

**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 THE CONTEMPORANEITY

PROGRAMME

**VII All-UKRAINIAN SCIENTIFIC AND PRACTICAL
STUDENT CONFERENCE**

(Kyiv, May 16, 2024)

Kyiv 2024

May 16, 2024: 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: <https://knute-edu-ua.zoom.us/j/3410954568?pwd=VXNHZmtET0Y0Unk0RC9odnFGMXhVdz09>

1. Shevchenko Sofiia

**TECHNOLOGIES AND STRATEGIES FOR BIG DATA
AND CLOUD STORAGE**

State University of Trade and Economics, Kyiv

2. Vovkotrub Viktoriia

**THE IMPACT OF INFORMATION TECHNOLOGIES ON SOCIETY
AND CULTURAL PROCESSES**

State University of Trade and Economics, Kyiv

3. Yermak Sofiia Zlata

OVERCOMING OBSTACLES FOR TRADE
AND TRANSPORTATION ON THE DANUBE

State University of Trade and Economics, Kyiv

4. Kosenko Oleksandr

ASSESSING STRESS AND COPING STRATEGIES IN UKRAINIAN
STUDENTS DURING WARTIME

State University of Trade and Economics, Kyiv

5. Vasylyshyna Anastasiia

THE IMPACT OF WAR ON UKRAINE'S FOREIGN TRADE

State University of Trade and Economics, Kyiv

6. Lymanskyi Vladyslav

DEFI STRATEGIES IN CRYPTO INVESTMENTS

State University of Trade and Economics, Kyiv

7. Bilonozhko Anna

TECHNOLOGISCHER FORTSCHRITT UND SEIN EINFLUSS
AUF DIE INTERNATIONALE WIRTSCHAFT

Staatliche Universität für Handel und Wirtschaft, Kyjiw

SECTION 1 ECONOMICS, FINANCE AND AUDIT

*Supervising moderators: Oksana Ternova – Senior Lecturer;
Larysa Danchenko – Senior Lecturer;
Svitlana Mamchenko – Senior Lecturer*

Meeting ID: **803 538 7614**

Password: **Kpd8GN**

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

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

Konferenz – ID: **796 3478 6720**

Passwort: **7PT8Cv**

1. Arbuzova Anastasiia

THE IMPORTANCE OF FINANCIAL PLANNING FOR EFFECTIVE
MANAGEMENT OF ENTERPRISE FINANCES. CHALLENGES
OF TODA

State University of Trade and Economics, Kyiv

2. Atamanenko Olena

MACROECONOMIC IMPACT OF PRIVATE TRANSFERS
ON THE ECONOMY OF UKRAINE

Lviv University of Trade and Economics, Lviv

3. Bardin Viktor

THE FORMATION OF CONGLOMERATES, AS AN EFFECTIVE
PROCESS IN CONTRAST TO MONOPOLIZATION

State University of Trade and Economics, Kyiv

4. Barin Veronika

BITCOIN: IS IT RELIABLE FOR THE CONSUMER?

State University of Trade and Economics, Kyiv

5. Beba Bohdan

PROBLEMS OF SMALL BUSINESS DEVELOPMENT IN UKRAINE

State University of Trade and Economics, Kyiv

6. Chervonopyska Olha

HRYVNIA DEVALUATION OR THE HISTORY OF THE UKRAINIAN
CURRENCY

State University of Trade and Economics, Kyiv

7. Dubel Mariia

THE EFFECTIVENESS OF INCLUSIVITY IN THE UKRAINIAN ECONOMY

State University of Trade and Economics, Kyiv

8. Fyzytsh Bohdan

WICHTIGE MERKMALE DER FINANZIERUNG KLEINERER UNTERNEHMEN IN DEUTSCHLAND

Tschernowitzer Institut für Handel und Wirtschaft der Staatlichen Universität für Handel und Wirtschaft, Tscherniwzi

