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





THE SCIENCE OF THE XXI CENTURY: CHALLENGES OF CONTEMPORANEITY

PROGRAMME

VIII ALL-UKRAINIAN STUDENT SCIENTIFIC AND PRACTICAL CONFERENCE IN FOREIGN LANGUAGES

(Kyiv, May 15, 2025)

May 15, 2025: 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: 341 095 4568

Password: **166231** Join the meeting:

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1. Lymanskyi Vladyslav

BONDS VS DEPOSITS: WARTIME REALITY

State University of Trade and Economics, Kyiv

2. Mitsenko Mariia

HOW DOES PARTICIPATION IN SCHOOL SOCIAL ACTIVITIES AFFECT THE

SELF-CONFIDENCE AND SELF-ESTEEM OF CHILDREN WITH SPECIAL NEEDS?

State University of Trade and Economics, Kyiv

3. Hlushko Kateryna

THE ROLE OF THE EU IN SUPPORTING THE RECONSTRUCTION OF UKRAINE'S ECONOMY AND TRADE SECTOR

State University of Trade and Economics, Kyiv

4. Zvoryhina Daria

THE PSYCHOLOGICAL IMPACT OF AI ON STUDENTS IN THE EDUCATIONAL PROCESS

State University of Trade and Economics, Kyiv

5. Hurieiev Kyrylo

SOCIAL ENGINEERING ATTACKS AND HOW TO COUNTER THEM

State University of Trade and Economics, Kyiv

6. Anisimova Kamilla

HOW AI AFFECTS OUR STUDYING

State University of Trade and Economics, Kyiv

7. Golovko Elizaveta

CYBERKRIMINALITÄT UND DEUTSCHES RECHT: DIE UMSETZUNG INTERNATIONALER STANDARDS

Staatliche Universität für Handel und Wirtschaft, Kyjiw

SECTION 1 ECONOMICS, FINANCE AND AUDIT

Supervising moderators: Oksana Ternova – Senior Lecturer; Larysa Danchenko – Senior Lecturer;

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1. Beba Bohdan

DECARBONIZATION OF THE EU ECONOMY

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2. Biletska Anastasia

UKRAINE AS A GUARANTOR OF GLOBAL FOOD SECURITY: EXPORT POTENTIAL AND GLOBAL STABILITY

State University of Trade and Economics, Kyiv

3. Buchynska Mariia, Ladanets Bohdana

THE ROLE OF FINTECH IN IMPROVING THE EFFICIENCY OF UKRAINIAN BANKING SYSTEM

Ivan Franko National University of Lviv, Lviv

4. Drahanova Veronika

THE IMPACT OF ECONOMIC TRANSFORMATIONS ON UKRAINE'S FOREIGN POLICY State University of Trade and Economics, Kyiv

5. Ferbei Halyna

APPLICATION OF THE MANAGEMENT CONCEPT BASED ON KEY PERFORMANCE INDICATORS TO INCREASE THE VALUE OF THE ENTERPRISE

State University of Trade and Economics, Kyiv

6. Gorbik Polina

ROLE OF DIGITAL MARKETING AND LOGISTICS IN ENTERPRISE DEVELOPMENT MANAGEMENT IN THE FACE OF MODERN CHALLENGES

State University of Trade and Economics, Kyiv

7. Filipenko Daria

THE IMPORTANCE OF INSURANCE IN FINANCE

State University of Trade and Economics, Kyiv

8. Haiduchok Valeriia

UKRAINE'S REAL ESTATE RECOVERY PROGRAMS DURING WARTIME

State University of Trade and Economics, Kyiv

9. Huzhva Olena

TRANSFORMATION OF AUDIT IN THE ERA OF DIGITALISATION

State University of Trade and Economics, Kyiv

10. Ivanchenko Bohdan

UKRAINIAN BUSINESS ENERGY CRISIS DURING WARTIME

11. Kalish Ivanna

ANALYSIS OF THE BANKING SECTOR OF UKRAINE DURING THE WAR State University of Trade and Economics, Kyiv

