

**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**



# **PROGRAMME**

*V All-Ukrainian Scientific and Practical Student Conference*

**“THE SCIENCE OF THE XXI CENTURY:  
CHALLENGES OF THE CONTEMPORANEITY”**

*May 12, 2022*

*Kyiv*

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
ДЕРЖАВНИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ  
ФАКУЛЬТЕТ МІЖНАРОДНОЇ ТОРГІВЛІ ТА ПРАВА  
ФАКУЛЬТЕТ ТОРГІВЛІ ТА МАРКЕТИНГУ  
КАФЕДРА СУЧАСНИХ ЄВРОПЕЙСЬКИХ МОВ  
КАФЕДРА ІНОЗЕМНОЇ ФІЛОЛОГІЇ ТА ПЕРЕКЛАДУ



# ПРОГРАМА

*V Всеукраїнської студентської науково-практичної конференції*

**«НАУКА ХХІ СТОЛІТТЯ: ВИКЛИКИ  
СЬОГОДЕННЯ»**

*12 травня 2022*

*Київ*

## CONFERENCE PROCEEDINGS

**May 12, 2022: ZOOM**

**10:55 – 11:00** – Registration.

**11:00 – 11:15** – Conference Opening. Welcome Speeches.

**11:15 – 12:30** – Plenary Session. Students' Presentations.

**12:30 – 13:00** – Break.

**13:00 – 16:00** – 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: **718 5330 6874**

Password: **meL5Qs**

Join the meeting:

[https://us04web.zoom.us/j/71853306874?pwd=\\_vWxzkvTkCcinJkPs9vcJgM8XqB3lL.1](https://us04web.zoom.us/j/71853306874?pwd=_vWxzkvTkCcinJkPs9vcJgM8XqB3lL.1)

**1. Vlasenko Anna**

LINGUISTIC FEATURES TEXTS OF THE TAX LEGISLATION FEDERAL REPUBLIC OF GERMANY

*State University of Trade and Economics, Kyiv*

**2. Shyika Alina**

DEEPPAKE TECHNOLOGY AS AN ENGINE FOR THE DEVELOPMENT OF THE MARKETING INDUSTRY

*State University of Trade and Economics, Kyiv*

**3. Goina Anastasia**

HOW TO START OWN BUSINESS?

*State University of Trade and Economics, Kyiv*

**4. Ziukova Anastasiia**

THE USE OF CYBERATTACKS FOR USEFUL PURPOSES

*State University of Trade and Economics, Kyiv*

**5. Bidalova Karina**

VERBRECHENSBEKÄMPFUNG - HAUPTAUFGABE DER GLOBALISIERTEN WELT

*State University of Trade and Economics, Kyiv*

## SECTION 1

### ECONOMICS, FINANCE AND AUDIT

*Supervising moderators: Radchenko Y.P. –Senior Lecturer  
Poidyn M.O. – Lecturer*

Meeting ID: **853 1212 3093**

Password: **V8UQ2H**

Join the meeting:

<https://us05web.zoom.us/j/85312123093?pwd=dIFCTEtoM2dhbmZZNXc0TFNTblRBZz09>

- 1. Adamovych Vika**  
BUSINESS ON THE INTERNET AS THE BASIS OF THE FINAL INNOVATIVE FUTURE  
*State University of Trade and Economics, Kyiv*
- 2. Andrienko Semen**  
ANCIENT CHINESE PHILOSOPHY OF WAR AND BUSINESS  
*State University of Trade and Economics, Kyiv*
- 3. Bendyak Maxim**  
LOGISTICS AND OTHER CUSTOMS PROCESSES DURING THE WAR  
*State University of Trade and Economics, Kyiv*
- 4. Bratko Anatoliy**  
CRYPTOCURRENCY AS AN ALTERNATIVE TO THE STOCK EXCHANGE  
*State University of Trade and Economics, Kyiv*
- 5. Chaplia Natalia, Polishchuk Kateryna**  
STATE FINANCIAL CONTROL IN WARTIME  
*State University of Trade and Economics, Kyiv*
- 6. Dobryden' Sofia**  
THE FUTURE OF CASHLESS BANKING TRANSACTIONS IN UKRAINE  
*State University of Trade and Economics, Kyiv*
- 7. Harbuza Valeriia**  
POMOC UPRCHLÍKŮM Z UKRAJINY V ČESKÉ REPUBLICCE  
*Univerzita Karlova, Praha*
- 8. Havrylova Ruslana, Petrenko Viktoria**  
THE STATE OF E-COMMERCE IN THE PANDEMIC IN 2021-2022  
*State University of Trade and Economics, Kyiv*
- 9. Hrozian Oleksandra**  
THE PROBLEM OF GENDER EQUALITY IN PROFESSIONS RELATED TO ECONOMICS  
*State University of Trade and Economics, Kyiv*
- 10. Kapustynska Valeria**  
THE IMPACT OF GLOBALIZATION ON THE ECONOMY OF UKRAINE  
*State University of Trade and Economics, Kyiv*
- 11. Kibets Yelyzaveta**  
FRANCHISING IN BUSINESS  
*State University of Trade and Economics, Kyiv*