9. Hladka Kseniia

UKRAINE'S ECONOMY IN THE CONTEXT OF DIGITAL TRANSFORMATION

State University of Trade and Economics, Kyiv

10. Horbach Daryna

UTILIZING TECHNOLOGICAL RESOURCES IN THE PRACTICE OF SOCIAL WORK IN UKRAINE

State University of Trade and Economics, Kyiv

11. Hrebets Daryna

ELECTRONIC MONEY AS PAYMENT MEANS

State University of Trade and Economics, Kyiv

12. Hryhoryshena Valeriia

STATE REGULATION OF FOREIGN ECONOMIC ACTIVITY

State University of Trade and Economics, Kyiv

13. Khlyvniuk Iryna

THE IMPORTANCE OF FINANCIAL INTERMEDIATION IN THE FINANCIAL MARKET

State University of Trade and Economics, Kyiv

14. Kovalenko Viktoriia

UKRAINISCHER GETREIDEKORRIDOR

Staatliche Universität für Handel und Wirtschaft, Kyjiw

15. Kozak Viktoriia

USING LOGICAL METHODS IN FORECASTING FINANCIAL RISKS IN UNSTABLE ECONOMIC ENVIRONMENTS

Ivan Franko National University of Lviv, Lviv

16. Kryvytska Maria

BUSINESS ON THE INTERNET AS THE BASIS OF THE FINAL INNOVATIVE FUTURE

State University of Trade and Economics, Kyiv

17. Kulibaba Sofiia

THE ECONOMIC IMPACTS OF CLIMATE CHANGE

State University of Trade and Economics, Kyiv

18. Lymanskyi Vladyslav

DEFI STRATEGIES IN CRYPTO INVESTMENTS

State University of Trade and Economics, Kyiv

29. Lysa Valentyna

FINANCIAL LITERACY IN UKRAINE

State University of Trade and Economics, Kyiv

20. Melnyk Denys

DIGITALIZATION OF BUSINESS PROCESSES IN TERMS
OF GLOBALISATION AND EUROPEAN INTEGRATION

Lviv University of Trade and Economics, Lviv

21. Nesterenko Andriana

TAX SOCIAL BENEFIT: FEATURES OF APPLICATION

Ivan Franko National University of Lviv, Lviv

22. Petrik Daniil

CLIMATE CHANGE AND ITS ECONOMIC IMPACT

State University of Trade and Economics, Kyiv

23. Prylenska Karyna

MEDICAL INSURANCE IN UKRAINE: CURRENT STATE
AND DEVELOPMENT PROSPECTS

State University of Trade and Economics, Kyiv

24. Pylypenko Kateryna

FORMATION AND DEVELOPMENT OF SECURITIES MARKET
IN UKRAINE

State University of Trade and Economics, Kyiv

25. Shakhova Uliana

INCOME INEQUALITY: CAUSES, EFFECTS, AND REMEDIES

State University of Trade and Economics, Kyiv

26. Ten Alexander, Romanenko Vasil

RATES OF ECONOMIC GROWTH OF COUNTRIES

Cherkasy branch of the PHEI European University, Cherkasy

27. Tkachuk Inna

STRESS TESTING AS ONE OF THE TOOLS OF BANKING
REGULATION

Ivan Franko National University, Lviv

28. Zhyrna Oleksandra

CHARACTERISTICS OF THE MONEY SUPPLY OF UKRAINE

State University of Trade and Economics, Kyiv

SECTION 2 INFORMATION TECHNOLOGIES

*Supervising moderators: Valentyna Borshchovetska – PhD in Pedagogy,
Associate Professor;
Viktoriia Semidotska – Senior Lecturer*

Meeting ID: **976 954 8590**

Password: **2021**

Join the meeting:

<https://us04web.zoom.us/j/9769548590?pwd=MVFPRUhjZEpXODE3aU4xa0ZvNHhpUT09>

1. Avramenko Daniil

DIGITAL PRODUCT DESIGN AS A KEY ASPECT FOR ECONOMIC
SUCCESS OF E-COMMERCE BUSINESS

State University of Trade and Economics, Kyiv

2. Bereziuk Iryna

LINGUISTIC AND INTERCULTURAL COMMUNICATION
IN CONDITIONS OF DIGITALIZATION

State University of Trade and Economics, Kyiv

3. Boklah Iryna

FACE EMOTION RECOGNITION WITH CONVOLUTIONAL
NEURAL NETWORK

State University of Trade and Economics, Kyiv

4. Dryha Maryna

DIGITAL TOOLS FOR EFFECTIVE LEARNING OF FOREIGN
LANGUAGES

State University of Trade and Economics, Kyiv

5. Galchynska Sofiia, Topchiiy Rostyslav

APPLICATION OF VIRTUAL REALITY IN MEDICINE

State University of Trade and Economics, Kyiv

6. Golovan Dmytro

THE DEVELOPMENT OF ONLINE EDUCATION AND ITS ROLE
IN THE DIGITAL WORLD

State University of Trade and Economics, Kyiv

7. Gostar Ivan

FORMATION OF DIGITAL COMPETENCE IN UKRAINIAN
PRACTICE

State University of Trade and Economics, Kyiv

8. Hadytsky Evhen

HOW COMPUTER GAMES CAN HELP WITH LEARNING ENGLISH

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

9. Halatenko Daria

WEB APPLICATIONS SECURITY

State University of Trade and Economics, Kyiv

10. Hnatchenko Anastasia

PROSPECTS FOR COMBINING BRAIN-COMPUTER INTERFACES
WITH ARTIFICIAL INTELLIGENCE

State University of Trade and Economics, Kyiv

11. Honcharenko Arina

INFORMATION TECHNOLOGIES IN THE CONTEXT OF EARLY
BILINGUAL ACQUISITION

State University of Trade and Economics, Kyiv

12. Hryhoryshena Valeriia

USE OF MS EXCEL FINANCIAL FUNCTIONS IN ECONOMICS

State University of Trade and Economics, Kyiv

13. Hurieiev Kyrylo

ARTIFICIAL INTELLIGENCE AND SOFTWARE ENGINEERING

State University of Trade and Economics, Kyiv

14. Ihnatovych Oleksandra

EXPLORING BOUNDLESS REALMS: THE ROLE OF VIRTUAL
REALITY IN REDEFINING SPACE AND TIME

State University of Trade and Economics, Kyiv

15. Kapranchyk Mariia

STUDYING AS A WAY TO INCREASE COMPETITIVENESS
IN THE REALITIES OF TECHNOLOGICAL PROGRESS

State University of Trade and Economics, Kyiv

16. Khakhlieva Daria

REINFORCEMENT LEARNING AND EXPLAINABLE AI:
A POWERFUL COMBINATION FOR DATA ANALYSIS

State University of Trade and Economics, Kyiv

17. Kharchenko Viktoriia

ARTIFICIAL INTELLIGENCE IN FINANCE

State University of Trade and Economics, Kyiv

18. Kochetkova Mariia

CYBERSECURITY IN THE ERA OF EXPANDING DIGITAL SPACE:
STRATEGIES AND APPROACHES

State University of Trade and Economics, Kyiv

19. Kozheurova Mariia, Kinash Daria

SURVEYING PUBLIC OPINION: AI INTEGRATION IN UKRAINE'S
LEGAL SYSTE

State University of Trade and Economics, Kyiv

20. Kushturna Yelyzaveta

APPLICATION OF THE INTERNET OF THINGS TECHNOLOGY
IN AUTOMATED RESOURCE MANAGEMENT SYSTEMS

State University of Trade and Economics, Kyiv

21. Liashenko Viktoriia

EMERGING PROFESSIONS IN THE DIGITAL ERA

State University of Trade and Economics, Kyiv

22. Lopatiuk Fedor

NECESSITY OF DIGITALIZATION OF DIPLOMATIC PROCEDURES
IN THE WORLD

State University of Trade and Economics, Kyiv

23. Maloshuk Yaroslav

SOFTWARE ENGINEERING: BUILDING THE SOFTWARE WE USE

State University of Trade and Economics, Kyiv

24. Malyk Yaroslava, Shepel Anhelina

WHAT IS SQL INJECTION (SQLI) AND HOW TO PREVENT
ATTACKS

State University of Trade and Economics, Kyiv

25. Moisiienko Nina, Pidhainyi Denys

ARTIFICIAL INTELLIGENCE IN RECRUITING

State University of Trade and Economics, Kyiv

26. Petryshen Illia

THE NOTION AND PECULIARITIES OF CLOUD TECHNOLOGIES

Separate Subdivision «Khmelnyskyi Professional College of Trade and Economics of State University of Trade and Economics», Khmelnytskyi