12. Kharchenko Viktoriia

DECENTRALIZED FINANCE (DeFi): RISKS, OPPORTUNITIES, AND THE FUTURE OF FINANCIAL INTERMEDIATION

State University of Trade and Economics, Kyiv

13. Kostyshyn Daryna, Studenna Eva

GREEN ECONOMY AS AN INVESTMENT DIRECTION: EU EXPERIENCE AND PROSPECTS FOR UKRAINE

Ivan Franko National University of Lviv, Lviv

14. Kulibaba Sofiia

ARCTIC TRADE ROUTES IN A POLARIZED WORLD: THE NORTHERN SEA ROUTE VS. THE NORTHWEST PASSAGE

State University of Trade and Economics, Kyiv

15. Ladyk Viktoriia

MODERN CHALLENGES OF ECONOMIC GROWTH

State University of Trade and Economics, Kyiv

16. Liashenko Viktoriia

TECHNOLOGICAL INNOVATIONS IN THE BANKING

State University of Trade and Economics, Kyiv

17. Lupei Dmytro

DIGITALIZATION OF THE BANKING SECTOR AND ITS IMPACT ON FINANCIAL STABILITY

Uzhhorod Institute of Trade and Economics of SUTE, Uzhhorod

18. Lychak Anastasiia

THE IMPACT OF WAR ON CARGO INSURANCE

State University of Trade and Economics, Kyiv

19. Nikitina Natalia

THE ACTIVITIES OF THE ENTERPRISE IN ITS FINANCIAL AND NON-FINANCIAL STATEMENTS

State University of Trade and Economics, Kyiv

20. Palamarchuk Kateryna

IMPACT OF DIGITAL CURRENCIES ON INTERNATIONAL TRADE FINANCE State University of Trade and Economics, Kyiv

21. Pidhorodetskyi Maksym

CURRENT STATE AND TRENDS OF INVESTMENT ACTIVITY OF ENTERPRISES IN UKRAINE

Vinnytsia National Technical University, Vinnytsia

22. Pokvnboroda Viktorija

CUSTOMER LOYALTY ACCOUNTING: IS IT POSSIBLE TO RECOGNIZE INTANGIBLE ASSETS IN FINANCIAL STATEMENTS

23. Psiadlo Nazar

THE ECONOMIC DIVISION OF GERMANY

State University of Trade and Economics, Kyiv

24. Romaniv Andriy

ECONOMIC AND FINANCIAL SITUATION IN UKRAINE

Burshtyn Professional College of Trade and Economics of SUTE, Burshtyn

25. Shostak Anastasia

DIGITAL CURRENCIES AND THEIR IMPACT ON THE GLOBAL ECONOMY

State University of Trade and Economics, Kyiv

26. Simanko Kateryna

FINANCIAL INVESTMENT IN UKRAINE DURING WARTIME: CHALLENGES AND PERSPECTIVES

State University of Trade and Economics, Kyiv

27. Smirnova Victoria, Pohonysheva Yelyzaveta

FINANCIAL INSTRUMENTS TO SUPPORT SMALL AND MEDIUM-SIZED BUSINESSES IN TIMES OF WAR

State University of Trade and Economics, Kyiv

28. Tokaryk Sofiia

THE ROLE AND PLACE OF AUDIT IN THE SYSTEM OF STATE FINANCIAL CONTROL State University of Trade and Economics, Kyiv

29. Zavhorodnia Diana

FINANCIAL MANAGEMENT STRATEGIES FOR BUSINESS SUSTAINABILITY State University of Trade and Economics, Kyiv

30. Zhvla Irvna

UKRAINIAN AGRICULTURAL BUSINESS ON THE EUROPEAN MARKET State University of Trade and Economics, Kyiv

31. Zhyrna Oleksandra

GLOBALISATION OF THE UKRAINIAN STOCK MARKET

SECTION 2 INFORMATION TECHNOLOGIES

Supervising moderators: Inna Sushko – Lecturer, Viktoriia Semidotska – Senior Lecturer;

