



Co-funded by  
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Faculty of Economics  
of Zaporizhzhia National University

**International scientific and practical Internet conference**

**THE EUROPEAN EXPERIENCE OF THE USE OF DIGITAL  
TECHNOLOGIES IN THE ECONOMY IN THE CONDITIONS OF THE  
PANDEMIC COVID-19**

20 October 2023, Zaporizhzhia

**Information sheet**

The event will be held within the framework of the project of the European Union Erasmus+ Jean Monnet Programme 101085727 – EU-DIGITIZATION – ERASMUS-JMO-2022-HEI-TCH-RSCH «Digitalization of the economy in the context of the Covid-19 pandemic as a strategic platform for economic development of the state» at the Faculty of Economics of Zaporizhzhia National University.

The purpose of the event: Discussion and promotion of the European experience of implementing and using digital technologies in the economy in the context of the Covid-19 pandemic, as well as the formation of a strategic platform for the development of Ukraine's economy.

**Organizational committee**

**Chairman of the Organising Committee** – Frolov M.O., Doctor of Historical Sciences, Professor, Acting Rector of Zaporizhzhia National University

**Deputy chairmen of the organising committee:**

Vasylchuk H. M., Doctor of Historical Sciences, Professor, Vice-Rector for Research

Tupakhina O. V., Doctor of Philology, Associate Professor, Vice-Rector for Scientific and Pedagogical Work, International and Project Activities

Deryugina O. V., acting director head of the research department

Cherep A. V., Doctor of Economics, Professor, Acting Head of the Department of Finance, Banking and Insurance

**Members of the organising committee:**

Andryukaitene R. M., PhD of Social Sciences (Management), Associate Professor, Head of the Department of Business and Economics, Marijampole College (Lithuania)

Babmindra D. I., Doctor of Economics, Professor, Head of the Department of International Economics, Natural Resources and International Tourism Economics

Bekova R. Zh, PhD, Associate Professor of the Department of Accounting and Audit, Turan University (Kazakhstan)

Bikteubayeva A. S., Head of the Department of Accounting and Audit, Associate Professor at Turan University (Kazakhstan)

Bilopolsky M. G., Doctor of Economics, Professor, Vice-President of the Academy of economic Sciences of Ukraine

**disclaimer**

Velikoivan S. O., Chairman of the Scientific Society of Students, Postgraduates and Young Scientists of the Faculty of Economics

Voronkova V. G., Doctor of Philosophy, Professor, Head of the Department of Organisational Management and Project Management of the Engineering Educational and Scientific Institute of Zaporizhzhya National University

Haidukova N. V., head of the investment department of PJSC "Zaporizhstal"

Galkin Y. V., Head of Zaporizhzhya Regional Department of JSC "UKRSIBBANK"

Helman V. M., Doctor of Economics, Associate Professor, Acting Dean of the Faculty of Economics

Dashko I. M., Project Coordinator, Doctor of Economics, Professor, Professor of the Department of Human Resources and Marketing

Ivanov M. M., Doctor of Economics, Professor, Head of the Department of Human Resources and Marketing

Kamyanchenko S. A., Deputy Chairman of the Pension Fund of Ukraine in Zaporizhzhya region

Kanabekova M. A., PhD in Economics, Associate Professor, Abay Kazakh National Pedagogical University (Kazakhstan)

Jean Monnet Erasmus+ project team of the office in Ukraine (National Erasmus+ Office in Ukraine)

Linenko A. V., candidate of economic sciences, associate professor, deputy dean for scientific work of the Faculty of Economics

Lyubim L.S., First Deputy Head of Zaporizhzhya Regional Council

Maksyshko N. K., Doctor of Economics, Professor, Head of the Department of Economic Cybernetics

Nurlikhina G. B., Doctor of Economics, Professor, Vice-Rector of Almaty University of Humanities and Economics (Kazakhstan)

Ogrenych Yu. O., Doctor of Economics, Associate Professor, Professor of the Department of Finance, Banking and Insurance

Proskurina N. M., Doctor of Economics, Professor, Head of the Department of Accounting and Taxation

Simanavichene Zh. I., Doctor of Economic Sciences, Professor, University of Romeris (Lithuania)

Tabachnikov S. I., Doctor of Medicine, Professor, President of the National Academy of Sciences of Higher Education of Ukraine

Trotsikovskiy T. S., doctor of economic sciences, associate professor, director of the Institute of Commercialization of Sciences of the Kuyavian University in Wloclawek (Poland)

Fayzullina S. A., PhD in Economics, Associate Professor of the Department of Accounting and Audit, Turan University (Kazakhstan)

Cherep O. G., Doctor of Economics, Professor, Professor of the Department of Human Resources and Marketing

Gonchar O. I., Doctor of Economics, Professor, Professor at the Department of Economic Theory, Entrepreneurship and Trade, Khmelnytsky National University

Mostenska T. L., Doctor of Economics, Professor, Dean of the Faculty of Transport, Management and Logistics of the National Aviation University

Tarasjuk H. M., Doctor of Economics, Professor, Dean of the Faculty of Business and Services, State University of Zhytomyr Polytechnic

Kuzmin O. E., Doctor of Economics, Professor, Director of the Institute of Economics and Management, Lviv Polytechnic National University

### **Areas of the conference**

1. The role of digital technologies in the Ukrainian economy.
2. Experience of EU countries in the context of using digital technologies in the economy.
3. Peculiarities of the introduction of digital technologies into the Ukrainian economy, taking into account the EU experience.

