## Dear colleagues!

We invite you to take part in the International Scientific

and Practical Conference *«***STRATEGIC PRIORITIES FOR ENTERPRISE DEVELOPMENT, TRADE AND EXCHANGE ACTIVITIES*»***, Zaporizhzhia Polytechnic National University. The conference will be held on May 13-14, 2021 in Zaporizhzhia, Ukraine. We invite researchers, faculty members, doctoral students, graduate students, higher education applicants, employers and representatives of local governments.

**Purpose of the conference:**

Research of the state, problems and strategic directions of development of business, trade and stock market activity in the context of modern challenges

**Thematic areas of the conference:**

1. Energy efficiency and energy saving as effective tools of energy management of economic entities.

2. Monitoring of economic security and anti-crisis activity of enterprises.

3. Development of innovative entrepreneurship and formation of startup ecosystem in Ukraine.

4. Competitiveness of enterprises in the conditions of transformation from a linear to a circular model of economy.

5. International cooperation for sustainable economic development.

6. Personnel management of enterprises according to the stakeholder approach.

7. Entrepreneurship is the driving force of socio-economic development of united territorial communities.

8. Management in architecture and construction on the principles of sustainable development.

***Working languages ​​of the conference: English, Ukrainian, Russian***

**Conference Rules:**

  **May 13, 2021.** Registration of participants (8-00 -

10-00). Conference Opening, Plenary meeting (10-00). Panel discussions (15-00).

 **May 14, 2021.** Panel discussions. (10-00). Summing up. Closing of the conference.

**Ministry of Education and Science of Ukraine Zaporizhzhia Polytechnic National University (Ukraine)**

**Department of enterprise, trade and exchange activity**

***and co-organizers:***

**Taras Shevchenko National University of Kyiv (Ukraine)**

**National University of Life and Environmental Sciences of Ukraine (Ukraine)**

**Odessa National Polytechnic University (Ukraine)**

**Classical Private University (Ukraine)**

**Varna Free University (Bulgaria)**

**Giresun University (Turkey)**

**M. Auezov South Kazakhstan State University (Kazakhstan)**

**Batumi Shota Rustaveli State University (Georgia)**

**Adam Mickiewicz University (Poland)**

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**INFORMATION SHEET**

**International scientific and practical**

**conference**

**«STRATEGIC PRIORITIES FOR ENTERPRISE DEVELOPMENT, TRADE AND EXCHANGE ACTIVITIES»**

 **13-14 May 2021**

**Zaporizhzhia**

**Ukraine**

#  Conference Organizing Committee

**Chairman of the Organizing Committee:**

 ***Eduard Huhnin,*** Vice-rector of Zaporizhzhia Polytechnic National University, PhD., As.Professor.

**Co-chairs of the Committee:**

***Valeriy Naumyk,*** Vice-rector for scientific work and international activity of Zaporizhzhia Polytechnic National University, Doctor of Technical Sciences, Professor.

***Alla Tkachenko,*** Head ofDepartment of enterprise, trade and exchange activityof Zaporizhzhia Polytechnic National University, Doctor of Economic Sciences, Professor.

**Information for conference participants::**

1. To prepare independently or in co-authorship (no more than three persons) abstracts according to requirements and save in a file by example **Ivanenko\_tezy.doc.**
2. Email **kaf\_economik@ukr.net** within the deadline for the abstracts.
3. Receive confirmation of receipt of your submissions at your email address.
4. The abstract will be published on the official site of Zaporizhzhia Polytechnic National University.

