kyjiw
- 43. Serdiuk Kristina**
THE SHADOW MARKET
State University of Trade and Economics, Kyiv
- 44. Sezonenko Mykyta**
THE RELEVANCE OF HYMAN MINSKY'S IDEAS
IN MODERN ECONOMY
State University of Trade and Economics, Kyiv
- 45. Shyrchenko Bohdana**
INVESTING IN THE TIMES OF WAR
State University of Trade and Economics, Kyiv
- 46. Smirnov Rostyslav; Melnyk Karyna**
ECONOMIC ADVANTAGES OF UKRAINE'S MEMBERSHIP IN THE EUROPEAN UNION
Taras Shevchenko National University of Kyiv
- 47. Sukholytko Veronika**
RECONSTRUCTION OF THE ECONOMY AFTER THE WAR IN UKRAINE
State University of Trade and Economics, Kyiv
- 48. Khlyvniuk Iryna**
ANALYSIS OF INVESTMENT PORTFOLIOS AND THEIR IMPACT ON RISK AND RETURN
State University of Trade and Economics, Kyiv
- 49. Khrystoforova Polina**
THE IMPACT OF RUSSIA'S FULL-SCALE MILITARY AGGRESSION ON THE UKRAINIAN
INDUSTRY
State University of Trade and Economics, Kyiv
- 50. Tarassjuk Wiktorij**
FINANZIERUNGSLEASINGVERTRAG UND SEINE AUSWIRKUNGEN
Staatliche Universität für Handel und Wirtschaft, Kyjiw
- 51. Todchuk Tetiana**
FINANCIAL MARKET OF UKRAINE IN EUROPEAN INTEGRATION PROCESSES
Vinnitsia Institute of Trade and Economics of State University of Trade and Economics, Vinnitsia
- 52. Vasyliuk Viktoriia**
PROSPECTS FOR THE DEVELOPMENT OF FOREIGN INVESTMENT IN UKRAINE
Vinnitsia Institute of Trade and Economics of State University of Trade and Economics, Vinnitsia

SECTION 2

INFORMATION TECHNOLOGIES

*Supervising moderators: Danchenko L.M. –Senior Lecturer,
Semidotska V.A. – Senior Lecturer*

Meeting ID: **803 538 7614**

Password: **Kpd8GN**

Join the meeting: <https://us04web.zoom.us/j/8035387614>

- 1. Andreychenko Andriy**
WEB DEVELOPMENT
State University of Trade and Economics, Kyiv
- 2. Antoniuk Andrii**
STRENGTHS AND WEAKNESSES OF DISTANCE LEARNING IN UKRAINE
State University of Trade and Economics, Kyiv
- 3. Bojko Roman**
NOWOCZESNE NARZĘDZIA BUSINESS INTELLIGENCE DO ANALIZY DZIAŁALNOŚCI PRZEDSIĘBIORSTWA
Winnicki Instytut Handlu i Ekonomii Państwowego Uniwersytetu Handlu i Ekonomii, Vinnytsia
- 4. Galchynska Sofiia, Topchiy Rostyslav**
USING THE LATEST ARTIFICIAL INTELLIGENCE CHATGPT IN THE DEVELOPMENT OF PROGRAMS
State University of Trade and Economics, Kyiv
- 5. Halatenko Daria**
HOW DID THE WAR CHANGE THE IT INDUSTRY IN UKRAINE?
State University of Trade and Economics, Kyiv
- 6. Hnatchenko Anastasia**
PROBLEMS AND PROSPECTS OF USING ARTIFICIAL INTELLIGENCE
State University of Trade and Economics, Kyiv
- 7. Honcharuck Andrii**
DIGITAL TRANSFORMATION IN THE BANKING SECTOR: PROSPECTS FOR UKRAINE
State University of Trade and Economics, Kyiv
- 8. Hrushchynsyi Yurii**
THE MAIN PECULIARITIES OF DATA PROTECTION REGULATION
State University of Trade and Economics, Kyiv
- 9. Ihnatovych Oleksandra**
THE IMPACT OF THE VISUAL ON BUSINESS
State University of Trade and Economics, Kyiv
- 10. Ivasenko Kateryna**
THE INFLUENCE OF INFORMATION TECHNOLOGIES ON THE DEVELOPMENT OF MODERN SOCIETY
State University of Trade and Economics, Kyiv
- 11. Koval Anastasia**
ARTIFICIAL INTELLIGENCE IN COMPUTER GAMES
State University of Trade and Economics, Kyiv