27. Pylypchuk Tymofii

IMPROVING LANGUAGE LEARNING WITH GAMIFIED EDUCATIONAL PLATFORMS

State University of Trade and Economics, Kyiv

28. Rumyantseva Polina

ARTIFICIAL INTELLIGENCE IN MEDICINE: NEW OPPORTUNITIES

State University of Trade and Economics, Kyiv

29. Shcherbyna Yuliia

MACHINE LEARNING ALGORITHMS IN HEALTHCARE

State University of Trade and Economics, Kyiv

30. Shchurova Emiliia

EMPLOYABILITY OPPORTUNITIES: THE ROLE OF EDUCATION IN THE DIGITAL AGE

State University of Trade and Economics, Kyiv

31. Segeda Kate

EFFECTIVE METHODS FOR PERSONAL DATA PROTECTION IN THE DIGITAL AGE

State University of Trade and Economics, Kyiv

32. Solohub Valentyna

THE IMPACT OF INFORMATION TECHNOLOGIES ON THE ECONOMIC DEVELOPMENT OF UKRAINE: PROSPECTS AND CHALLENGES

State University of Trade and Economics, Kyiv

33. Sviridova Kateryna

PROSPECTS FOR USING BIM-TECHNOLOGY IN THE CONSTRUCTION INDUSTRY

State University of Trade and Economics, Kyiv

34. Sosnovskyi Maksym

DJANGO OBJECT RELATIONAL MAPPER (ORM): PYTHON'S POWER FOR EFFICIENT DATABASE MANAGEMENT

State University of Trade and Economics, Kyiv

35. Ternavsky Vadym

THE NECESSITY OF DEVELOPING STANDARDS FOR ARTIFICIAL INTELLIGENCE

State University of Trade and Economics, Kyiv

36. Tiutiun Anastasiia

QUANTUM COMPUTING BASICS

State University of Trade and Economics, Kyiv

37. Tkachenko Yaroslav, Klymenko Veronika

CRITICAL ROLE OF CYBERSECURITY IN TIMES OF CONFLICT: SAFEGUARDING INFRASTRUCTURE AND INFORMATION

State University of Trade and Economics, Kyiv

38. Tkachuk Nika

EDUCATION AND CAREER IN THE LIGHT OF DIGITAL TRANSFORMATION: RETHINKING AND ADAPTING

State University of Trade and Economics, Kyiv

39. Tokaryk Sofia

DIGITALISATION OF THE UKRAINIAN ECONOMY

State University of Trade and Economics, Kyiv

40. Tsivka Vlada

MODERN WORKING TIME ACCOUNTING SOLUTION PROGRAMS

State University of Trade and Economics, Kyiv

41. Yeremeiev Pavlo

EFFECTIVENESS OF QR CODES

State University of Trade and Economics, Kyiv

42. Yushchenko Dariia

THE MAIN PRINCIPLES OF WEB INTERFACE DEVELOPMENT: ACCESSIBILITY, COMPLIANCE WITH STANDARDS AND REJECTION OF EXCESS

State University of Trade and Economics, Kyiv

43. Zvoryhina Daria

MOBILE APPLICATION «YOUTH NAVIGATE»

State University of Trade and Economics, Kyiv

SECTION 3
PHILOLOGICAL SCIENCES

Supervising moderator: Yuliia Drozdova – PhD in Psychology, Associate Professor;
Svitlana Mamchenko – Senior Lecturer

Meeting ID: **488 244 4360**

Password: **852245**

Join the meeting:

<https://us04web.zoom.us/j/4882444360?pwd=VGp1bDQ4ZEVUaGdSTFBIZnFmNDlmUT09&omn=78308028730>

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Konferenz – ID: **796 3478 6720**

Password: **7PT8Cv**

1. Bezkorovalna Erika

THE DESCRIPTION OF THE CONCEPT OF «WAR» ON THE BASIS OF AN AMERICAN NEWSPAPER «USA TODAY»

Separate Subdivision «Khmelnyskyi Professional College of Trade and Economics of State University of Trade and Economics», Khmelnyskyi

2. Bulda Kateryna

THE LANGUAGE OF NETSPEAK

State University of Trade and Economics, Kyiv

3. Chernov Oleksandr

DIE ANWENDUNG DES ANSCHAULICHEN DENKENS ALS EINE IN DEM 21. JAHRHUNDERT ANZUERKENNENDE METHODE ZUR ERLERNEN DER FREMDSPRACHEN