 **Members of the Organizing Committee**

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| Viktor Zakharchuk | Head of the Department of Education and Science of Zaporizhzhia Regional State Administration |
| Matviishyna Oksana. | Head of the Department of Economic Development and Trade of Zaporizhzhia Regional State Administration |
| George Abuselidze, Doctor, Professor | Professor; Head Department of Finance, Banking and Insurance, Shota Rustaveli State University, (Georgia) |
| Kateryna Andriushchenko, Doctor, Professor | Professor, Department of Business Economics and Entrepreneurship,Kyiv National Economic University named after Vadym Hetman |
| Ihor Bohdanov,Doctor of Pedagogical Sciences, Professor | Rector, Berdyansk State Pedagogical University |
| Mgr Magdalena Wierzbik-Strońska | Prorector, Katowice School ofTechnology, (Poland) |
| Iryna Zboryna,PhD, As.Professor | Dean of the Faculty of Economics, Polessky State University, (Belarus) |
| Pavlo Zakharchenko, Doctor, Professor  | Head of the Department of Economics, Entrepreneurship and Finance, Berdyansk State Pedagogical University |
| Nataliia Levchenko,Doctor, Professor | Professor, Department of enterprise, trade and exchange activity,Zaporizhzhia Polytechnic National University |
| Tamara Makarenko, PhD, As.Professor | Dean of the Faculty of Humanities and Economics, Berdyansk State Pedagogical University |
| mgr Paweł Mikos | Head of the Department of Promotion and Development, Katowice School ofTechnology, (Poland) |
| Tetiana Nestorenko, PhD, As.Professor | Associate Professor of the Department of Economics of Enterprise and Finance, Berdyansk State Pedagogical University |
| Kemal Okuyan, Doctor, Professor.  | Professor, Balikesir University, (Turkey) |
| Aleksander Ostenda, Dr., Professor | Rector, Katowice School ofTechnology (Poland) |
| Mykhailo Sahaidak, Doctor, Professor | Head of Management Department, National Economic University named after Vadym Hetman |
| Rodion Sevast`yanov, PhD, As.Professor | Associate Professor, Department of enterprise, trade and exchange activity,Zaporizhzhia Polytechnic National University |
| Marat Seidakhmetov, PhD, As.Professor | Dean of the Higher School of Management and Business, M. Auezov South Kazakhstan State University, (Kazakhstan) |
|  |  |
| Tetiana Pozhuieva, Doctor, Professor | Professor, Department of enterprise, trade and exchange activity,Zaporizhzhia Polytechnic National University |
| Pokataieva Olha,Doctor, Professor | First Vice-Rector, Classical Private University, (Ukraine) |
| Halyna Fyliuk, Doctor, Professor | Head of the Department of Enterprise Economics, Taras Shevchenko National University of Kyiv |
| Frolova Larysa, Doctor, Professor | Head of the Department of Entrepreneurship and Trade, Odessa National Polytechnic University |
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 **Information for conference participants:**

You can submit your application and abstract by April 15, 2021 to participate in the conference.

**Requirements for the design of materials:**

1. The abstract should be printed in a Microsoft Word text editor and saved in a format \* doc, or \* docx, is an example of how a journal article is linked from.

2. Material volume 2 full pages of A5 text;

3. The number of sources used should not exceed 5 names;

4. The text is printed in Times New Roman font, size is 10 pt, the interval is 1, the paragraph is 1.25 mm, width equalization; margins: upper and lower - 20 mm; left - 15 mm, right - 15 mm;

5. The text should be constructed in a logical sequence, with clear wording and in accordance with the requirements of the style of scientific text, without grammatical and stylistic errors.

**The conference committee requests that the participants be informed about the date of arrival no later than 10 days before the beginning of the conference.**

 **Publication of conference materials:**

The abstracts adopted by the editorial board will be published in the electronic collection of the Zaporizhzhia Polytechnic National University at **http://zp.edu.ua**. The authors are responsible for the content and accuracy of the submitted materials. **Participation in the conference is free of charge.**

### Committee Address:

*69063, Ukraine, Zaporizhzhia, Zhukovsky Street 64,*

*Zaporizhzhia Polytechnic National University*

**Conference website:**

[[**https://sites.google.com/view/conferencepolytech**](https://sites.google.com/view/conferencepolytech)](https://nubip.edu.ua/ISPCDAM-2019)

###  For more information about the conference, please contact the organizing committee::

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