- 12. Kobernik Valentina**  
AGRICULTURAL SECTOR OF UKRAINE AND WAYS OF ITS DEVELOPMENT IN MODERN CONDITIONS  
*State University of Trade and Economics, Kyiv*
- 13. Kryvda Artem**  
CREATIVE ACCOUNTING: HOW DO THEY DO IT  
*State University of Trade and Economics, Kyiv*
- 14. Maziy Alexandr**  
HOW TO PROTECT YOUR BUSINESS FROM EXCHANGE RATE FLUCTUATIONS  
*State University of Trade and Economics, Kyiv*
- 15. Myronez Jaroslawa**  
DIE ROLLE VON BIG DATA FÜR DIE WIRTSCHAFT WELTWEIT  
*Staatliche Universität für Handel und Wirtschaft, Kyjiw*
- 16. Nesterenko Alina, Okolita Nataliia**  
ECONOMIC CONSEQUENCES OF THE WAR FOR UKRAINE  
*State University of Trade and Economics, Kyiv*
- 17. Oliinyk Alina**  
THE IMPACT OF THE WAR IN UKRAINE ON THE GLOBAL ECONOMY  
*State University of Trade and Economics, Kyiv*
- 18. Opanasiuk Diana**  
THE ECONOMY DURING THE WAR  
*State University of Trade and Economics, Kyiv*
- 19. Parfionova Olena**  
ECONOMIC DEVELOPMENT OF UKRAINE DURING COVID-19  
*State University of Trade and Economics, Kyiv*
- 20. Pashkevych Maria**  
IMPACTS OF THE WAR IN UKRAINE ON E-COMMERCE  
*State University of Trade and Economics, Kyiv*
- 21. Pavlenko Sofia**  
PROBLEMS OF UKRAINE'S PARTICIPATION IN THE SYSTEM OF WORLD AND NATIONAL CAPITAL MARKET  
*State University of Trade and Economics, Kyiv*
- 22. Polietakhina Yelyzaveta**  
ECONOMIC SITUATION OF UKRAINE DURING THE WAR  
*State University of Trade and Economics, Kyiv*
- 23. Pravnyk Alina**  
INFLATION COMPONENT IN THE ACTIVITIES OF BANKS  
*State University of Trade and Economics, Kyiv*
- 24. Samoilenko Daryna**  
THE IMPACT OF FINANCIAL INVESTMENTS ON THE ECONOMIC DEVELOPMENT OF THE COUNTRY  
*State University of Trade and Economics, Kyiv*
- 25. Scheremeta Tetjana**  
KÜNSTLICHE INTELLIGENZ IST DIE ZUKUNFT DES BANKWESENS  
*Staatliche Universität für Handel und Wirtschaft, Kyjiw*
- 26. Sharaevska Yulia**  
STATE REGULATION OF THE MARKETING SERVICES MARKET  
*State University of Trade and Economics, Kyiv*