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ARTIFICIAL INTELLIGENCE IN THE DEVELOPMENT OF ADAPTIVE LEARNING

State University of Trade and Economics, Kyiv

2. Anisimova Kamilla

HOW AI AFFECTS OUR STUDIES

State University of Trade and Economics, Kyiv

3. Brahniuk Andrii

THE IMPACT OF ARTIFICIAL INTELLIGENCE ON EVERYDAY LIFE

State University of Trade and Economics, Kyiv

4. Budkevych Nikita

VIRTUAL REALITY IN MODERN MEDICINE: A TRANSFORMATIVE TOOL FOR HEALTHCARE State University of Trade and Economics, Kyiv

5. But Vladvslava

BIG DATA ANALYTICS TOOLS AND TECHNOLOGY

State University of Trade and Economics, Kyiv

6. Hadytskyi Yevhen

THE SPECIFICS OF LEVEL DESIGN IN COMPUTER GAMES

Uzhhorod Institute of Trade and Economics of SUTE, Uzhhorod

7. Darnel Inna

GAMIFICATION IN LANGUAGE LEARNING: HOW APPS LIKE DUOLINGO TRANSFORM THE LEARNING PROCESS

State University of Trade and Economics, Kyiv

8. Dolzhenko Sofiia

THE USE OF ARTIFICIAL INTELLIGENCE AND AUTOMATION IN THE FOOD INDUSTRY *Uzhhorod Institute of Trade and Economics of SUTE, Uzhhorod*