- 12. Kravchuk Valeriia**
UI / UX DESIGN
State University of Trade and Economics, Kyiv
- 13. Mykytenko Volodymyr**
ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING: CURRENT STATE AND PROSPECTS FOR DEVELOPMENT
State University of Trade and Economics, Kyiv
- 14. Rumyantseva Polina**
VIRTUAL REALITY IN EDUCATION: NEW OPPORTUNITIES FOR LEARNING
State University of Trade and Economics, Kyiv
- 15. Rybachok Iryna**
VR AND AR
State University of Trade and Economics, Kyiv
- 16. Segeda Kateryna**
USING OF 3D GRAPHICS IN EVERYDAY LIFE
State University of Trade and Economics, Kyiv
- 17. Shevchuk Victoria**
NOWOCZESNE TECHNOLOGIE BEZPIECZEŃSTWA INFORMACJI
Winnicki Instytut Handlu i Ekonomii Państwowego Uniwersytetu Handlu i Ekonomii, Vinnytsia
- 18. Shtrikker Dmytro**
THE INCOME CALCULATION APPLICATION FOR THE INVESTOR
National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute", Kyiv
- 19. Tiutiun Anastasiia**
FEATURES OF NATURAL LANGUAGE PROCESSING
State University of Trade and Economics, Kyiv
- 20. Tkachenko Yaroslav, Bikmaiev Artem**
USING IT IN WARTIME
State University of Trade and Economics, Kyiv
- 21. Tsivka Vlada**
IMPORTANCE OF INFORMATION TECHNOLOGIES IN TODAY'S WORLD
State University of Trade and Economics, Kyiv
- 22. Vasko Anastasiia**
BLOCKCHAIN: HOW IT WORKS, APPLICATIONS AND PROSPECTS
State University of Trade and Economics, Kyiv
- 23. Volosatskyi Oleh**
ARTIFICIAL INTELLIGENCE: PROS AND CONS OF CHATGPT
State University of Trade and Economics, Kyiv
- 24. Vorobiova Valeriia**
INFORMATION TECHNOLOGY IN WARFARE
State University of Trade and Economics, Kyiv
- 25. Vovkotrub Viktoriia**
ARTIFICIAL INTELLIGENCE AS A BREAKTHROUGH OF THE MODERN LIFE
State University of Trade and Economics, Kyiv
- 26. Vozyuk Yulia**
EFFECTIVE USE OF BIG DATA
State University of Trade and Economics, Kyiv

- 27. Yandyk Anastasia**
TEACHER'S DIGITAL COMPETENCE IN THE CONDITIONS OF EDUCATION
TRANSFORMATION
State Tax University, Irpin
- 28. Zasadiuk Alona**
IT CAPABILITIES DURING THE WAR
FACE THEM
State University of Trade and Economics, Kyiv
- 29. Zelenina Julia**
WORK EXPERIENCE OR HIGHER EDUCATION: WHAT IS MORE IMPORTANT FOR A
PROGRAMMER?
State University of Trade and Economics, Kyiv
- 30. Zharova Daria**
THE ERA OF ARTIFICIAL INTELLIGENCE
State University of Trade and Economics, Kyiv

SECTION 3 PHILOLOGICAL SCIENCES

*Supervising moderator: Bogatyrova K.V. – Lecturer,
Mamchenko S.P. – Senior Lecturer*

Meeting ID: **816 0399 5772**

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Konferenz - ID: **796 3478 6720**

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- 1. Anasenko Kate**
THE PECULIARITIES OF HIBERNO-ENGLISH. THE COMPARATIVE ANALYSIS OF IRISH AND
SCOTTISH VARIANTS OF THE ENGLISH LANGUAGE
State University of Trade and Economics, Kyiv
- 2. Andreyan Margaryta**
COMMUNICATIVE AND PRAGMATIC SPECIFICITY OF THE "LAW" GENRE
State University of Trade and Economics, Kyiv
- 3. Andrievska Kateryna**
ECOLOGICAL VALUES OF STUDENT YOUTH IN MODERN UKRAINIAN SOCIETY
State University of Trade and Economics, Kyiv