Staatliche Universität für Handel und Wirtschaft, Kyjiw

4. Dashkovska Marta

FEATURES OF AMERICAN SLANG IN ELECTRONIC CORRESPONDENCE

State University of Trade and Economics, Kyiv

5. Demydova Veronika, Ivanova Anastasia

INTERKULTURELLE KOMMUNIKATION IM ZEITALTER DER
GLOBALISIERUNG: HINDERNISSE UND WEGE ZU IHRER
ÜBERWINDUNG

Staatliche Universität für Handel und Wirtschaft, Kyjiw

6. Ferkaliak Angelina

FROM «FRIEND» TO «FRIENDED»: HOW SOCIAL MEDIA
IS REDEFINING LANGUAGE

State University of Trade and Economics, Kyiv

7. Hopkalo Yuliia

TRANSLATION OF ETHNO-CULTURAL LANGUAGE UNITS

National University of Life and Environmental Sciences of Ukraine, Kyiv

8. Hranisevych Viktoriia

LEXICAL AND GRAMMATICAL TRANSFORMATIONS
IN TRANSLATION

National University of Life and Environmental Sciences of Ukraine, Kyiv

9. Hrytsyk Anastasiia, Kryvonog Olena

ARTIFICIAL INTELLIGENCE AND ITS APPLICATION
IN SCIENTIFIC RESEARCH

State University of Trade and Economics, Kyiv

10. Humeniuk Anhelina

MODALITY AND THE WAR IN UKRAINE IN THE GUARDIAN
NEWSPAPER ARTICLES

*Separate Subdivision «Khmelnyskyi Professional College of Trade and
Economics of State University of Trade and Economics», Khmelnytskyi*

11. Kaika Inna

A NEWCOMER IN THE LINGUISTIC WORLD: WILL EURO-
ENGLISH CHANGE A GENERAL LANGUAGE PICTURE?

State University of Trade and Economics, Kyiv

12. Kholomeyeva Neonila

IMPORTANCE OF PROFESSIONAL VOCABULARY IN BUSINESS

State University of Trade and Economics, Kyiv

13. Khrebtak Sofiia

THE IMPORTANCE OF DYSLEXIC-FRIENDLY WRITING

State University of Trade and Economics, Kyiv

14. Kravchenko Karina

SPRACHE UND IDENTITÄT: SPRACHPHÄNOMENE BEI DER
BILDUNG DES KULTURELLEN SELBSTBEWUSSTSEINS
IN DER MODERNEN WELT

Staatliche Universität für Handel und Wirtschaft, Kyjiw

15. Kulyk Yuliana, Sliesarchuk Vladyslav

INNOVATIVE METHODS OF TEACHING FOREIGN LANGUAGES

State University of Trade and Economics, Kyiv

16. Kuzmich Oleksii

VIDEO GAMES: LEARNING ENGLISH THROUGH PLAY

State University of Trade and Economics, Kyiv

17. Nedohibchenko Bohdan

FIXED EXPRESSIONS AND IDIOMS IN THE PROCESS
OF TRANSLATION

*The National University of Life and Environmental Sciences of Ukraine,
Kyiv*

18. Pronina Nataliia

DIFFICULTIES OF ADAPTATION OF UKRAINIANS ABROAD

State University of Trade and Economics, Kyiv

19. Reshetun Anton

THE PROBLEM OF EQUIVALENCE IN LEGAL TRANSLATION

State University of Trade and Economics, Kyiv

20. Samarchuk Vlada

ETYMOLOGY AND TRANSLATION OF IDIOMS

National University of Life and Environmental Sciences of Ukraine, Kyiv

21. Shahinian David, Shapoval Yelizaveta

PECULIARITIES OF TRANSLATING LEGAL TERMS

State University of Trade and Economics, Kyiv

22. Shudrak Ilona

RUSSIA'S HYBRID WAR AGAINST UKRAINE: INFORMATION
AND PSYCHOLOGICAL ASPECT

State University of Trade and Economics, Kyiv

23. Shulha Yevheniia

THE IMPORTANCE OF USING GENDER-NEUTRAL LANGUAGE
IN THE MODERN WORLD

State University of Trade and Economics, Kyiv

24. Smei Anna

STYLISTICS OF CONVICTION (based on USA President Joe Biden
address to the nation)

Bila Tserkva Lyceum 'Minor Academy of Sciences', Bila Tserkva

25. Soltys Alina

PROBLEMS OF TRANSLATION OF ENGLISH NEOLOGISMS
AND AUTHOR'S NEOLOGISMS IN SCIENTIFIC, TECHNICAL
AND FICTION LITERATURE

National University of Life and Environmental Sciences of Ukraine, Kyiv

26. Sydorenko Mariia

LINGUISTIC ASPECT OF LEGAL IDIOMS: TRANSLATION AND
UNDERSTANDING IN THE CONTEXT OF LEGAL PRACTICE

State University of Trade and Economics, Kyiv

27. Tupytsia Yevheniia, Tsarenko Anastasiia

CAN ARTIFICIAL INTELLIGENCE REPLACE LIVE
TRANSLATORS?

*Separate Structural Unit «Vinnytsia Trade and Economics Vocational
College of State University of Trade and Economics», Vinnytsia*

28. Vernyhora Dariia

THE COMPLEXITY OF TRANSLATING HUMOUR:
CHALLENGES AND STRATEGIES

State University of Trade and Economics, Kyiv

29. Zalevska Maria

THE DESCRIPTION OF UKRAINIAN ECONOMY DURING
THE WAR (BASED ON THE BRITISH PRESS)

*Separate Subdivision «Khmelnyskyi Professional College of Trade and
Economics of State University of Trade and Economics», Khmelnytskyi*

SECTION 4 INTERNATIONAL TRADE AND LAW

*Supervising moderators: Oleh Zatserkovnyi – Senior Lecturer;
Olena Okhrimenko – PhD in Philology,
Senior Lecturer;
Svitlana Mamchenko – Senior Lecturer*

Meeting ID: **775 577 8882**

Password: **084578**

Join the meeting: <https://knute-edu-ua.zoom.us/j/7755778882?pwd=T3Y4bGINWWJzaHcwVGQ2WUIRK05iUT09>

