



**Ministry of Education and Science of Ukraine
State University of Trade and Economics**

Dear students!

We invite you to take part in the discussion and generalization of scientific research on trends in the integration of technology into the business environment; promising areas of technology development for business and opportunities for their effective implementation in various fields of activity within the

**Student scientific and practical conference
“TECHNOLOGY AND BUSINESS: INTEGRATION, PROSPECTS,
OPPORTUNITIES”
to be held on APRIL 18, 2025**

at the Faculty of Technologies and Business of the State University of Trade and Economics

Working languages of the conference: Ukrainian, English.

Forms of participation: remote (via ZOOM platform).

The conference starts at 10:00 (Kyiv time, Ukraine)

DISCUSSION PLATFORM 1

THEMATIC DIRECTIONS

1. Trends in the development of world tourism in the new realities.
2. Creative economy: challenges and opportunities.

DISCUSSION PLATFORM 2

THEMATIC DIRECTIONS

1. Synergy of technology and business in the hospitality sector.
2. Technological trends and business prospects in the hospitality industry.

DISCUSSION PLATFORM 3

THEMATIC DIRECTIONS

1. Restaurant technology and food design: trends and challenges.
2. Craft technologies: modern trends and innovations.

DISCUSSION PLATFORM 4

THEMATIC DIRECTIONS

1. Modern technologies in design: integration of innovations.
2. Technological solutions in land management: development prospects and business opportunities.

DISCUSSION PLATFORM 5

THEMATIC DIRECTIONS

1. Physical culture, sports and rehabilitation: the demands of the times.

TERMS OF PARTICIPATION IN THE CONFERENCE

1. Application for participation in the conference with detailed information about the author(s) of the abstracts (*for example: Sidorenko_Victor_application.doc*).
2. Theses (*for example: Sidorenko_Victor_theses.doc*).

The deadline for submission of materials is April 1, 2025 (inclusive) to the e-mail addresses according to the chosen discussion platform:

- **discussion platform 1:** tourism_2025@knute.edu.ua
- **discussion platform 2:** hospitality_2025@knute.edu.ua
- **discussion platform 3:** restaurantcraft_2025@knute.edu.ua
- **discussion platform 4:** landdesign_2025@knute.edu.ua
- **discussion platform 5:** sportsrehabilitation_2025@knute.edu.ua

**A COLLECTION OF ABSTRACTS OF THE CONFERENCE WILL BE PLACED ON
THE WEBSITE OF SUTE**

until April 10, 2025

(section “Scientific Activities” - “Research and Development” Scientific Events”).

REQUIREMENTS FOR THE DESIGN OF MATERIALS

The volume of materials - **up to 2 full pages**, font - Times New Roman, size 14 pt, line spacing - 1.0, paragraph - 1.25 cm; margins: top - 20 mm, bottom - 25 mm, right - 25 mm, left - 25 mm; format of work: Microsoft Word - (*.doc). Pages should not be numbered, words should not be hyphenated. File names should be signed in accordance with the last name and initials of the conference participant, indicating the thematic direction (for example, *Sidorenko_Victor_theses*).

In the upper right corner of the first page, indicate the surname and name of the author (co-authors), course, group, name of the faculty and university, below - the surname and name of the supervisor, academic degree, academic title, name of the higher education institution, city. The title of the report in capital letters in the center of the page, followed by the text at one interval.

Figures and tables should be printed using the built-in Microsoft Word editor. The title of the figure should be printed in bold and placed under the figure in the center. Group all figures as a single object.

Not recommended for use:

- scanned material, as well as color and background;
- hyphenation in the text;
- page numbering.

The list of references should be placed after the thesis at one interval in accordance with the order of mention in the text and should be drawn up in accordance with the requirements of SSU 8302:2015 "Information and Documentation. Bibliographic reference. General provisions and rules of compilation". References to sources in the text should be given in square brackets, for example: [4, c. 11]. The list of references should include publications from the last five years at the latest (recommended).

The author is responsible for the content of the materials. **We do not accept** materials with revealed facts of academic dishonesty, violation of the rules of publication requirements.

EXAMPLE OF FORMATION OF THESIS

Sydorenko I.O.,

State University of Trade and Economics, Kyiv, 1st year, 10th group
*Scientific supervisor: **Tkachuk T.M.**, PhD of Economy Sciences, associate professor*

DEVELOPMENT OF GLOBAL TOURIST NETWORKS

The field of tourism is rich in information, as it is characterized by the diversity and complexity of business relationships with partners, the individualization and prioritization of tourist services, the dynamism of business processes, the need for constant technological improvement, and high competition [1, p. 135].

References

1. Tkachuk T. M. Virtual franchising tourist networks of the world // Foreign trade: economics, finance, law. 2021. No. 1. P. 72–85.
2. Website of digital marketing research company "Emarketer". URL: [https:// www.emarketer.com](https://www.emarketer.com)

APPLICATION
for participation in the All-Ukrainian student scientific and practical conference
“TECHNOLOGY AND BUSINESS: INTEGRATION, PROSPECTS, OPPORTUNITIES”
APRIL 18, 2025

Прізвище _____

Ім'я _____

По батькові _____

Academic degree, academic title of the supervisor _____

Name of the institution _____

E-mail _____

Discussion platform № _____

Thematic direction _____

Title of the report _____

WE INVITE YOU TO PARTICIPATE IN THE EVENT!