- 4. Aniiienko Yelyzaveta**
THE STUDY OF STYLISTICALLY COLORED VOCABULARY IN POLITICAL ELOQUENCE
State University of Trade and Economics, Kyiv
- 5. Asmakovska Daria, Ilnitska Anastasiya**
ENGLISH PHRASEOLOGY IN BUSINESS COMMUNICATION
State University of Trade and Economics, Kyiv
- 6. Atmzhova Anastasia**
LANGUAGE BARRIER AS AN OBSTACLE TO COMMUNICATION
State University of Trade and Economics, Kyiv
- 7. Bulda Kateryna**
PROBLEMS OF TRANSLATION OF ENGLISH PROVERBS AND SAYINGS
State University of Trade and Economics, Kyiv
- 8. Demydova Veronika**
MODERN SLANG IS AN ORDEAL FOR TRANSLATORS
State University of Trade and Economics, Kyiv
- 9. Drozd Anastasia**
LANGUAGE POLICY: THE IMPACT OF POLICY ON THE LANGUAGE SITUATION IN COUNTRIES AND REGIONS
State University of Trade and Economics, Kyiv
- 10. Ferkaliak Angelina**
A SYNOPSIS OF SLANG'S HISTORY
State University of Trade and Economics, Kyiv
- 11. Herasymenko Olena, Horchynska Alina**
ETHNIC-CULTURAL COMPONENT OF PHRASEOLOGICAL UNITS
State University of Trade and Economics, Kyiv
- 12. Honcharenko Arina**
COGNITIVE APPROACH TO LEARNING FOREIGN LANGUAGES
State University of Trade and Economics, Kyiv
- 13. Honcharuk Viktoriia, Sonhara Veronika**
EXISTENTIAL CHOICE OF YOUTH IN WAR CONDITIONS 2022-2023
Separated Structural Unit "Vinnytsia Professional College of Trade and Economics of State University of Trade and Economics, Vinnytsia"
- 14. Hordin Yuliia**
THE ROLE OF TRANSLATION IN PRESERVING AND DISSEMINATING CULTURAL VALUES
State University of Trade and Economics, Kyiv
- 15. Hudyk Alona**
THE ROLE OF METAPHOR IN MODERN LINGUISTICS
State University of Trade and Economics, Kyiv
- 16. Ivanova Anastasia**
SIGNIFICANCE OF IDIOMS FOR TRANSLATORS
State University of Trade and Economics, Kyiv
- 17. Ivanova Anastasia, Demydova Veronika**
DIALEKTE ALS MERKMAL DER DEUTSCHEN SPRACHE
Staatliche Universität für Handel und Wirtschaft, Kyjiw
- 18. Ilnytskyi Denys**
MOTIVE UND URSACHEN FÜR DIE ENTSTEHUNG DER JUGENDSPRACHE
Staatliche Universität für Handel und Wirtschaft, Kyjiw

- 19. Kaika Inna**
THE USAGE AND FUNCTION OF PHRASEOLOGICAL UNITS IN MODERN ENGLISH
SPEAKING MASS MEDIA
State University of Trade and Economics, Kyiv
- 20. Khrebtak Sofiia**
NEOLOGISMS' SIGNIFICANCE IN TRANSLATION
State University of Trade and Economics, Kyiv
- 21. Kulyk Yuliana, Sydoruk Elizaveta**
INNOVATIVE TECHNOLOGIES FOR LEARNING LANGUAGES
State University of Trade and Economics, Kyiv
- 22. Lishtaba Stanislav**
FOREIGN LANGUAGE AS AN INTEGRAL PART OF THE PROFESSIONAL ACTIVITY OF
SPECIALISTS IN THE FIELD OF ENTREPRENEURSHIP
State University of Trade and Economics, Kyiv
- 23. Madzharova Diana**
SPRACHLICHE BESONDERHEITEN UND GRUNDLAGEN ZUM ERLERNEN DER
ÖSTERREICHISCHEN ART DER DEUTSCHEN SPRACHE
Handels- und Wirtschaftsinstitut Winnyzja Staatliche Hochschule für Handel und Wirtschaft, Winnyzja
- 24. Malega Daria**
DIE GLOBALISIERUNG UND IHR EINFLUSS AUF DIE PHILOLOGIE
Staatliche Universität für Handel und Wirtschaft, Kyjiw
- 25. Nechay Anna**
INFORMATION TECHNOLOGIES IN TRANSLATION ACTIVITIES
State University of Trade and Economics, Kyiv
- 26. Pochtar Anastasia**
THE ENGLISH LANGUAGE AS THE TOOL FOR THE DEVELOPMENT OF THE
COMMUNICATIVE SPACE OF UKRAINE
State University of Trade and Economics, Kyiv
- 27. Shulha Yevheniia**
AI vs TRANSLATORS
State University of Trade and Economics, Kyiv
- 28. Stelmashenko Alina**
ZOOMORPHIC PHRASEOLOGICAL UNITS IN THE ENGLISH LANGUAGE
State University of Trade and Economics, Kyiv
- 29. Sydorchuk Yuliia**
FOREIGN LANGUAGE PROFICIENCY AS A DECISIVE FACTOR IN CAREER PROSPECT
State University of Trade and Economics, Kyiv
- 30. Tsyhanok Anna, Sidorova Diana**
ARTIFICIAL INTELLIGENCE IN ENGLISH LANGUAGE LEARNING
State University of Trade and Economics, Kyiv
- 31. Vernyhora Dariia**
EXPLORING TECHNOLOGICAL METAPHORS OF DIGITALIZATION AND HOW THEY
AFFECT OUR UNDERSTANDING OF TECHNOLOGY
State University of Trade and Economics, Kyiv
- 32. Vitushko Veronika**
ARTIFICIAL INTELLIGENCE AS AN ALTERNATIVE TO TRANSLATORS AND COPYWRITERS
State University of Trade and Economics, Kyiv