9. Dryha Maryna

ARCHITECTURAL PATTERNS IN MODERN SOFTWARE DEVELOPMENT

State University of Trade and Economics, Kyiv

10. Hannoshyna Yelyzaveta

HISTORICAL EVOLUTION OF SMART HOMES

State University of Trade and Economics, Kyiv

11. Kadykova Sofiia

VIBE CODING: THE FUTURE OF PROGRAMMING OR DEVELOPING REDUCTION

12. Kutseryb Anastasiia

ENCRYPTING INFORMATION IN COMPUTER NETWORKS

State University of Trade and Economics, Kyiv

13. Lats Varvara

HOW ARTIFICIAL INTELLIGENCE IS CHANGING OUR DAILY LIVES

State University of Trade and Economics, Kyiv

14. Maloshuk Yaroslav

QUANTUM COMPUTERS: THEIR POTENTIAL AND REALIZATION CHALLENGES

State University of Trade and Economics, Kyiv

15. Milovanova Yelyzaveta

MODERN APPROACHES TO MOBILE APPLICATION DEVELOPMENT: THE IMPACT OF UI/UX ON USER BEHAVIOR

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16. Omeliukh Diana

COUNTERACTING DEEPFAKE TECHNOLOGIES: MODERN SOLUTIONS FOR DIGITAL

CONTENT VERIFICATION

State University of Trade and Economics, Kyiv

17. Opanasiuk Liudmyla

TITANIC CONSTRUCTION TECNOLOGIES

Uzhhorod Institute of Trade and Economics of SUTE, Uzhhorod

18. Palamarchuk Ivan

THE IMPORTANCE OF CYBERSECURITY IN THE DIGITAL AGE

State University of Trade and Economics, Kyiv

19. Radchenko Sofiia

VYUŽITÍ PRAVDĚPODOBNOSTI PRO GENEROVÁNÍ TEXTU V UMĚLÉ INTELIGENCI

Státní univerzita obchodu a ekonomie, Kvjev

20. Stets Anhelina

THE IMPACT OF DIGITAL TECHNOLOGIES ON BUSINESS EFFICIENCY

Khmelnytskyi Leonid Yuzkov University of Management and Law, Khmelnytskyi

21. Subota Mariia

INTEGRATION OF DIGITAL TECHNOLOGIES INTO PROFESSIONAL TRAINING IN UKRAINE: CHALLENGES AND PROSPECTS

State University of Trade and Economics, Kyiv

22. Velychko Sofiia

WHY SOFT SKILLS ARE ESSENTIAL FOR FUTURE IT PROFESSIONALS

State University of Trade and Economics, Kyiv,

23. Yemchuk Andrii

IMPLEMENTING AI TO IMPROVE VIDEO GAMES

State University of Trade and Economics, Kyiv,

24. Yushchenko Dariia

THE FUTURE OF MOBILE APP DEVELOPMENT: TRENDS AND TECHNOLOGIES

SECTION 3 PHILOLOGICAL SCIENCES

Supervising moderator: Yuliia Drozdova – PhD in Psychology, Associate Professor; Olena Kokhan – Senior Lecturer;

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1. Bobnieva Maryna

SEMANTIC FEATURES OF THE DOCUMENT "GLOBAL CLIMATE LITIGATION REPORT: 2023 STATUS REVIEW" TERMS AND WAYS TO REPRODUCE THEM IN UKRAINIAN State University of Trade and Economics, Kyiv

2. Bondar Rodion

EXPRESSIVE SYNTAX IN V. ZELENSKY'S POLITICAL SPEECHES AND THEIR REPRODUCTION IN ENGLISH

State University of Trade and Economics, Kyiv

3. Checalov Andrii

GAMIFICATION AS A MOTIVATION FACTOR IN FOREIGN LANGUAGE LEARNING ON DIGITAL PLATFORMS

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4. Donchak Alina

NEW DIRECTIONS IN TRANSLATION: THE IMPACT OF GLOBALISATION State University of Trade and Economics, Kyiv

5. Fedchenko Alisa

CURRENT ISSUES IN MODERN TRANSLATION: THE ROLE OF CREATIVITY State University of Trade and Economics, Kyiv

6. Feniuk Viktoriia

TRANSLATION CHALLENGES IN THE POLITICAL SPHERE

State University of Trade and Economics, Kyiv

7. Heiko Ihor

FEATURES OF PROFESSIONAL TRAINING OF FUTURE TRANSLATORS State University of Trade and Economics, Kyiv

8. Ivanova Anastasia

DIE VERWENDUNG VON ANGLIZISMEN IN DER DEUTSCHEN SPRACHE State University of Trade and Economics, Kyiv

9. Korobiy Albina

MANAGER'S CULTURE OF SPEECH

Ivano-Frankivsk National Technical University of Oil and Gas, Ivano-Frankivsk

10. Kriachko Lilia

ETHICS OF TRANSLATOR'S PROFESSIONAL BEHAVIOUR

11. Lysniiak Sofia

FOREIGN LANGUAGE COMPETENCE AS A COMPONENT OF FUTURE PHILOLOGISTS' PROFESSIONAL DEVELOPMENT

Zaporizhzhia National University, Zaporizhzhia

12. Mykula Maria

LINGUISTIC MEANS OF CREATING AN ARTISTIC PORTRAIT IN VOLODYMYR VYNNYCHENKO'S NOVEL «THE GODS»

Ivano-Frankivsk National Technical University of Oil and Gas, Ivano-Frankivsk

13. Nasadyuk Anastasia

FICTIONAL PRODUCTS, DISHES, CUISINES, AND TABLE RITUALS (BASED ON THE "HARRY POTTER" SERIES BY J. K. ROWLING)

Ivano-Frankivsk National Technical University of Oil and Gas, Ivano-Frankivsk

14. Prvimak Yana

SIGNS OF MODERNISM IN MONICA HESSE'S NOVEL «THE GIRL IN THE BLUE COAT» Ivano-Frankivsk National Technical University of Oil and Gas, Ivano-Frankivsk

15. Shutova Anastasiia

ONLINE RESOURCES AS A NEW WAY TO ENRICH VOCABULARY COMPETENCE State University of Trade and Economics, Kyiv