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

Konferenz – ID: **796 3478 6720**

Password: **7PT8Cv**

1. Afonin Daniil

THE FIGHT AGAINST ACTIVITIES OF FRAUDULENT
CALL CENTERS

State University of Trade and Economics, Kyiv

2. Barysheva Mariia

THE IMPACT OF MODERN TECHNOLOGIES ON INTERNATIONAL
TRADE

State University of Trade and Economics, Kyiv

3. Boyko Maksym

ATTITUDES OF UKRAINIAN CITIZENS TO THE LAW
ON MOBILISATION

State University of Trade and Economics, Kyiv

4. Burdak Sophia

THE ETHICAL TRADE DILEMMA: BALANCING CONSUMER
DEMAND WITH LABOR EXPLOITATION IN DEVELOPING
COUNTRIES

State University of Trade and Economics, Kyiv

5. Chervonii Anna

FORMATION OF THE COMPETITIVENESS OF RESTAURANT
ENTERPRISES

Pavlo Tychina Uman State Pedagogical University, Uman

6. Danileychenko Artem

ADMINISTRATIVE AND LEGAL MECHANISM ENSURING
ECONOMIC SECURITY

State University of Trade and Economics, Kyiv

7. Diachenko Mariia

USE OF ELECTRONIC EVIDENCE IN CRIMINAL PROCEEDINGS

State University of Trade and Economics, Kyiv

8. Dibrova Daria

THE ROLE OF MARKING AND LABELING FOR INTERNATIONAL
TRADE

State University of Trade and Economics, Kyiv

9. Dubovyk Anastasiia

CHINA'S EXPERIENCE OF SEZ IMPLEMENTATION

State University of Trade and Economics, Kyiv

10. Golovko Elizaveta

INTERNATIONALER RECHTSSTATUS VON FLÜCHTLINGEN
IN DEUTSCHLAND

Staatliche Universität für Handel und Wirtschaft, Kyjiw

11. Gorbik Polina

REVOLUTIONIZING UKRAINIAN EDUCATION: KEY ASPECTS
OF DIGITAL TRANSFORMATION

State University of Trade and Economics, Kyiv

12. Holyonko Alina

FEATURES OF PAYMENT OF COURT FEE AT FIXED RATES
DURING MARTIAL LAW

State University of Trade and Economics, Kyiv

13. Horolska Yana

FACTORS CONTRIBUTING TO THE GLOBAL EXPANSION
OF TERRORISM IN THE 20TH AND 21ST CENTURIES

State University of Trade and Economics, Kyiv

14. Hrytsai Anna

MILITARY SERVICE AS AN ADVOCATE DURING THE LEGAL
REGIME OF MARTIAL LAW

State University of Trade and Economics, Kyiv

15. Ivanenko Myroslava, Fidikovskiy Nikita

THE IMPACT OF INTERNATIONAL LAW ON TRADE POLICY:
A CRITICAL ANALYSIS

State University of Trade and Economics, Kyiv

16. Ivashchenko Maksym

SUSTAINABLE DEVELOPMENT GOALS IN THE GLOBAL SUPPLY CHAIN

Taras Shevchenko National University of Kyiv, Kyiv

17. Kisilova Kateryna

A NEW KIND OF DIPLOMACY: INTERNET DIPLOMACY, METHODS OF ITS IMPLEMENTATION

State University of Trade and Economics, Kyiv

18. Kolesnyk Mykhailo

LEGAL FRAMEWORK FOR USE OF FORCE BY STATE AGENTS

State University of Trade and Economics, Kyiv

19. Kolmanova Yelyzaveta

ANGEBOT UND NACHFRAGE VON ERWERBSTÄTIGEN FRAUEN AUF DEM DEUTSCHEN ARBEITSMARKT

Staatliche Universität für Handel und Wirtschaft, Kyjiw

20. Kolomei Vladyslav, Rogozhnikov Ivan

INTERNATIONAL TRADE AND LAW

Taras Shevchenko National University of Kyiv, Kyiv

21. Kondratenko Anastasiia

PECULIARITIES OF CUSTOMS REGULATION DURING THE WAR IN UKRAINE

State University of Trade and Economics, Kyiv

22. Kostiukovytsch Sofiia

HANDELSKRIEGE UND EINE PROTEKTIONISTISCHE POLITIK IN DEUTSCHLAND

Staatliche Universität für Handel und Wirtschaft, Kyjiw

23. Kovalenko Maria

INTERNATIONAL ORGANIZATIONS FACING CRISIS OR WHY THEIR REFORMATION IS INEVITABLE

State University of Trade and Economics, Kyiv

24. Kovalova Diana

STATE BODIES EXERCISING DIPLOMATIC FUNCTIONS ABROAD

State University of Trade and Economics, Kyiv

25. Kozhuharenko Danylo

ERNEUBARE ENERGIEQUELLEN IN DEUTSCHLAND

Staatliche Universität für Handel und Wirtschaft, Kyjiw

26. Krylova Anastasia

ATTITUDE OF CITIZENS OF UKRAINE TO THE REFORM
OF THE JUDICIAL SYSTEM OF UKRAINE IN ORDER TO REDUCE
THE HIGH LEVEL OF CORRUPTION IN THE COUNTRY

