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Kharkiv Regional Entrepreneurship Support Fund of Kharkiv Regional Military
Administration, Kharkiv, Ukraine
Ukrainian University in Europe (UUE-F), Krakow, Poland
Alma Mater Europaea University, Maribor, Slovenia
Technical University of Cartagena, Cartagena, Spain**

III International Scientific and Practical Conference

«DEVELOPMENT OF ECONOMIC SYSTEMS IN THE CONTEXT OF GLOBALIZATION»

November 19-21, 2026, Kharkiv, Ukraine

The Department of Marketing and Trade Enterprise of the Educational and Scientific Institute "Ukrainian Engineering and Pedagogical Academy" of V. N. Karazin Kharkiv National University invites faculty members, scientists, practitioners, young researchers, doctoral students, and higher education applicants to participate in the conference to discuss topics within the following panels:

PANEL 1. The Impact of Global Transformations on the Macroeconomic Environment in the Context of Sustainable Development.

PANEL 2. Strategic Development of Economic Systems in the Conditions of Digitalization.

PANEL 3. Innovation-Integration Vectors for the Formation of Effective Management of Economic Systems.

PANEL 4. Adaptive Development of the Marketing Potential of Economic Systems Under Uncertainty.

PANEL 5. European Integration Processes in the Development of Domestic Entrepreneurship.

Program Committee:

Denys KOVALENKO - Head of the Organizing Committee, Director of the Educational and Scientific Institute "Ukrainian Engineering and Pedagogical Academy" of V. N. Karazin Kharkiv National University, Doctor of Pedagogical Sciences, Professor.

Viktoriia CHOBITOK - Deputy Head of the Organizing Committee, Acting Head of the Department of Marketing and Trade Enterprise of the Educational and Scientific Institute "Ukrainian Engineering and Pedagogical Academy" of V. N. Karazin Kharkiv National University, Doctor of Economic Sciences, Professor.

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Nataliia KUZMYNCHUK - Professor at the Department of Marketing, Management and Entrepreneurship, School of Economics, V. N. Karazin Kharkiv National University, Doctor of Economic Sciences, Professor.

Olena BOZHANOVA - Dean of the Faculty of Economics and Management of the Educational and Scientific Institute "Dniprovskiy Metallurgical Institute of the Ukrainian State University of Science and Technologies", PhD in Economic Sciences, Associate Professor.

Nataliia VALINKEVYCH - Head of the Department of Economics, Entrepreneurship and Tourism, Polissia National University, Doctor of Economic Sciences, Professor.

Olha VOVK - Professor at the Department of Economic Cybernetics, Igor Sikorsky Kyiv Polytechnic Institute, Doctor of Economic Sciences, Professor.

Oksana KARPENKO - First Vice-Rector of the Higher Educational Institution "Academician Yuriy Bugay International University of Science and Technology", Doctor of Economic Sciences, Professor.

Olha KRAVCHENKO - Professor at the Department of Economic Cybernetics, Igor Sikorsky Kyiv Polytechnic Institute, Doctor of Economic Sciences, Professor.

Hryhorii PANAETOV - Director of the Kharkiv Regional Entrepreneurship Support Fund of Kharkiv Regional Military Administration.

Mariia TEPLIUK - Associate Professor at the Department of Business Economics and Entrepreneurship, Head of the Scientific Society of Students, PhD Students, Doctoral Candidates and Young Scientists of KNEU named after Vadym Hetman, PhD in Economic Sciences, Associate Professor.

Bohdana CHYZHEVSKA - Head of the Department of Economics, Entrepreneurship and Marketing, Yuri Kondratyuk Poltava Polytechnic National University, PhD in Economic Sciences, Associate Professor.

Viktoriia SHVEDUN - Head of the Department of Economics and Public Administration, National Aerospace University "Kharkiv Aviation Institute", Doctor of Public Administration, Professor.

Andrii SHTANHRET - Professor at the Department of Management and Marketing in Publishing, Institute of Printing and Media Technologies, Lviv Polytechnic National University, Doctor of Economic Sciences, Professor.

Olha SHKURENKO - Professor at the Department of Business Management and Logistics Flows, National Transport University, Doctor of Economic Sciences, Professor.

Olena ANDRIUSHCHENKO - Associate Professor at the Department of Marketing and Trade Enterprise of the Educational and Scientific Institute "Ukrainian Engineering and Pedagogical Academy" of V. N. Karazin Kharkiv National University, PhD in Public Administration, Associate Professor.

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Oleksandr KONONOV - Associate Professor at the Department of Marketing and Trade Enterprise of the Educational and Scientific Institute "Ukrainian Engineering and Pedagogical Academy" of V. N. Karazin Kharkiv National University, PhD in Economic Sciences, Associate Professor.

Olha MOROZOVA - Senior Lecturer at the Department of Marketing and Trade Enterprise of the Educational and Scientific Institute "Ukrainian Engineering and Pedagogical Academy" of V. N. Karazin Kharkiv National University, Doctor of Philosophy (PhD).

Tetiana OBYDIENNOVA - Associate Professor at the Department of Marketing and Trade Enterprise of the Educational and Scientific Institute "Ukrainian Engineering and Pedagogical Academy" of V. N. Karazin Kharkiv National University, PhD in Economic Sciences, Associate Professor.

