

*Dear
colleagues!*

We invite you to take part in the VII International Scientific and Practical Conference «**STRATEGIC PRIORITIES FOR THE DEVELOPMENT OF ENTREPRENEURSHIP AND TRADE**», Zaporizhzhia Polytechnic National University. The conference will be held on May 14-15, 2026 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:

To study the current state, challenges, and strategic directions for the development of entrepreneurship and trade in the context of modern challenges.

Thematic areas of the conference:

1. Monitoring economic security and anti-crisis enterprise management.
2. Development of innovative entrepreneurship and the formation of a startup ecosystem in Ukraine.
3. Competitiveness of enterprises in current conditions.
4. Human resource management using the stakeholder approach.
5. Reporting of business entities in the context of ESG integration.
6. Project management based on the principles of sustainable development..

*Working languages of the conference: Ukrainian ,
English*

Conference Rules:

May 14, 2026.

- Registration of participants: 08:00 – 10:00
- Conference opening, plenary session: 10:00
- Sectional sessions: 15:00

May 15, 2026.

- Sectional sessions: Start at 10:00
- Summing up and closing of the conference

Ministry of Education and Science of Ukraine
National University “Zaporizhzhia Polytechnic”
Department of Business and Management
and co-organizers:

- Taras Shevchenko National University of Kyiv
- Lviv Polytechnic National University
- Dnipro Polytechnic National Technical University
- Kyiv National Economic University named after Vadym Hetman
- West Ukrainian National University
- Ukrainian State University of Chemical Technology
- Ivano-Frankivsk National Technical University of Oil and Gas
- Kryvyi Rih National University
- Classical Private University (Ukraine)
- Khmelnytskyi National University
- Central Ukrainian National Technical University
- Varna Free University (Bulgaria)
- University of Management and Administration in Opole (Poland)
- Giresun University (Turkey)
- Silesian Academy (Poland)
- Azerbaijan Academy of Labour and Social Relations (Azerbaijan)
- Adam Mickiewicz University (Poland)
- Private Joint-Stock Company “Electrometallurgical Plant ‘Dniprospsstal’ named after A.M. Kuzmin” (Ukraine)



International scientific and practical
conference
«**STRATEGIC PRIORITIES FOR THE DEVELOPMENT OF
ENTREPRENEURSHIP AND TRADE**»
14-15 May 2026
Zaporizhzhia, Ukraine

Conference Organizing Committee

Chairman of the Organizing Committee:

V.L. Greshka, Rector of NU "Zaporizhzhia Polytechnic", Ph.D. in Technical Sciences, Professor

Co-chairs of the Committee:

V.A. Shalomeev, Vice-Rector for Research, D.Sc. in Technical Sciences, Professor

O.O. Vasylyeva, Acting Dean of the Faculty of Business Technologies and Economics, D.Sc. in Economics, Professor

A.M. Tkachenko, Head of Business and Management Department, D.Sc. in Economics, Professor

Information for conference participants::

1. Form of participation: remote or virtual.
2. Prepare a scientific paper (individually or co-authored by no more than three people) and save it under the format: Ivanenko_tczy.doc.
3. Send the application and abstracts to kaf_economik@ukr.net by the deadline.
4. Wait for confirmation of receipt of your materials via email.
5. The collection of abstracts will be posted in the repository of Zaporizhzhia Polytechnic National University..

Members of the Organizing Committee

Zakharchuk V.M.	Chief Specialist, Department of Education and Science, Zaporizhzhia Regional State Administration
Andryushchenko K.A., Dr. Sci. (Econ.), Prof.	Professor, Department of Business Economics and Entrepreneurship, Kyiv National Economic University
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Varava L.M., Dr. Sci. (Econ.), Prof.	Head of the Department of Management and Administration, Kryvyi Rih National University
Nestorenko O.V., Ph.D. in Economics, Associate Professor	Silesian Academy (Poland)
Vyunik O.V., Ph.D. in Economics, Professor	Professor in the Department of Economics, Management, and Business at the Central Ukrainian National Technical University
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Ismailov V.	Azerbaijan Academy of Labour and Social Relations (Baku)
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Nyanko V.M., PhD (Econ.), Assoc. Prof.	Associate Professor, Department of Marketing, Khmelnytskyi National University
Levchenko N.M., Dr. Sci. (Pub. Adm.), Prof.	Professor, Department of Business and Management, NU "Zaporizhzhia Polytechnic"
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Okuyan K., Doctor, Prof.	Professor, Balikesir University (Turkey)
Ostenda A., Professor AS, Doctor	Rector, Silesian Academy (Poland)
Perevozova I.V., Dr. Sci. (Econ.), Prof.	Head of the Department of Entrepreneurship and Marketing, Ivano-Frankivsk National Technical University of Oil and Gas
Pozhueva T.O., Dr. Sci. (Econ.), Prof.	Professor, Department of Business and Management, NU "Zaporizhzhia Polytechnic"
Mashchenko O.V., Dr. Sci. (Econ.), Dr. Sci.	First Vice-Rector, Classic Private University (Zaporizhzhia)

(Law), Prof. Pokusa T., Professor ANS-WSZiA, Doctor	Vice-Rector, Academy of Applied Sciences – University of Management and Administration in Opole
Sevastyanov R.V., PhD (Econ.), Assoc. Prof.	Associate Professor, Department of Business and Management, NU "Zaporizhzhia Polytechnic"
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Filyuk G.M., Dr. Sci. (Econ.), Prof.	Head of the Department of Enterprise Economics, Taras Shevchenko National University of Kyiv
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Chornyi R.S., Dr. Sci. (Econ.), Prof.	Director, Novovolynsk Educational and Scientific Institute of Economics and Management, West Ukrainian National University
Chorna N.P., Ph.D. in Economics,	Professor in the Department of Accounting and Economic and Legal Support at the Western Ukrainian National University

Information for conference participants:

You can submit your application and abstract by April 30, 2026 to participate in the conference.

Participation Terms

1. Form of participation: remote or virtual.
2. Prepare a scientific paper (individually or co-authored by no more than three people) and save it under the format: Ivanenko_tezy.doc.
3. Send the application and abstracts to kaf_economik@ukr.net by the deadline.
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5. The collection of abstracts will be published on the official website of the university.

Information for Participants

To participate, send the application form and abstracts by April 30, 2026.

Authors may also submit articles for publication in the scientific journal of the university. Requirements for formatting will be provided upon request.

Requirements for Abstracts

- Format: MS Word (*.doc or *.docx)
- Length: 2 full A5 pages
- Sources: Maximum of 5 references
- Font: Times New Roman, 10 pt, 1.0 spacing, 1.25 cm indent
- Margins: Top/Bottom – 20 mm; Left/Right – 15 mm
- Style: clear structure, logical flow, grammatically correct and free of stylistic errors.

Publication: Accepted abstracts will be published in the university's electronic collection. Authors are responsible for content and accuracy.

Participation in the conference is free of charge.

Committee Address:

69063, Ukraine, Zaporizhzhia, 64 Universitetskaya Street 64,
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For more information about the conference, please contact the organizing committee::

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