16. Yepik Serhii

LINGUISTIC AND SOCIOCULTURAL FEATURES OF ENGLISH-LANGUAGE TRAVEL BLOGS

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17. Zabara Maksym

LINGUISTIC INNOVATIONS IN THE DIGITAL SOCIETY: GLOBAL TRENDS AND UKRAINIAN CONTEXT

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18. Zaichenko Anastasiia

INFLUENCE OF THE ENGLISH LANGUAGE ON THE UKRAINIAN LANGUAGE: LANGUAGE BORROWINGS OF THE PRESENT

State University of Trade and Economics, Kyiv

19. Zosymchuk Anna

THE WORK PROCESS OF A SIMULTANEOUS INTERPRETER

SECTION 4 INTERNATIONAL TRADE AND LAW

Supervising moderators: Oleh Nozhovnik – PhD in Education, Associate Professor;

Oleh Zatserkovnyi - Senior Lecturer; Svitlana Mamchenko - Senior Lecturer

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1. Anpilohova Iryna

TRADE AND SANCTIONS POLICY: BETWEEN GEOPOLITICAL LEVERAGE AND ECONOMIC DISRUPTION

State University of Trade and Economics, Kyiv

2. Balenko Diana

PROTECTION OF PERSONAL DATA IN INTERNATIONAL BUSINESS WHEN USING ARTIFICIAL INTELLIGENCE

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3. Belvaeva Maria

INTERNATIONAL TRADE SANCTIONS: LEGAL MECHANISMS AND ECONOMIC IMPACTS State University of Trade and Economics, Kyiv

4. Biletska Daria

FACTORS OF CHILD LABOUR

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5. Boklah Iryna

ECONOMIC SECURITY OF UKRAINE DURING THE WAR

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6. Bondarchuk Inna

INTERNATIONAL LEGAL ASPECTS OF COMBATING CORRUPTION IN ECONOMIC DIPLOMACY

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7. Burymenko Polina

TAXES AND THEIR INFLUENCE ON THE ECONOMY

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8. Diadenko Anastasiia

CONSUMER PROTECTION IN THE CIVIL LAW OF UKRAINE

9. Dmytriyenko Angelina

DIGITALIZATION OF MARKETING: NEW TOOLS IN THE GLOBAL ENVIRONMENT State University of Trade and Economics, Kyiv

10. Donets Illva

HARMONIZATION OF UKRAINIAN LEGISLATION WITH EU LAW: CHALLENGES AND PROSPECTS ON THE PATH TO FULL MEMBERSHIP

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11. Drahanova Veronika

ECONOMIC SECURITY AND INTERNATIONAL TRADE: SEEKING BALANCE IN THE 21ST CENTURY

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12. Fylymonova Kseniia

PROTECTION OF REFUGEES IN INTERNATIONAL LAW

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13. Gudz Sofia

INTERNATIONAL LEGAL ASPECTS OF THE ZAPOROZHIAN SICH'S EXTERNAL ACTIVITIES National University "Odesa Law Academy", Odesa

14. Horolska Yana

THE IMPACT OF E-COMMERCE ON THE INTERNATIONAL PURCHASE AND SALE OF GOODS

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15. Ivanova Yulia

DIGITAL TRADE AND E-COMMERCE REGULATION: UNDERSTANDING LEGAL

CHALLENGES IN

CROSS-BORDER DIGITAL TRANSACTIONS

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16. Ivchenko Sofiia

REGULATION OF AUTONOMOUS WEAPON SYSTEMS: CHALLENGES FOR INTERNATIONAL HUMANITARIAN LAW

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17. Kisilova Kateryna

RETHINKING INTERNATIONAL TRADE IN THE DIGITAL AGE

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18. Kovalenko Maria

SECURING DIGITAL IDENTITY: UKRAINE'S PATH TO GDPR HARMONIZATION AND EUROPEAN DIGITAL BELONGING

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19. Kolmanova Yelyzaveta

INTERNATIONALE ARBEITSMIGRATION: CHANCEN UND HERAUSFORDERUNGEN FÜR DIE WIRTSCHAFT

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20. Kolotnytska Yuliia

TRADEMARK PROTECTION IN PRIVATE INTERNATIONAL LAW

21. Kononchuk Anastasia

THE ROLE OF INTERNATIONAL LAW IN ADDRESSING TRANSNATIONAL CONFLICTS AND HUMANITARIAN CRISES IN THE $21^{\rm ST}$ CENTURY

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22. Kosarevska Alina

EUROPEAN INTEGRATION – THE STRATEGIC COURSE OF UKRAINE'S DEVELOPMENT State University of Trade and Economics, Kyiv