Alina PAK - Associate Professor at the Department of Marketing and Trade Enterprise of the Educational and Scientific Institute "Ukrainian Engineering and Pedagogical Academy" of V. N. Karazin Kharkiv National University, PhD in Technical Sciences, Associate Professor.

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Anna CHERNYAEVA - Associate Professor at the Department of Marketing and Trade Enterprise of the Educational and Scientific Institute "Ukrainian Engineering and Pedagogical Academy" of V. N. Karazin Kharkiv National University, PhD in Economic Sciences, Associate Professor.

Tetiana CHORNA - Associate Professor at the Department of Marketing and Trade Enterprise of the Educational and Scientific Institute "Ukrainian Engineering and Pedagogical Academy" of V. N. Karazin Kharkiv National University, PhD in Chemical Sciences, Associate Professor.

Maryna CHUIKO - Associate Professor at the Department of Marketing and Trade Enterprise of the Educational and Scientific Institute "Ukrainian Engineering and Pedagogical Academy" of V. N. Karazin Kharkiv National University, PhD in Technical Sciences, Associate Professor.

Oleksii SHELEST - Associate Professor at the Department of Marketing and Trade Enterprise of the Educational and Scientific Institute "Ukrainian Engineering and Pedagogical Academy" of V. N. Karazin Kharkiv National University, PhD in Economic Sciences, Associate Professor.

David BOGATAJ - Professor at the Department of Economics and Management, Alma Mater Europaea University (Slovenia), Doctor of Economic Sciences, Professor.

Taras HUTSOL - Board Director of the Ukrainian University in Europe (UUE-F, Poland), Doctor of Technical Sciences, Professor.

Antonio Juan BRIONES PEÑALVER - Professor at the Department of Business Economics, Technical University of Cartagena (UPCT, Spain), Doctor of Economic Sciences, Professor.

To participate in the conference, please fill out the Google Form and attach your abstract by **November 18, 2026**, via the following link:

<https://forms.gle/RcLfMeXSNXS7dk9Y7>



Abstracts from higher education applicants are accepted strictly co-authored with scientific advisors.

Note: If you do not receive a confirmation within 3 business days after submitting the full package of documents, please resend your materials. The Organizing Committee will notify you via email upon receiving and accepting your materials.

Based on the conference outcomes, the volume of abstracts will be published on the website of the Department of Marketing and Trade Enterprise of ESI UEPA of V. N. Karazin Kharkiv National University at: <http://mtp.uipa.edu.ua/>

PARTICIPATION IS FREE OF CHARGE!

A maximum of three abstracts is accepted from a single author.

Authors are solely responsible for the content and accuracy of the submitted materials.

Materials must be carefully proofread for content and comply with standard spelling and orthography rules.

Working languages of the conference: Ukrainian, English.

Format of participation: Correspondence (distance learning / online).

Attention! By agreeing to participate in the conference, the author(s) consent to the open-access publication of their materials on the Internet.

Authors bear full responsibility for the content and authenticity of the submitted materials.

Submitted materials will be published in the author's original edition.

The conference is conducted within the framework of the Erasmus+ Project: "European Concept of Dynamic Regulation and Coordination of Goods Expertise in Customs" No. 101127747 — EDETMS — ERASMUS-JMO-2023-HEI-TCH-RSCH.

Registered at the State Scientific Institution "Ukrainian Institute of Scientific and Technical Expertise and Information". CERTIFICATE No. 939 on event registration dated December 10, 2025.

All authors will receive CERTIFICATES of participation in the conference.

Abstract Formatting Requirements

Volume: 2–3 pages of A4 format (including figures, tables, formulas, and references).

File format: *.doc or *.docx.

Font: Times New Roman, size 14.

Line spacing: 1.5.

Margins: 20 mm on all sides.

Formatting: No hyphenation, character compression, or expansion.

File naming convention: The file name must match the author's surname (e.g., Shevchenko_Abtract).

Submission Order:

Line 1: PANEL NUMBER – aligned right.

Line 2: Author's Surname and Initials (max. 3 authors), academic degree, academic title – aligned right (bold italic).

Line 3: Author's position – aligned right (bold italic).

Line 4: Full name of the organization – aligned right (italic).

(Lines 1 to 4 should be formatted with 1.0 line spacing).

(Skip one line)

TITLE OF THE ABSTRACT

(UPPERCASE, bold, centered, line spacing 1.5)

(Skip one line)

Main body of the abstract: line spacing 1.5, paragraph indent 1 cm.

(Skip one line)

REFERENCES

Times New Roman 12; line spacing: 1.0

Bibliographic sources must be formatted in accordance with DSTU 8302:2015 national standards.

Sample Abstract Layout

PANEL 1

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ADAPTIVE-INNOVATIVE TRANSFORMATION OF THE MARKETING PARADIGM IN THE CONTEXT OF DIGITALIZATION

Marketing today represents an effective strategic direction for the development of economic systems under conditions of digitalization [1].

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References

1. Heiets V. Development of social capital – the greatest wealth in the world. Viche. 2011. No. 1. P. 22–26.
2. State Statistics Service of Ukraine. URL: <https://www.ukrstat.gov.ua>

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