**27. Sintiuk Yana**

THE FINANCIAL FRONT OF THE WAR: HOW IT AFFECTS ON ECONOMY OF UKRAINE

*State University of Trade and Economics, Kyiv*

**28. Smolii Viktoriia**

THE SIGNIFICANCE OF INTERNAL AUDIT IN CORPORATE GOVERNANCE

*State University of Trade and Economics, Kyiv*

**29. Tarassjuk Wiktorija**

BLOCKCHAIN IN DER FINANZBRANCHE

*Staatliche Universität für Handel und Wirtschaft, Kyjiw*

**30. Tolmach Anna**

THE IMPACT OF THE WAR ON TRADE AND DEVELOPMENT OF UKRAINE

*State University of Trade and Economics, Kyiv*

**31. Urvantseva Yelyzaveta**

UKRAINIAN WARTIME AGRICULTURAL PRODUCTS: GLOBAL DISTRIBUTION

*State University of Trade and Economics, Kyiv*

## SECTION 2

### INFORMATION TECHNOLOGIES

*Supervising moderators: Safiullina L.M. – Senior Lecturer*

*Semidotska V.A. – Lecturer*

Meeting ID: **803 538 7614**

Password: **Kpd8GN**

Join the meeting:

<https://us04web.zoom.us/j/8035387614>

**1. Andrushchakevych Maryna**

DEVELOPMENT OF THE IT INDUSTRY AND TRENDS IN 2022

*State University of Trade and Economics, Kyiv*

**2. Demidova Sophia**

CONSTRUCTION 3D PRINTING

*State University of Trade and Economics, Kyiv*

**3. Glushchenko Daryna**

NEURAL NETWORKS: EXPLANATION IN SIMPLE AND CLEAR LANGUAGE

*State University of Trade and Economics, Kyiv*

**4. Gorskyi Volodymyr**

AI AND SOCIETY IN THE FUTURE

*State University of Trade and Economics, Kyiv*

**5. Ivasenko Kateryna**

THE ROLE OF INFORMATION TECHNOLOGIES IN BUSINESS

*State University of Trade and Economics, Kyiv*

- 6. Korchaha Tetiana**  
THE DRIVING FORCE OF INFORMATION TECHNOLOGY  
*State University of Trade and Economics, Kyiv*
- 7. Kovtun Anna**  
WHY WE NEED TO USE BLOCKCHAIN IN DIFFERENT SPHERES OF LIFE  
*State University of Trade and Economics, Kyiv*
- 8. Melnyk Kateryna**  
WHAT IS THE METAVERSE, AND WHY DOES IT MATTER?  
*State University of Trade and Economics, Kyiv*
- 9. Mykulanynets Volodymyr**  
THE CURRENT STATE, NEEDS AND PROSPECTS OF IT SECTOR IN UKRAINE  
*State University of Trade and Economics, Kyiv*
- 10. Nahorniuk Oleksandra**  
WILL ARTIFICIAL INTELLIGENCE REPLACE HUMAN EMPLOYEES?  
*State University of Trade and Economics, Kyiv*
- 11. Rubaiko Yelyzaveta**  
DIGITALIZATION IN UKRAINE  
*State University of Trade and Economics, Kyiv*
- 12. Svyryd Nikita**  
THE USE OF INFORMATION TECHNOLOGY IN ENGLISH LANGUAGE LEARNING  
*Igor Sikorsky Kyiv Polytechnic Institute*
- 13. Voloshyna Ariana**  
WEB-ACCESSIBILITY OF THE E-LEARNING PLATFORMS  
*State University of Trade and Economics, Kyiv*
- 14. Zasadiuk Aliona**  
INFORMATION WARFARE  
*State University of Trade and Economics, Kyiv*
- 15. Zelenina Yuliia**  
HOW TO UNDERSTAND IF PROGRAMMING IS FOR YOU  
*State University of Trade and Economics, Kyiv*

### SECTION 3 PHILOLOGICAL SCIENCES

*Supervising moderator: Bogatyrova K.V. – Lecturer*

Meeting ID: **891 2982 3011**

Password: **K7Y9zm**

Join the meeting:

<https://us05web.zoom.us/j/89129823011?pwd=M2t3eXNjbFc0OHBNNVBDMzZlJQ0NiQT09>

- 1. Baykova Iryna**  
HAND IN HAND OR WORLDS APART? TRANSLATION STUDIES AS A  
COMMUNICATION TOOL  
*State University of Trade and Economics, Kyiv*