33. Zhomir Oleksandra

ANGLIZISMEN IN MODERNEN DEUTSCHSPRACHIGEN MASSEN MEDIEN

Kyjiwer Borys Grinchenko Universität, Kyjiw

34. Zlatieva Mariia

EMERGING PERSPECTIVES AND EVOLVING DYNAMICS IN THE USAGE OF ENGLISH AS A UNIVERSAL LANGUAGE FOR COMMUNICATION

State University of Trade and Economics, Kyiv

35. Zlatieva Mariia, Zlatieva Paraskoviia

FREMDSPRACHLICHE EINFLÜSSE AUF DIE HISTORISCHE ENTWICKLUNG DER DEUTSCHEN SPRACHE

Staatliche Universität für Handel und Wirtschaft, Kyjiw

36. Zlatieva Paraskoviia

USE OF MODERN INNOVATIVE TECHNOLOGIES IN TEACHING ENGLISH

State University of Trade and Economics, Kyiv

**SECTION 4
INTERNATIONAL TRADE AND LAW**

Supervising moderators: Zaitseva I.V. – Associate Professor,

Mamchenko S.P. – Senior Lecturer

Meeting ID: **710 3119 3319**

Password: **7qnamW**

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Konferenz - ID: **796 3478 6720**

Password: **7PT8Cv**

1. Asamova Daria

CALCULATIONS OF THE VOLUMES OF THE SOLD PRODUCTS OF LARGE AND MEDIUM-SIZED ENTERPRISES IN 2022-2025

State University of Trade and Economics, Kyiv

2. Bichok Sofia

WAYS OF EXPANDING AND STRENGTHENING THE STRATEGY OF IMPLEMENTING THE ELECTRONIC GOVERNMENT SYSTEM DURING MARTIAL LAW

State University of Trade and Economics, Kyiv

3. Bozhko Dariia

DEVELOPMENT OF E-COMMERCE AND ITS IMPACT ON INTERNATIONAL TRADE

State University of Trade and Economics, Kyiv

- 4. Cherenok Yulia**
LEGAL PERSONALITY AND CRIMINAL LIABILITY OF MEDICAL WORKER
State University of Trade and Economics, Kyiv
- 5. Chernov Oleksandr**
INTERNET CONNECTION AS THE PRECONDITION FOR THE NATIONAL DEVELOPMENT
State University of Trade and Economics, Kyiv
- 6. Cherniavskiy Ihor**
THE IMPACT OF TECHNOLOGY ON SOCIAL AND ECONOMIC STRUCTURES
State University of Trade and Economics, Kyiv
- 7. Chernyshenko Kateryna**
IMPACT OF DIGITALIZATION ON CULTURAL DIPLOMACY
State University of Trade and Economics, Kyiv
- 8. Chetvertak Mariia**
PREVENTION OF RELIGIOUS TERRORISM
State University of Trade and Economics, Kyiv
- 9. Deliiierhiiev Artem, Dibrova Daria**
IMPACT OF INTERNATIONAL TRADE IN THE MARKETS OF FRANCE, ITALY, GERMANY AND THE CZECH REPUBLIC
State University of Trade and Economics, Kyiv
- 10. Diachenko Mariia, Kryvonos Svitlana**
IMPLEMENTATION OF THE RIGHTS OF IDPs
State University of Trade and Economics, Kyiv
- 11. Hladyshko Tetiana**
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- 12. Kosarevska Alina**
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- 13. Kostykovych Sofiya**
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- 14. Kovtun Daria**
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- 19. Martyniuk Yaroslava**
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- 21. Reshetun Anton**
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- 26. Tomyshynets Yulia**
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- 27. Shashko Daria, Vitkovska Kateryna**
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- 28. Yakusheva Diana**
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- 29. Yefanova Daria**
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- 30. Yevtushenko Anastasia**
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- 31. Zaporozhtseva Lesia**
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Staatliche Universität für Handel und Wirtschaft, Kyjiw
- 32. Zhyla Iryna**
UKRAINE AND THE ROMAN STATUTE
State University of Trade and Economics, Kyiv

SECTION 5
MANAGEMENT, MARKETING AND ADVERTISING