### **Terms of participation in the conference:**

**Date of the conference:** 20.10.2023 at 10.00.

**Target audience:** scientists, teachers, higher education students, postgraduate students, doctoral students, practitioners, university administrative staff, representatives of civil society, the public.

**Languages of the conference:** Ukrainian, English.

**Format of the conference:** online, Zoom platform (identifier 7450351614, access code 1234).

### **PARTICIPATION IN THE CONFERENCE IS FREE**

Based on the results of the conference, it is planned to:

- publication of an electronic collection of abstracts of the International Scientific and Practical Internet Conference "European Experience of Using Digital Technologies in the Economy in the Context of the Covid-19 Pandemic";

- issuance of an electronic certificate of the conference participant (on the condition of speaking at the sectional meetings).

A collection of conference materials will be sent after its end.

Materials are provided in one of the conference languages. These materials must be accompanied by an application for participation in the conference. Abstracts containing the results of their own research are accepted for publication. The authors are responsible for the content of the materials in the abstracts. Materials are not subject to additional editing, so they should be carefully prepared.

The material presented should be logically connected, clearly and concisely presented, and have an appropriate structure.

In the process of presenting the material, the scientific style and principles of academic integrity should be followed. All submitted materials will be checked for the absence (presence) of academic plagiarism, fabrication, falsification.

The right to include the materials of the reports in the conference programme remains with the organising committee.

### **Requirements for conference abstracts**

Abstracts of reports with a volume of 3-5 pages in A4 book format are accepted for printing. The text of theses must be typed in Microsoft Word in \*.doc or \*.docx format

The size of the sheet is A4, the orientation is portrait. Times New Roman font, size 14. Line spacing – 1.5. All margins are 2 cm. Paragraph indent – 1.25 cm. Text alignment – by width. The name of the file should match the section number and the last name of the first co-author.

Surnames and initials of co-authors (all, no more than three) are written on the right in capital letters; under them - educational institution, city; at intervals - the title of the abstract is printed in capital letters, alignment - in the middle; after an interval - text.

The list of used references, drawn up in accordance with the requirements of DSTU 8302:2015, is given at the end of the abstract. Each item in the list should be referenced in the text (in square brackets, example: [1, p. 12-15]).

**ATTENTION!!! ABSTRACTS THAT DO NOT MEET THE SPECIFIED REQUIREMENTS, CONTAIN ACADEMIC PLAGIARISM, FABRICATION, FALSIFICATION OR ARE SUBMITTED LATER THAN THE SPECIFIED DEADLINE WILL NOT BE CONSIDERED.**

ПРИКЛАД ОФОРМЛЕННЯ ТЕЗ  
НАЗВА СЕКЦІЇ

Таблиця 1

ІМ'Я ПРІЗВИЩЕ  
науковий ступінь, вчене звання, посада,  
місце роботи, країна  
ІМ'Я ПРІЗВИЩЕ  
науковий ступінь, вчене звання, посада,  
місце роботи, країна

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**Список використаних джерел**

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**Registration for conference events and submission of materials:**

To participate in the conference, please register by 16 October 2023 at the following link <https://forms.gle/Z4pFexdPHxtWXv2H8>

The file with abstracts should be sent by **e-mail** by **16 October 2023:** [digitaleconomy@ukr.net](mailto:digitaleconomy@ukr.net) або [irina.znu2@gmail.com](mailto:irina.znu2@gmail.com)

*Please confirm your participation in the conference by 16 October 2023.*

Contact person for participation in the event:

Cherep Alla Vasylivna (+380612287613),

Dashko Iryna Mykolaivna (+380973915082), e-mail: [irina.znu2@gmail.com](mailto:irina.znu2@gmail.com)

**More information on the website of the organisers via the link** <https://cutt.ly/zwbwjMOK>

**Additionally:**

EU Erasmus+ project "Digitalization of the economy in the context of the Covid-19 pandemic as a strategic platform for economic development of the state" 101085727 – EU-DIGITIZATION – ERASMUS-JMO-2022-HEI-TCH-RSCH.

The goal of the project: Formation of digital competence in higher education students of Zaporizhzhia National University and business representatives by introducing European experience in digitalising the economy and teaching them the peculiarities of using digital technologies in professional activities (work), everyday life, at Ukrainian enterprises, which will contribute to the strategic development of the economy of the region, region and state in the context of the Covid-19 pandemic.

Tasks of the project: Generalization and systematization of existing approaches to digitalization of the economy, research of European experience and development of a course based on the conducted research; dissemination of European experience in the use of digital technologies by conducting trainings for students of higher education, business representatives, educational and pedagogical workers.

Contact person: Dashko Iryna Mykolaivna (+380973915082).

Project website: <https://cutt.ly/5wvzxRT7>

**WE WILL BE GLAD AT YOUR PARTICIPATION IN THE CONFERENCE!**

Sincerely, the organising committee.