- 2. Butyrina Kateryna**  
THE USE OF ADVANCED TECHNOLOGIES IN THE STUDY OF FOREIGN LANGUAGES  
*State University of Trade and Economics, Kyiv*
- 3. Chernienko Illia**  
SYNTACTIC AND LEXICAL FEATURES OF SCIENTIFIC AND TECHNICAL TEXTS AND THEIR TRANSLATION  
*State University of Trade and Economics, Kyiv*
- 4. Dumler Anna**  
STRUCTURAL AND SEMANTIC FEATURES OF LEGAL TERMS  
*State University of Trade and Economics, Kyiv*
- 5. Haikova Anna**  
LEXICAL CHANGES IN ENGLISH CAUSED BY THE CORONAVIRUS PANDEMIC: MAIN RESEARCH TRENDS  
*State University of Trade and Economics, Kyiv*
- 6. Herasymenko Olena**  
OVERCOMING UNTRANSLATABILITY IN INTER-CULTURAL COMMUNICATION  
*State University of Trade and Economics, Kyiv*
- 7. Hereha Anastasiia**  
ENGLISH NEOLOGISMS WITH SOCIAL NETWORKS COMPONENT AND THEIR TRANSLATION INTO UKRAINIAN  
*State University of Trade and Economics, Kyiv*
- 8. Hruk Kateryna**  
METAPHORICAL CONCEPTUALIZATION OF ENGLISH FOOD IDIOMS  
*State University of Trade and Economics, Kyiv*
- 9. Ibrahimova Nurana**  
INTERNATIONAL AGREEMENTS TRANSLATION (ON THE MATERIAL OF THE EU-UKRAINE ASSOCIATION AGREEMENT)  
*State University of Trade and Economics, Kyiv*
- 10. Kataieva Kateryna**  
LINGUAL MEANS OF REPRODUCING NON-VERBAL COMMUNICATION IN DAN BROWN'S WORK  
*State University of Trade and Economics, Kyiv*
- 11. Lebedenko Katerina**  
INTERACTIVE TOOLS OF INCREASING STUDENTS' MOTIVATION IN THE ENGLISH LANGUAGE LEARNING  
*Taras Shevchenko National University of Kyiv, Kyiv*
- 12. Maslennikova Margaryta**  
SLANG-WÖRTER IN DER NETZSPRACHE DER DEUTSCHEN JUGENTLICHEN  
*Staatliche Universität für Handel und Wirtschaft, Kyjiw*
- 13. Mykhailiuk Anastasiia**  
TRANSLATION FEATURES OF PROFESSIONAL TERMS  
*State University of Trade and Economics, Kyiv*
- 14. Panchenko Olena, Yaryna Alina**  
A TURNING POINT IN THE TEACHING OF THE 21st CENTURY. TRANSITION TO A NEW STAGE  
*State University of Trade and Economics, Kyiv*

- 15. Raskeytsch Alina**  
WAS IST WISSENSCHAFT UND WAS IST WISSENSCHAFTLICHES ARBEITEN?  
*Staatliche Universität für Handel und Wirtschaft, Kyjiw*
- 16. Shapovalova Anastasiia**  
CULINARY REALIA IN THE ASPECT OF TRANSLATION  
*State University of Trade and Economics, Kyiv*
- 17. Skorodynska Anastasiia**  
PECULIARITIES OF ENGLISH CHARACTERIZING NAMES TRANSLATION  
(BASED ON J. K. ROWLING'S HARRY POTTER SERIES)  
*State University of Trade and Economics, Kyiv*
- 18. Stelmashenko Alina**  
PROFESSION THAT LEADS TO VICTORY – INTERPRETERS  
*State University of Trade and Economics, Kyiv*
- 19. Sushchenko Kseniia**  
ROLE OF TRANSLATORS AND INTERPRETERS IN WAR ZONES  
*State University of Trade and Economics, Kyiv*
- 20. Tvardiievykh Daria**  
HOW TO OVERCOME THE LANGUAGE BARRIER  
*State University of Trade and Economics, Kyiv*

#### SECTION 4 INTERNATIONAL TRADE AND LAW

*Supervising moderator: Zaytseva I.V. – Lecturer*

Meeting ID: **747 8391 1268**

Password: **sJ9fYc**

Join the meeting:

<https://us04web.zoom.us/j/74783911268?pwd=ldOChHEHjbVleItZcjLHNwveOJ9opL.1>

- 1. Baryshpol Mariya**  
INTERNATIONAL ECONOMIC RELATIONS BETWEEN FRANCE AND UKRAINE  
*State University of Trade and Economics, Kyiv*
- 2. Bolotina Margarita**  
DEFINITION OF THE CONCEPT OF SPECIAL ISSUES “SUBJECT OF ADMINISTRATIVE LAW”  
*State University of Trade and Economics, Kyiv*
- 3. Byndyuk Kateryna**  
LEGAL QUESTIONS OF PROTECTION OF HUMAN RIGHTS IN THE CONDITIONS OF OCCUPATION  
*State University of Trade and Economics, Kyiv*
- 4. Cherenok Yulia**  
THE IMPACT OF THE FIRST WORLD WAR ON THE DEVELOPMENT OF INTERNATIONAL LAW  
*State University of Trade and Economics, Kyiv*

- 5. Chernov Oleksandr**  
GLOBALISATION AS A PREREQUISITE OF ECONOMIC ANALYSE DEVELOPMENT  
*State University of Trade and Economics, Kyiv*
- 6. Chukhlib Nastya**  
FORMATION OF THE UN SECURITY COUNCIL AND ITS ROLE IN ENSURING  
INTERNATIONAL PEACE  
*State University of Trade and Economics, Kyiv*
- 7. Derewjanko Ewgenija**  
GESCHICHTE UND ENTWICKLUNG VON TERMINBÖRSE BIS BÖRSE EUREX HEUTE  
*Staatliche Universität für Handel und Wirtschaft, Kyjiw*
- 8. Hryha Dariia**  
ABOUT IMPORTANCE OF HEALTHY BUSINESS RELATIONSHIPS  
*State University of Trade and Economics, Kyiv*
- 9. Kriukova Ksenia**  
EUROPEAN FREIGHT MARKET: CURRENT CHALLENGES AND THEIR POSSIBLE  
CONSEQUENCES  
*State University of Trade and Economics, Kyiv*
- 10. Linnyk Anna**  
CRIMINAL LAW POLICY OF UKRAINE IN THE FIELD OF ANTI-CORRUPTION  
*State University of Trade and Economics, Kyiv*
- 11. Lytvynova Olena**  
INTERNATIONAL LEGAL RESPONSIBILITY OF THE RUSSIAN FEDERATION FOR THE  
CRIME OF GENOCIDE AGAINST THE UKRAINIAN PEOPLE  
*State University of Trade and Economics, Kyiv*
- 12. Makarova Hanna**  
HOW WAR IN UKRAINE IMPACTS THE WHOLE WORLD  
*State University of Trade and Economics, Kyiv*
- 13. Nochovna Hanna**  
PROPER QUALITY, SAFETY, LEGAL REGULATION OF GOODS IN UKRAINE AND  
EUROPE  
*State University of Trade and Economics, Kyiv*
- 14. Obukhov Illia**  
MONETÄRE ASPEKTE DES INTERNATIONALEN HANDELS  
*Staatliche Universität für Handel und Wirtschaft, Kyjiw*
- 15. Onishchenko Anastasia**  
THE ROLE OF THE MONARCH AT THE PRESENT STAGE OF DEVELOPMENT (ON THE  
EXAMPLE OF THE UNITED KINGDOM OF GREAT BRITAIN)  
*State University of Trade and Economics, Kyiv*
- 16. Petrik Daniil**  
INTERNATIONAL ADOPTION  
*State University of Trade and Economics, Kyiv*
- 17. Polischtschuk Sofija**  
DIE AUSWIRKUNGEN DES KRIEGES AUF DIE HANDELSBEZIEHUNGEN ZWISCHEN  
DEN LÄNDERN IM JAHR 2022  
*Staatliche Universität für Handel und Wirtschaft, Kyjiw*

- 18. Pushenko Kateryna**  
THE ROLE OF ENGLISH AS A LANGUAGE OF INTERNATIONAL COMMUNICATION  
*State University Trade and Economics, Kyiv*
- 19. Sorokina Mariia, Vasylets Anna**  
LANGUAGE LOCALISATION: WHETHER IT IS NEEDED IN BUSINESS  
*State University Trade and Economics, Kyiv*
- 20. Zhovnovatyuk Maria**  
INTERNATIONAL HUMANITARIAN LAW IN THE CONTEXT OF THE RUSSIAN-UKRAINIAN WAR (XXI century)  
*State University Trade and Economics, Kyiv*
- 21. Zhyla Iryna, Yakusheva Diana**  
FEATURES OF THE IMPLEMENTATION OF CONSTITUTIONAL RIGHTS OF INTERNALLY DISPLACED PERSONS  
*State University Trade and Economics, Kyiv*
- 22. Zubalii Kateryna**  
AUSWIRKUNGEN DES UKRAINE – KRIEGS AUF GLOBALE ERNÄHRUNGSSICHERHEIT  
*Staatliche Universität für Handel und Wirtschaft, Kyjiw*