State University of Trade and Economics, Kyiv

27. Kryvonos Svitlana, Yevtushenko Anastasia

SEPARATE QUESTIONS REGARDING THE GENERAL
PROVISIONS OF THE PRE-JUDICIAL INVESTIGATION

State University of Trade and Economics, Kyiv

28. Kulai Daryna

DIASPORA AND ITS IMPACT ON COUNTRIES' FOREIGN
POLICIES

State University of Trade and Economics, Kyiv

29. Labza Serhiy

VORAUSSETZUNGEN UND FOLGEN VOM
WIRTSCHAFTSWUNDER IN DER BRD

Staatliche Universität für Handel und Wirtschaft, Kyjiw

30. Ladyka Irina

EXPORT'S CHANGE STRATEGY DURING THE WAR

State University of Trade and Economics, Kyiv

31. Mazur Kateryna

CHALLENGES AND SOLUTIONS TO INTERNATIONAL PEACE
AND SECURITY

State University of Trade and Economics, Kyiv

32. Medvedenko Daria

THE IMPACT OF INTERNATIONAL ECONOMIC INTEGRATION ON
SMALL AND MEDIUM-SIZED FIRMS IN THE POST-WAR PERIOD

State University of Trade and Economics, Kyiv

33. Morondel Alina

TRADE ASPECTS OF THE GREEN TRANSITION

State University of Trade and Economics, Kyiv

34. Nebylytsia Nazarii

NAVIGATING THE RUSSIAN ASSET CONFISCATION:
IMPLICATIONS AND CHALLENGES FOR EUROPE AND BEYOND

Taras Shevchenko National University of Kyiv, Kyiv

35. Ostapuk Anna

DEVELOPMENT OF CRYPTOCURRENCY MARKETS IN THE
GLOBAL ECONOMY

Lviv University of Trade and Economics, Lviv

36. Pavlenko Violetta

MODERN RELEVANCE OF WHESTPHALIAN SYSTEM

State University of Trade and Economics, Kyiv

37. Ponomarenko Yuliia

THE IMPACT OF THE INTERNATIONAL ECONOMY ON THE
LEGAL REGULATION OF INTERNATIONAL TRADE

Igor Sikorsky Kyiv Polytechnic Institute, Kyiv

38. Psiadlo Nazar

BALANCING SAFETY AND INDIVIDUAL FREEDOMS
IN THE UKRAINIAN GUN RIGHTS DEBATE

State University of Trade and Economics, Kyiv

39. Reshetun Anton

DIE MENSCHENRECHTE IM KRIEGZUSTAND

Staatliche Universität für Handel und Wirtschaft, Kyjiw

40. Rudus Sofiia

RECHTLICHER STATUS VON MINDERJÄHRIGEN WAISEN UNTER
DEN BEDINGUNGEN DES KRIEGSZUSTANDS

Staatliche Universität für Handel und Wirtschaft, Kyjiw

41. Sbehat Elias

PROTECTION OF INTELLECTUAL PROPERTY RIGHTS

State University of Trade and Economics, Kyiv

42. Shuiska Dayana

SCIENCE DIPLOMACY: NEW OPPORTUNITIES FOR
COOPERATION

State University of Trade and Economics, Kyiv

43. Shvydka Darya

HEREDITARY RELATIONS IN MODERN LEGAL SYSTEMS

State University of Trade and Economics, Kyiv

44. Siuzanna-Mariia Yakymiak, Rohashko Iryna

FENCED INTERESTS: THE POLISH FARMER PROTESTS AND
THEIR IMPLICATIONS ON UKRAINE'S EUROPEAN PATH

Taras Shevchenko National University of Kyiv, Kyiv

45. Smolii Iryna, Kibenko Mark

POSITIVE AND NEGATIVE ASPECTS OF HYPER-GLOBALIZATION
IN THE CONTEXT OF INTERNATIONAL TRADE

Taras Shevchenko National University of Kyiv, Kyiv

46. Stepanova Yelyzaveta

ASSESSING THE ROLE OF INTERNATIONAL TRADE IN THE
GLOBALIZATION OF FINANCIAL MARKETS: RISKS
AND OPPORTUNITIES

State University of Trade and Economics, Kyiv

47. Studennikov Mykhailo

CHILDREN'S RIGHTS VIOLATIONS IN WAR-TORN UKRAINE

State University of Trade and Economics, Kyiv

48. Tarasiuk Veronika, Skliarenko Mykhailo

THE ROLE OF INTERNATIONAL TRADE IN ECONOMIC
DEVELOPMENT (FOCUS ON SPECIFIC DEVELOPING COUNTIES)