23. Kruhova Kateryna

WHY A STATE THAT VIOLATES INTERNATIONAL LAW RETAINS ACCESS TO INTERNATIONAL TRADE: THE CASE OF RUSSIA

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24. Kulai Daryna

THE ROLE OF CYBERSECURITY IN THE ERA OF DIGITAL TRANSFORMATION State University of Trade and Economics, Kyiv

25. Lehina Veronika

INFLATION IN UKRAINE: FROM HISTORICAL ROOTS TO MODERN CHALLENGES AND PATHS TO STABILIZATION

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26. Lomaka Olga

ARTIFICIAL INTELLIGENCE IN LAW

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27. Lubska Mariia

HUMAN RIGHTS PROTECTION IN THE DIGITAL AGE

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28. Makushok Daryna

CORRUPTION AS A THREAT TO UKRAINE'S NATIONAL SECURITY

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29. Matsenko Volodvmvr

THE IMPACT OF SANCTIONS ON RUSSIA'S GLOBAL TRADE AND ECONOMIC POSITION State University of Trade and Economics, Kyiv

30. Mazur Kateryna

THE SOFT POWER INFLUENCE ON NATION BRANDING AND TRADE EXPORT COMPETITIVENESS

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31. Mekheda Anastasiia

THE EXCLUSION ZONE AND INTERNATIONAL HUMANITARIAN LAW: PROTECTING THE AFFECTED POPULATION

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32. Nazarova Zhasmin

LEGAL IMPLICATIONS OF BREXIT FOR THE EUROPEAN UNION

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33. Nesterchuk Yana

TRADE WARS: IMPACT ON UKRAINE AND PATHS TO ADAPTATION

34. Nikitenko Mariia

ECONOMIC SANCTIONS IN WORLD HISTORY

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35. Pavlenko Violetta

DE-DOLLARISATION IN INTERNATIONAL TRADE: GLOBAL TRENDS AND THE ROLE OF BRICS

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36. Pautov Denis

HOW INTERNATIONAL LAW PROTECTS HUMAN RIGHTS DURING CONFLICTS

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37. Polishchuk Yaroslav

PROTECTION OF INVESTORS' RIGHTS IN INTERNATIONAL TRADE

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38. Reshetun Anton

MÖGLICHKEITEN UND PERSPEKTIVEN DER VÖLKERRECHTLICHEN REGULIERUNG VON KÜNSTLICHER INTELLIGENZ

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39. Ryabokon Aliona, Timirhazina Victoriia