*Supervising moderators: Radchenko Y.P. – Senior Lecturer,
Starosta H.A. – Senior Lecturer,
Mamchenko S.P. – Senior Lecturer*

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1. Andrusenko Kateryna

RISK MANAGEMENT AS A COMPONENT OF EFFECTIVE ENTERPRISE MANAGEMENT

Chernivtsi Institute of Trade and Economics of SUTE, Chernivtsi

2. Babych Olga

MARKETING IN THE FIELD OF NON-COMMERCIAL ACTIVITY: SPREAD OF APPLICATION

State University of Trade and Economics, Kyiv

3. Borovyk Taisiia

WESTERN MARKETING TOOLKIT AND PROSPECT FOR ITS USE ON THE UKRAINIAN MARKET

State University of Trade and Economics, Kyiv

4. Chekan Olha

TIME MANAGEMENT IN THE ENTERPRISE MANAGEMENT SYSTEM

State University of Trade and Economics, Kyiv

5. Chihichina Marina

THE CRITICAL NATURE OF CREATIVITY IN DEVELOPING AND SUSTAINING BRAND COMPETITIVENESS

State University of Trade and Economics, Kyiv

6. Dolia Kseniia

MARKETING TRENDS IN 2023

State University of Trade and Economics, Kyiv

7. Fedchenko Valeria

MODERN TRENDS IN ADVERTISING

State University of Trade and Economics, Kyiv

8. Fihura Valeriia

ADVERTISING CAMPAIGN WHICH TOOK THE BRAND TO A NEW LEVEL

State University of Trade and Economics, Kyiv

9. Gaidanka Ann

EMPLOYEE MOTIVATION AS A FACTOR FOR WORK IMPROVEMENT

*Uzhhorod Institute of Trade and Economics of State University of Trade and Economics,
Uzhhorod*

- 10. Haletska Karolina**
THE IMPORTANCE OF QUALITY MANAGEMENT IN BUSSINESS
Vinnysia Institute of Trade and Economics of State University of Trade and Economics, Vinnytsia
- 11. Hladyshko Tetiana**
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- 12. Hmyria Anastasiia and Dumanska Alina**
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- 13. Holik Kateryna**
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- 14. Holovan Dmytro**
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- 15. Hrushko Diana**
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- 16. Hryha Anhelina**
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- 17. Ischenko Yaroslav**
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- 18. Kibets Yelyzaveta**
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Uzhhorod Institute of Trade and Economics of State University of Trade and Economics, Uzhhorod
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- 24. Kostenko Anna**
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- 28. Kovalishyna Yaryna**
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- 29. Kravtsiv Tetiana**
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- 30. Kyrychenko Ksenia**
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- 31. Ladychenko Oleksandra**
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The Institute of Journalism, Taras Shevchenko National University of Kyiv, Kyiv
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- 33. Lutsenko Victoria**
FACTORS INFLUENCING ADVERTISING EFFECTIVENESS
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- 34. Lychak Anastasiia**
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State University of Trade and Economics, Kyiv
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- 36. Moskvina Anna**
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- 37. Myronez Jaroslawa**
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Staatliche Universität für Handel und Wirtschaft, Kyjiw
- 38. Pashkevych Maria**
CUSTOMER RELATIONSHIP MANAGEMENT
State University of Trade and Economics, Kyiv