Taras Shevchenko National University of Kyiv, Kyiv

49. Tertychna Yuliia

DIGITAL TRADE AND ITS PLACE IN UKRAINE'S ECONOMIC
RESILIENCE AND GLOBAL MARKET INTEGRATION

State University of Trade and Economics, Kyiv

50. Uhrinovych Danylo

TRANSFORMATION OF MECHANICAL BUILDING OF UKRAINE
FOR ACCESS TO NEW EXPORT MARKETS

Taras Shevchenko National University of Kyiv, Kyiv

51. Valchuk Solomia

PROBLEMATISCHE ASPEKTE DER DURCHFÜHRUNG VON
WAHLEN IN DER UKRAINE UNTER KRIEGSRECHT

Universität für Management und Recht, Chmelnyzkyj

52. Vanhorodska Nataliia

THE RISE OF COUNTERFEIT GOODS AND THE GLOBAL BLACK
MARKET

State University of Trade and Economics, Kyiv

53. Voloshyn Alina

THE IMPACT OF ARTIFICIAL INTELLIGENCE AND BLOCKCHAIN
ON LOGISTICS

State University of Trade and Economics, Kyiv

54. Vorotkova Dariya

HUMAN RIGHTS VIOLATIONS DURING THE RUSSIAN-
UKRAINIAN WAR

State University of Trade and Economics, Kyiv

55. Vynohradov Artem

UKRAINE'S RAILWAYS: CHALLENGES AND OPPORTUNITIES
FOR INTERNATIONAL TRADE

State University of Trade and Economics, Kyiv

56. Yakusheva Diana

LEGAL FEATURES OF THE REGULATION OF FOREIGN
ECONOMIC ACTIVITIES USING THE LEX MERCATORIA

State University of Trade and Economics, Kyiv

57. Zaiats Alina

TRENDS IN INTERNATIONAL TRADE AND GLOBALIZATION

State University of Trade and Economics, Kyiv

58. Zavhorodnia Diana

THE DIGITAL TRANSFORMATION OF INTERNATIONAL TRADE
AND ITS IMPACT ON THE DEVELOPMENT OF INTERNATIONAL
PRIVATE LAW

State University of Trade and Economics, Kyiv

59. Zhukov Danylo

«THE PERFECT STORM»: INTERACTION OF CRISIS FACTORS
ON A GLOBAL SCALE

State University of Trade and Economics, Kyiv

60. Zhyla Iryna

ETHICAL ASPECTS OF RELATIONSHIPS BETWEEN ATTORNEYS

State University of Trade and Economics, Kyiv

61. Zhyla Iryna

RECOGNITION OF MARRIAGES CONTRACTED OUTSIDE
UKRAINE

State University of Trade and Economics, Kyiv

SECTION 5

MANAGEMENT, MARKETING AND ADVERTISING

Supervising moderator: Nadiia Sheverun – PhD in Education, Associate Professor

Join the meeting: <https://teams.microsoft.com/l/channel/19%3AKohYc2Jmn91ZfX7lZ8-gRDnhzp0JS68CoKZfHSq6Ros1%40thread.tacv2/%D0%9E%D0%B1%D1%89%D0%B8%D0%B9?groupId=9f62ff59-96d7-4ef9-9f43-88ca668ff414&tenantId=b3e68880-3490-46e6-b295-a36e4be20728>

- 1. Androniuk Vasyl**
ORGANIZATION OF THE SALES SYSTEM IN THE MARKETING ACTIVITIES OF THE ENTERPRISE
Vinnytsia Cooperative Institute, Vinnytsia
- 2. Boyko Sofiia**
EVOLUTION OF MARKETING THEORIES: FROM THE FIRST CONCEPTS TO MODERN APPROACHES
Vinnytsia Institute of Trade and Economics of SUTE, Vinnytsia
- 3. Burgelo Iryna**
TRENDS IN DIGITAL MARKETING DEVELOPMENT – INTERACTIVE APPROACHES AND INTEGRATION WITH CUTTING-EDGE TECHNOLOGIES
Vinnytsia Institute of Trade and Economics of SUTE, Vinnytsia
- 4. Chykhichyna Marina**
THE POWER OF SOCIAL MEDIA: HOW TO USE IT FOR MARKETING
State University of Trade and Economics, Kyiv
- 5. Demydova Veronika**
COPYWRITING STRATEGIES THAT OVERCOME MODERN MARKETING CHALLENGES
State University of Trade and Economics, Kyiv
- 6. Dolia Kseniia**
USER GENERATED CONTENT IN BUSINESS PROMOTION
State University of Trade and Economics, Kyiv
- 7. Harmash Kateryna**
USING INFLUENCERS ON SOCIAL MEDIA TO PROMOTE PRODUCTS AND SERVICES
State University of Trade and Economics, Kyiv

- 8. Harvat Mariia**
INNOVATIVE MARKETING STRATEGIES AND THEIR IMPACT
ON BUSINESS
*Separate Subdivision «Khmelnyskyi Professional College of Trade
and Economics of SUTE, Khmelnyskyi*
- 9. Herasymenko Olena**
DIE MACHT DER SUBTILITÄT: DIE VORTEILE VON
VERSTECKTER WERBUNG AM MODERNEN MARKT
State University of Trade and Economics, Kyiv
- 10. Hladka Kseniia, Gopanchuk Nataliia**
PECULIARITIES OF INNOVATIVE DEVELOPMENT
OF TOURISM IN UKRAINE IN THE CONTEXT OF WAR
State University of Trade and Economics, Kyiv
- 11. Golovko Danyl**
THE MOST EFFECTIVE MODEL OF COMPANY STRUCTURE
TODAY
State University of Trade and Economics, Kyiv
- 12. Hrabovchak Andrii, Danylo Vladislav**
WARFARE TOOLS IN COMPETITIVE MARKETING
Uzhhorod Institute of Trade and Economics of SUTE, Uzhhorod
- 13. Ischenko Yaroslav**
Technological Advancements and Their Societal Impact
State University of Trade and Economics, Kyiv
- 14. Ivanova Anastasiia**
THE USE OF STYLISTIC DEVICES IN ADVERTISING
State University of Trade and Economics, Kyiv
- 15. Khatuntseva Valeriia**
THE IMPORTANCE OF DISTRIBUTION POLICY FOR THE
FUNCTIONING OF THE ENTERPRISE
Vinnytsia Cooperative Institute, Vinnytsia
- 16. Konovalova Alina**
DEVELOPING AN EFFECTIVE MARKETING STRATEGY
FOR SMALL BUSINESSES
State University of Trade and Economics, Kyiv
- 17. Kozhemiakina Yelyzaveta**
COMPARISON OF ADVERTISING UKRAINE AND FOREIGN
COUNTRIES
State University of Trade and Economics, Kyiv

- 18. Lazarenko Krystyna**
HR MANAGEMENT IN THE VUCA ERA: MOTIVATION
AND ENGAGEMENT EMPLOYEES
State University of Trade and Economics, Kyiv
- 19. Leontieva Alona**
FEATURES OF SERVICE SECTOR MANAGEMENT
State University of Trade and Economics, Kyiv
- 20. Levchenko Victoria**
GLOBALIZATION AND ECONOMIC CHALLENGES
IN A DIGITAL SOCIETY
State University of Trade and Economics, Kyiv
- 21. Loboda Mariia**
DIGITAL FUTURE: ECONOMIC CHALLENGES
AND GLOBALISATION TRENDS
State University of Trade and Economics, Kyiv
- 22. Martsun Dmytro**
THE ROLE OF CORPORATE IDENTITY IN BRAND PROMOTION
Vinnytsia Cooperative Institute, Vinnytsia
- 23. Miroshnychenko Svitlana**
DEVELOPMENT OF UKRAINE'S ECONOMY: BEFORE, DURING
AND AFTER WAR
State University of Trade and Economics, Kyiv
- 24. Mishchuk Mariia**
THE HISTORY OF MARKETING
*Separate Subdivision «Khmelnyskyi Professional College of Trade and
Economics of SUTE, Khmelnytskyi*
- 25. Nikitina Natalia**
MARKETING COMMUNICATIONS AND ITS IMPACT ON THE
ACTIVITIES OF THE ENTERPRISE
State University of Trade and Economics, Kyiv
- 26. Nikolaichuk Olexandra**
THE ROLE OF ADVERTISING IN THE FORMATION
OF GENDER STEREOTYPES IN UKRAINE
State University of Trade and Economics, Kyiv
- 27. Nosal Khrystyna**
TRANSFORMING SOCIETY IN THE DIGITAL AGE
State University of Trade and Economics, Kyiv