## SECTION 5

### MANAGEMENT, MARKETING AND ADVERTISING

*Supervising moderators: Starosta H.A. – Senior Lecturer,  
Ovcharova O.V. – Lecturer*

Join the meeting:

<https://zoom.us/j/5151840733?pwd=OG1UR2lrRERrVnhIM3BNZGw0NnJJZz09#success>

- 1. Andrievska Kate**  
SOCIOLOGICAL SUPPORT OF THE PROFESSION OF A MANAGER,  
STATISTICAL REPORTING ON THE SOCIOLOGICAL RESEARCH RESULTS  
*State University of Trade and Economics, Kyiv*
- 2. Antoniuk Ilona**  
DIGITAL ADVERTISING IN 2022 AND HOW IT HELPS TO PROMOTE GOODS, SERVICES  
*State University of Trade and Economics, Kyiv*
- 3. Avramych Yana**  
THE REPUTATION IMPACT ON THE BUSINESS INCOME  
*State University of Trade and Economics, Kyiv*
- 4. Babyuk Vasil**  
THE ROLE OF MANAGEMENT IN THE ENTERPRISE  
*State University of Trade and Economics, Kyiv*
- 5. Chekan Olha**  
INTERPRETATION OF SUSTAINABLE DEVELOPMENT IDEAS IN THE ECO-MANAGEMENT SYSTEM  
*State University of Trade and Economics, Kyiv*

- 6. Fartushna Veronika**  
SOCIO-ETHICAL MARKETING OF SMALL BUSINESS IN UKRAINE DURING THE WAR  
*State University of Trade and Economics, Kyiv*
- 7. Fenyuk Anastasia**  
FEATURES OF THE DEVELOPMENT OF THE SEMANTIC CORE OF THE WEBSITE TO  
PROMOTE THE PUBLISHING PROJECT  
*Borys Hrinchenko Kyiv University, Kyiv*
- 8. Fokina Olena**  
INNOVATIONEN ALS WANDEL DER LOGISTIK  
*State University of Trade and Economics, Kyiv*
- 9. Hrechukha Julia**  
THE ROLE AND PLACE OF MASS MEDIA IN THE FORMATION OF THE PUBLIC  
OPINION AND PEOPLE'S OWN POSITION  
*State University of Trade and Economics, Kyiv*
- 10. Hurynovych Kateryna**  
HYPERVSN - A NEW ERA OF ADVERTISING  
*State University of Trade and Economics, Kyiv*
- 11. Hutsul Olha**  
BENEFITS OF DIGITAL MARKETING FOR BUSINESS  
*State University of Trade and Economics, Kyiv*
- 12. Klimenko Eugeniia**  
STRATEGIC COST MANAGEMENT IN SUPPLY CHAIN  
*State University of Trade and Economics, Kyiv*
- 13. Koval Katerina**  
INFORMATION WARFARE: FIGHTING PROPAGANDA WITH COMMON SENSE  
*State University of Trade and Economics, Kyiv*
- 14. Koschcavka Anya**  
THE IMPACT OF THE WAR ON LABOUR MIGRATION AND THE ECONOMY OF  
UKRAINE  
*State University of Trade and Economics, Kyiv*
- 15. Kulyenko Bogdan**  
METHODS OF USING SITUATIONAL MARKETING IN ADVERTISING  
*State University of Trade and Economics, Kyiv*
- 16. Khanychenko, Y.V.**  
THE ROLE OF SOCIAL ENTREPRENEURSHIP IN SHAPING THE COUNTRY'S  
DEVELOPMENT AND SOCIAL WELFARE  
*State University of Trade and Economics, Kyiv*
- 17. Lahoda Daria**  
FACTORS OF INFLUENCE ON CONSUMER BUYING BEHAVIOR  
*State University of Trade and Economics, Kyiv*
- 18. Larina Katya**  
PSYCHOLOGICAL FEATURES OF ATL-ADVERTISING AND BTL-ADVERTISING  
*State University of Trade and Economics, Kyiv*
- 19. Latysh Kate**  
UKRAINIAN REFUGEE SYNDROME  
*State University of Trade and Economics, Kyiv*