THE ROLE OF REGIONAL TRADE AGREEMENTS IN THE DEVELOPMENT OF INTERNATIONAL TRADE

State University of Trade and Economics, Kyiv

40. Serazhym Veronika

UNTERSUCHUNG DES INTERNATIONALEN MARKTES DEUTSCHLANDS

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41. Stepanova Yelyzaveta

THE IMPACT OF THE WTO AND WHO ON THE HEALTHCARE SECTOR

State University of Trade and Economics, Kyiv

42. Studennikov Mykhailo

LEGAL STATUS OF UKRAINIANS ABROAD

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43. Taranenko Anna

SUSTAINABLE DEVELOPMENT AND ESG IN COMMERCIAL SERVICES

State University of Trade and Economics, Kyiv

44. Tertychna Yuliia

THE EU'S ANTITRUST TRADE LEGISLATION AND ITS IMPACT ON THE INTERNATIONAL TRADE OF UKRAINIAN SMES

State University of Trade and Economics, Kyiv

45. Tropotiaha Yuliia

HOW ENERGY INNOVATIONS INFLUENCE INTERNATIONAL TRADE TODAY

State University of Trade and Economics, Kyiv

46. Shadrina Viktoria

CUSTOMS LAW IN INTERNATIONAL TRADE: TRENDS IN HARMONIZATION

47. Shaliuta Victoriia

LEGAL REGULATION OF INTERNATIONAL E-COMMERCE: CHALLENGES AND PROSPECTS FOR UKRAINE

State University of Trade and Economics, Kyiv

48. Shpak Varvara

GLOBAL TRADE IN THE AGE OF CLIMATE CHANGE: ECONOMIC RISKS, INEQUALITY, AND POLICY SHIFTS

State University of Trade and Economics, Kyiv

49. Shylyuk Andriy

PROBLEMS WITH THE SIGNING OF FOREIGN ECONOMIC CONTRACTS AND FOREIGN EXCHANGE SETTLEMENT WITH UKRAINIAN COUNTERPARTY PARTIES IN CONNECTION WITH THE RUSSIAN-UKRAINIAN WAR

State University of Trade and Economics, Kyiv

50. Taranenko Anna

SUSTAINABLE DEVELOPMENT AND ESG IN COMMERCIAL SERVICES

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51. Yakusheva Diana

CONCEPT AND LEGAL FEATURES OF SUPRANATIONALITY IN THE SYSTEM OF EUROPEAN UNION LAW

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52. Yakusheva Diana

INTELLECTUAL PROPERTY AND ARTIFICIAL INTELLIGENCE: WHO OWNS THE CREATIONS GENERATED BY ARTIFICIAL INTELLIGENCE?

State University of Trade and Economics, Kyiv

53. Yanovska Ada

LEGAL ASPECTS OF ARTIFICIAL INTELLIGENCE: ARE INTERNATIONAL REGULATIONS NEEDED

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54. Varava Vlada

PECULIARITIES OF ASSORTMENT STRATEGIES OF INTERNATIONAL COMPANIES State University of Trade and Economics, Kyiv

55. Verenia Viktoriia

THE ROLE OF INTERNATIONAL LAW IN PROTECTING HUMAN RIGHTS IN ARMED CONFLICTS

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56. Volovodivska Olha

INFORMATION WARFARE AS A CHALLENGE TO MODERN DIPLOMACY: STRATEGIES AND COUNTERMEASURES

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57. Vorotkova Dariya

THE ROLE OF SANCTIONS IN INTERNATIONAL LAW

58. Zaytseva Milena

GLOBAL CONSEQUENCES OF THE CURRENT US-CHINA TRADE CONFLICT State University of Trade and Economics, Kyiv

59. Zubrych Polina

HARMONIZATION OF UKRAINIAN LEGISLATION TO EU LAW

State University of Trade and Economics, Kyiv

SECTION 5 MANAGEMENT, MARKETING AND ADVERTISING

Supervising moderator: Nelia Mykhailova – Senior Lecturer, Svitlana Mamchenko – Senior Lecturer

Meeting ID: 896 7963 2667

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1. Andrieian Marharyta

MOBILE ANWENDUNG IM EMOTIONAL BRANDING SYSTEM

Staatliche Universität für Handel und Wirtschaft, Kyiw

2. Andrieian Marharyta

DIE ROLLE DES SOZIALEN UND ETHISCHEN MARKETINGS BEI DER GESTALTUNG DES IMAGES DES UNTERNEHMENS

Staatliche Universität für Handel und Wirtschaft, Kyiw

3. Barysheva Mariia

CURRENT TRENDS IN MANAGEMENT

State University of Trade and Economics, Kyiv

4. Borovyk Taisiia

BRANDING MADE IN UKRAINE: HOW TRUST IN UKRAINIAN PRODUCTS IS BUILT IN THE INTERNATIONAL MARKET

State University of Trade and Economics, Kyiv

5. Briukhno Oksana

CRISIS RESPONSE IN CORPORATE PUBLIC RELATIONS: THE CASE OF UKRAINIAN ENERGY ENTERPRISES

Mykhailo Drahomanov Ukrainian State University, Kyiv

6. Chuiko Olesya

THE POWER OF ENGLISH IN BUILDING SUCCESSFUL GLOBAL BRANDS State University of Trade and Economics, Kyiv