- 28. Novikova Yuliia**
MARKETING IN THE CONDITIONS OF WAR: ADAPTATION
TO NEW REALITIES
State University of Trade and Economics, Kyiv
- 29. Oliinyk Daria**
MARKETING AS A BUSINESS PHILOSOPHY
*Separate Subdivision «Khmelnyskyi Professional College of Trade and
Economics of SUTE, Khmelnytskyi*
- 30. Potapov Oleksandr**
FORMATION OF AN EFFECTIVE MANAGEMENT SYSTEM
AT THE ENTERPRISE
Vinnytsia Cooperative Institute, Vinnytsia
- 31. Natalya Svidnitska**
THE INFLUENCE OF SOCIAL NETWORKS ON MARKETING
AND ADVERTISING OF THE ENTERPRISE
Chernivtsi Trade and Economics Institute of SUTE, Chernivtsi
- 32. Tverda Kateryna**
TECHNOLOGICAL DEVELOPMENT OF DIGITAL
TRANSFORMATION IN RADIO ADVERTISING
Vinnytsia Institute of Trade and Economics of SUTE, Vinnytsia
- 33. Vins Valerii**
INNOVATIVE MARKETING OF UKRAINIAN VIDEO GAME
DEVELOPERS
State University of Trade and Economics, Kyiv
- 34. Vorotniuk Mariia**
RESILIENCE OF UKRAINIAN IT STARTUPS DURING WARTIME
State University of Trade and Economics, Kyiv
- 35. Yakina Nataly**
MARKETING DURING THE WAR IN UKRAINE: THE MAIN
CHANGES
State University of Trade and Economics, Kyiv
- 36. Yehorova Vitaliia, Panasiuk Olexander**
THE IMPACT OF SOCIAL MEDIA ON MARKETING
AND ADVERTISING STRATEGIES ON MODERN BUSSINES
Taras Shevchenko National University of Kyiv, Kyiv

37. Yurchyk Viktoria

HOW ARTIFICIAL INTELLIGENCE AFFECTS THE DEVELOPMENT
OF COMPANIES AND THEIR OPPORTUNITIES IN THE FIELD
OF SALES

State University of Trade and Economics, Kyiv

38. Zelenaya Marina

DIGITAL TRANSFORMATION IN BUSINESS MANAGEMENT

State University of Trade and Economics, Kyiv

**SECTION 6
PSYCHOLOGY**

Supervising moderator: Nina Nikolska – PhD in Pedagogy, Associate Professor

Meeting ID: **401 959 5148**

Password: **V79QbC**

Join the meeting:

<https://us04web.zoom.us/j/4019595148?pwd=dy9UK1gyUFN2dDVneWpTalpEemdEZz09>

1. Kovalenko Tetiana

STRESSORS AND THEIR INFLUENCE ON ADAPTATION
IN THE 21ST CENTURY

State University of Trade and Economics, Kyiv

2. Lahutina Daria

PSYCHOLOGICAL EFFECTS OF SOCIAL MEDIA: IMPLICATION
FOR MENTAL HEALTH

State University of Trade and Economics, Kyiv

3. Liashuk Viktoriia

PSYCHOLOGICAL ASPECTS OF LEARNING ENGLISH
IN TODAY'S CONTEXT

State University of Trade and Economics, Kyiv

4. Miezhete Anna

A ROLE OF EMOTIONS IN THE CASE OF EATING DISORDERS

State University of Trade and Economics, Kyiv

5. Nesterenko Volodymyr

MENTAL HEALTH IN THE PERIOD OF THE WAR

State University of Trade and Economics, Uzhhorod

- 6. Ovdiienko Sofia**
IMPACT OF PSYCHOLOGICAL OPERATIONS ON HUMAN PSYCHE
State University of Trade and Economics, Kyiv
- 7. Simanschi Sofia**
ART THERAPY AS A FORM OF EXPRESSIVE THERAPY
The Slavic University of Moldova, Chisinau, Republic of Moldova
- 8. Sivak Maria**
NAVIGATING MENTAL HEALTH CHALLENGES IN THE DIGITAL AGE
State University of Trade and Economics, Kyiv
- 9. Stuzhna Violetta**
FEATURES OF PROBLEMS OF NEGATIVE EMOTIONAL STATES OF PERSONALITY
State University of Trade and Economics, Kyiv
- 10. Tovtyn Mykhailo**
THE INFLUENCE OF TEMPERAMENT ON THE CAREER CHOICES
State University of Trade and Economics, Uzhhorod

Наукове електронне видання

**НАУКА ХХІ СТОЛІТТЯ:
ВИКЛИКИ СЬОГОДЕННЯ**

ПРОГРАМА

VII ВСЕУКРАЇНСЬКОЇ СТУДЕНТСЬКОЇ
НАУКОВО-ПРАКТИЧНОЇ КОНФЕРЕНЦІЇ

(Київ, 16 травня 2024 року)

(Англ. мовою)

Видавець і виготовлювач
Державний торговельно-економічний університет
вул. Кіото, 19, м. Київ-156, Україна, 02156
Тел. (044) 513 74 18
Електронна пошта knute@knute.edu.ua
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