

UKRAINE MINISTRY OF EDUCATION AND SCIENCE  
KYIV NATIONAL UNIVERSITY OF TRADE AND ECONOMICS (Ukraine)  
LAW FACULTY OF TIRANA UNIVERSITY (Albania)  
KAZIMIERZ WIELKI UNIVERSITY (Poland)  
CRACOW UNIVERSITY OF ECONOMICS (Poland)  
FACULTY OF ECONOMICS OF GRENOBLE ALPES UNIVERSITY (France)

# Global Imperatives for Business and Law Development

II International Scientific-Practical Conference  
**Program**

Kyiv, October, 10–11, 2019



## GIBLD

The conference takes place on the initiative  
and at Kyiv National University of Trade and Economics



## CONFERENCE AGENDA

*October 10, 2019*

Kioto str., 21, university building D, r. 221

9.00–10.00	<b>Registration</b>
10.00–11.30	<b>Plenary session.</b> Part 1
11.30–12.00	Break
12.00–13.30	<b>Plenary session.</b> Part 2
13.30–15.00	Concert (Kioto str., 19, university building V, Congress Center)

*October 11, 2019*

9.45	Meeting guests (Kioto str., 19, university building A, 1 <sup>st</sup> floor, Grand Hall)
10.00–10.30	Visiting Smart Library (Kioto str., 19, university building B)
10.30–12.30	<b>Work in discussion platforms</b>
12.30–13.30	Break
13.30–15.30	<b>Work in discussion platforms</b>

### *Discussion platforms of the conference*

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|---|--------------------------------------|
| 1. Business development in conditions of geopolitical and geoeconomical changes | university building B, Smart Library |
| 2. Legal problems of the development of private law                             | university building B, r. 207        |
| 3. European vector of development of public law                                 | university building B, r. 211        |
| 4. Language competences of a specialist in conditions of globalization          | university building B, KNUTE HUB     |



*October 10, 2019*

## WELCOME SPEECHES

**ANATOLII MAZARAKI**, Doctor of Sciences (Economics), Professor, Rector of Kyiv National University of Trade and Economics (Ukraine)

**ALEXIS GARAPIN**, Professor, Dean of the Faculty of Economics of Grenoble, University Grenoble Alpes (France)

**DANIEL WALLER**, PhD, Head of School of Language and Global Studies, University of Central Lancashire (UK)

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## PLENARY SESSION. PART I

**Moderator:** *Ganna Duginets*, Doctor of Sciences (Economics), Associate Prof., Head of the World Economy Department, Kyiv National University of Trade and Economics (Ukraine)

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**FEATURES OF REGULATING INTERNATIONAL TRADE IN THE CONTEXT OF SPREADING PRODUCTION NETWORKS** – *Anatolii Mazaraki*, Doctor of Sciences (Economics), Prof.; *Ganna Duginets*, Doctor of Sciences (Economics), Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**THE ESSENCE OF THE PRO-PRODUCT ORIENTATION IN THE PROCESS OF CONTEMPORARY ENTERPRISE DEVELOPMENT** – *Tomasz Rojek*, PhD in Economics, Assistant Prof., Cracow University of Economics (Poland)

**SUSTAINABLE FINANCING FOR THE DEVELOPMENT PROCESS: WHAT ALTERNATIVES** – *Faruk Ulgen*, Director of the Department of Distance Learning Programs, Grenoble Faculty of Economics, University Grenoble Alpes (France)

**THE ROLE OF THE OLD ROAD «EGNATIA» IN THE ECONOMIC AND TOURISM DEVELOPMENT OF THE DURRES REGION AND ITS IMPACT ON THE ALBANIAN ECONOMY** – *Ulpian Hoti*, Associate Prof., Lecturer, Business Faculty, Aleksandër Moisiu University of Durrës (Albania)

**MODERN DEVELOPMENT OF INTERNATIONAL TRADE: NEOPROTECTIONISM AND THE TRADE WARS** – *Tetiana Melnyk*, Doctor of Sciences (Economics), Prof., Kyiv National University of Trade and Economics (Ukraine)