7. Dolia Kseniia

THE IMPACT OF EMOTIONAL BRANDING ON CONSUMERS IN THE DIGITAL AGE State University of Trade and Economics, Kyiv

8. Fedorenko Anna

THE POWER OF SOCIAL MEDIA MARKETING IN THE DIGITAL AGE State University of Trade and Economics, Kyiv

9. Harmash Kateryna

REMOTE TEAM MANAGEMENT: FEATURES AND TOOLS TO IMPROVE TEAM PRODUCTIVITY

State University of Trade and Economics, Kyiv

10. Huivan Daria

THE IMPACT OF DIGITAL PLATFORMS ON THE EFFECTIVENESS OF THE DIALOGUE WITH STAKEHOLDERS

State University of Trade and Economics, Kyiv

11. Kachkovska Alisa

DIE AUSWIRKUNGEN DER KÜNSTLICHEN INTELLIGENZ AUF DIE ENTWICKLUNG MODERNER TECHNOLOGIEN UND IHRE ETHISCHEN IMPLIKATIONEN Staatliche Universität für Handel und Wirtschaft, Kyiw

12. Klymenko Polina

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14. Lapa Maria

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15. Luzan Anastasia

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25. Yasnohor Lilia

EMOTIONAL INTELLIGENCE IN MODERN LEADERSHIP

SECTION 6 PSYCHOLOGY

Supervising moderator: Nina Nikolska – PhD in Pedagogy, Associate Professor; Svitlana Korsun – Senior Lecturer

Meeting ID: 401 959 5148

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INFORMATION OVERLOAD AND COGNITIVE HEALTH

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2. Kondratenko Margaryta

PSYCHOLOGICAL ASPECTS OF TRANSLATION IN THE INFORMATION SOCIETY: THE IMPACT OF LANGUAGE ADAPTATION ON INFORMATION PERCEPTION State University of Trade and Economics, Kyiv

3. Kosenko Oleksandr

STRESS DYNAMICS AND COPING STRATEGIES IN UKRAINIAN STUDENTS DURING WARTIME

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4. Kotlova Anhelina

THE IMPORTANCE OF PSYCHOLOGY OF LEARNING

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5. Liashenko Tetiana

REFLECTIONS ON THE PRESENT AND THE FUTURE OF HUMAN SOCIETY

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6. Ovdiienko Sofiia,

LEARNING: MISTAKES IN TEACHING

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7. Pokynboroda Viktoriia

THE IMPACT OF GLOBAL CRISES ON THE PSYCHOLOGICAL ATTITUDES OF THE MODERN ENTREPRENEUR

State University of Trade and Economics, Kyiv

8. Sivak Maria

PSYCHOLOGY OF POST-TRAUMATIC GROWTH: HOW CRISES SHAPE NEW OPPORTUNITIES FOR DEVELOPMENT

9. Sokolova Karina

GEMEINSAMES LESEN DES KINDERBUCHS 'DER WALD' ALS MITTEL ZUR SPRACHFÖRDERUNG

Staatliche Universität für Handel und Wirtschaft, Kyjiw

10. Venglivska Viktoriya

HOW OUR COMMUNICATION IN ENGLISH SHAPES OUR THINKING AND EMOTIONAL EXPERIENCE

НАУКА XXI СТОЛІТТЯ: ВИКЛИКИ СЬОГОДЕННЯ

ΠΡΟΓΡΑΜΑ

VIII ВСЕУКРАЇНСЬКОЇ СТУДЕНТСЬКОЇ НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ

(Київ, 15 травня 2025 року)

(Англ. мовою)

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