- 20. Lazar Svitlana**  
CROSS-CULTURAL AND PSYCHOLOGICAL ANALYSIS OF CONSUMERS  
*State University of Trade and Economics, Kyiv*
- 21. Malenko Viktoriia**  
APPROACHES TO THE PROMOTION OF UKRAINIAN ARTWORKS IN THE SETTING OF  
MANIPULATIONS IN THE PUBLIC MEDIA SPACE  
*Borys Grinchenko Kyiv University, Kyiv*
- 22. Oleksiuk Maria**  
DIGITAL MARKETING: ARTIFICIAL INTELIGENCE AND THE OTHER 2022 TRENDS  
*State University of Trade and Economics, Kyiv*
- 23. Pashuk Ruslana**  
MODERN MARKETING DEFINITION  
*State University of Trade and Economics, Kyiv*
- 24. Pavlyk Solomiia**  
ADVANTAGES AND DISADVANTAGES OF DOING BUSINESS ON AMAZON  
*State University of Trade and Economics, Kyiv*
- 25. Poliakh Elina**  
VIDEO MARKETING AS A TYPE OF DIGITAL MARKETING  
*State University of Trade and Economics, Kyiv*
- 26. Popova Olha**  
THE INTERNATIONAL MARKETING ENVIRONMENT  
*State University of Trade and Economics, Kyiv*
- 27. Sushko Dasha**  
THE BASICS OF VIRAL MARKETING AS A WAY TO PROMOTE A PRODUCT  
*State University of Trade and Economics, Kyiv*
- 28. Sych Viktoria**  
INTERNET MARKETING  
*State University of Trade and Economics, Kyiv*
- 29. Valchuk Vira,**  
DISINFORMATION DURING WAR, OR HOW TO PROTECT YOURSELF FROM  
INFORMATION THREATS  
*State University of Trade and Economics, Kyiv*
- 30. Varych Daryna**  
FEATURES OF THE EDITOR'S WORK IN SOCIAL NETWORKS  
*Borys Hrinchenko Kyiv University, Kyiv*
- 31. Vierkina Karyna**  
PRIMING EFFECT IN ADVERTISING  
*State University of Trade and Economics, Kyiv*
- 32. Voitenkov Demian**  
FUNCTIONS AND ROLE OF MARKETING FOR BUSINESS  
*State University of Trade and Economics, Kyiv*
- 33. Woloschyna Walerija**  
PERFORMANCE MARKETING  
*State University of Trade and Economics, Kyiv*
- 34. Yasinovska Diana**  
EINFLUSS VON INFLUENCERN AUF DAS KAUFVERHALTEN DER JUNGEN MENSCHEN  
IN DEUTSCHLAND  
*State University of Trade and Economics, Kyiv*

**35. Zibarieva Oleksandra**

CHATBOTS AS A TOOL OF DEVELOPMENT IN MARKETING

*State University of Trade and Economics, Kyiv*

**SECTION 6**

**PHSYCOLOGY**

*Supervising moderators: Rebchenko O.S. – Lecturer*

*Kravchuk T. V. – Lecturer*

Meeting ID: **731 101 0526**

Password: **5760070**

Join the meeting:

<https://us04web.zoom.us/j/7311010526?pwd=bXJSbkJ3MWNrM1pEb0NBTjAycDBBZz09>

- 1. Antonova Alla**  
AGGRESSIVENESS IN COMMUNICATION  
*State University of Trade and Economics, Kyiv*
- 2. Chernyshova Tetyana**  
PSYCHOLOGICAL BASES OF PROFESSIONAL SELECTION AND PERSONNEL RECRUITMENT  
*Khmelnyskyi National University, Khmelnytskyi*
- 3. Chorna Karyna**  
PSYCHOLOGICAL ADAPTATION OF A PERSONALITY UNDER STRESS CONDITIONS  
*State University of Trade and Economics, Kyiv*
- 4. Fomska Sofiia**  
THE PSYCHOLOGICAL IMPACT OF WAR IN UKRAINE ON PEOPLE  
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