- 39. Pohrebska Yelyzaveta**
REKLAMA W CZASIE WOJNY
Państwowy uniwersytet handlu i ekonomii, Kijów
- 40. Popova Milana**
MODERN MARKETING STRATEGIES OR DRIVING BUSINESS GROWTH IN THE DIGITAL AGE
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- 41. Pryhornytskyi Dmytro**
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- 42. Salamakha Yuliia**
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State University of Trade and Economics, Kyiv
- 43. Shamota Viktoria**
STAFF MOTIVATION AS A KEY COMPONENT BUSINESS SUCCESS
Separate structural unit "Vinnytsia Professional College of Trade and Economic of State University of Trade and Economics", Vinnytsia
- 44. Stan Anna**
BRANDING AS A MARKETING CONCEPT
Vinnytsia Institute of Trade and Economics of State University of Trade and Economics, Vinnytsia
- 45. Stasenko Anna**
BRANDING AS A MEANS OF INCREASING THE COMPETITIVENESS OF AN ENTERPRISE'S PRODUCTS
Vinnytsia Institute of Trade and Economics of State University of Trade and Economics, Vinnytsia
- 46. Stepanova Sofia**
TOP SERVICE FOR DIGITAL MARKETERS: GOOGLE ANALYTICS
State University of Trade and Economics, Kyiv
- 47. Talash Daryna**
HOW ADVERTISING IN UKRAINE HAS CHANGED DURING THE WAR
State University of Trade and Economics, Kyiv
- 48. Tarletska Valeria**
EVOLUTION OF BRANDING
Vinnytsia Institute of Trade and Economics of State University of Trade and Economics, Vinnytsia
- 49. Varava Vlada**
GLOBAL AND LOCAL UKRAINIAN TRENDS OF RECRUITMENT
State University of Trade and Economics, Kyiv
- 50. Varvonets Anastasia**
BRANDING AND POSITIONING OF UKRAINE AT THE PRESENT STAGE
State University of Trade and Economics, Kyiv
- 51. Voitenko Valeriia**
THE ADVANTAGES OF USING TARGETED EMAIL MARKETING IN THE PROCESS OF E-COMMERCE
State University of Trade and Economics, Kyiv
- 52. Zakharenko Julia and Kaliuzhna Snizhana**
MODERN INNOVATIVE MANAGEMENT TECHNOLOGIES (TIME MANAGEMENT, PUBLIC RELATIONS, COACHING, ETC.)
State University of Trade and Economics, Kyiv

53. Zakhoshyi Rodion

IMPACT OF SOCIAL MEDIA ON BRAND DEVELOPMENT

State University of Trade and Economics, Kyiv

54. Zherdiieva Sofiia

PUBLIC TRIGGER FOR THE SOCIALLY RESPONSIBLE BEHAVIOR ACTIVATION OF
NATIVE ORGANIZATIONS

State University of Trade and Economics, Kyiv

SECTION 6

PSYCHOLOGY

*Supervising moderators: Semeniuk S. V. – Lecturer,
Rebchenko O. S. – Lecturer,
Mamchenko S.P. – Senior Lecturer*

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1. Atmazhova Anastasia

DIE RELEVANZ DES PROBLEMS MOBBING IN DER GESELLSCHAFT

Staatliche Universität für Handel und Wirtschaft, Kyjiw

2. Boldak Roman

IMPACT OF GLOBALIZATION ON NATIONAL IDENTITY

State University of Trade and Economics, Kyiv

3. Chernyshova Tetyana

PSYCHOLOGICAL TECHNIQUES IN THE ADVERTISING SPHERE

Khmelnytskyi National University, Khmelnytskyi

4. Kravchuk Yuliia

CHANGES IN THE EMPLOYMENT MARKET IN UKRAINE DURING THE WAR

State University of Trade and Economics, Kyiv

5. Malega Daria

ARTIFICIAL INTELLIGENCE IMPACT ON PSYCHOLOGICAL THERAPIES

State University of Trade and Economics, Kyiv

- 6. Malynka Anastasiia**
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- 7. Miezhetite Anna**
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- 8. Obmok Inna**
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- 9. Prokopenko Danyil**
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Burstyn*
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State University of Trade and Economics, Kyiv
- 15. Yaroshchuk Sofiia**
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