**IMPACT OF BIOECONOMY OF ADAPTATION AND MITIGATION TO CLIMATE CHANGE IN UKRAINE** – *Mykola Talavyria*, PhD in Economics, Prof.; *Yana Voitovska*, Postgraduate Student, National University of Life and Environmental Sciences (Ukraine)

**SUSTAINABLE DEVELOPMENT OF INTERNATIONAL TOURISM BUSINESS IN OVERTOURISM CONDITIONS AS A GLOBAL IMPERATIVE** – *Igor Smyrnov*, Doctor of Sciences (Geography), Prof., Taras Shevchenko National University of Kyiv (Ukraine)



## PLENARY SESSION. PART II

**Moderator:** *Nataliia Mazaraki*, Doctor of Sciences (Law), Prof., Head of the Department of International Private, Commercial and Civil Law, Kyiv National University of Trade and Economics (Ukraine)

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**RESPONSIBILITY OF PUBLIC OFFICIALS FOR MAKING UNLAWFUL ADMINISTRATIVE DECISIONS** – *Berlach Anatolii*, Doctor of Sciences (Law), Prof., Honors Lawyer of Ukraine, Taras Shevchenko National University (Ukraine)

**ENVIRONMENT AS IMPERATIVE FOR BUSINESS LAW OF THE EUROPEAN UNION ON THE EXAMPLE OF CIRCULAR ECONOMY** – *Tomash Bojar-Fialkowski*, Doctor of Sciences (Law), Associate Prof., Kazimierz Wielki University (Poland)

**INDUSTRIAL PARKS AS A TOOL FOR ENCOURAGING ECONOMIC DEVELOPMENT: INTERNATIONAL AND UKRAINIAN EXPERIENCE** – *Alexey Samovalov*, deputy director, Dnipro Development Agency (DDA); *Valerii Yuzba*, PhD in Economics, Kyiv National University of Trade and Economics (Ukraine)

**THE ASSESSMENT OF BANKRUPTCY RISK OF AN ENTERPRISE WITH THE USE OF MEASURES BASED ON THE CONCEPT OF ECONOMIC PROFIT (BASED ON CONSTRUCTION COMPANIES FROM THE POLISH STOCK MARKET)** – *Andrzej Jaki*, PhD in Economics, DSc, Associate Professor; *Wojciech Ćwięk*, MSc, PhD Student, Cracow University of Economics (Poland)

**JURISPRUDENCE AND INSTITUTIONAL CHANGES IN ADJUDICATION OF COPYRIGHT INFRINGEMENT CASES IN UKRAINE** – *Kostiantyn Pilkov*, PhD in Law, Justice at Supreme Court (Ukraine), Associate Prof., Kyiv National University of Trade and Economics; research fellow at the Academician F. H. Burchak Scientific Research Institute of Private Law and Entrepreneurship of National Academy of Law Sciences of Ukraine (Ukraine)

**LANGUAGE COMPETENCES OF A SPECIALIST IN THE CONDITIONS OF GLOBALIZATION** – *Rosalba Rizzo*, Professor of English and Translation; *Fabio Fragomeni*, PhD, University of Messina (Italy)

**CHALLENGES OF ELECTRONIC COMMERCE DEVELOPMENT IN ALBANIA IN THE FRAMEWORK OF THE OBLIGATIONS ARISING FROM EXPECTED EU MEMBERSHIP** – *Ersida Teliti*, Associate Prof., Lecturer, Law Faculty, Tirana University (Albania)

**DETERMINANTS OF OPEN ECONOMIES EXPORT ORIENTATION** – *Kateryna Pugachevska*, PhD in Economics, Associate Prof., Mukachevo State University (Ukraine); *Kateryna Pugachevska*, PhD in Economics, Kyiv National University of Trade and Economics (Ukraine)

**October 11, 2019**

Discussion platforms 1

**BUSINESS DEVELOPMENT IN CONDITIONS OF GEOPOLITICAL  
AND GEOECONOMICAL CHANGES**

*University building B, Smart Library*

**Moderators:** Oleksandr Shnyrkov, PhD in Economics, Associate Prof., World Economy Department, Kyiv National University of Trade and Economics (Ukraine)  
Mikołaj Bogusz, Associate Prof., dr. hab., Cracow University of Economics (Poland)

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**INFORMATIONAL IMPERATIVES FORMATION OF REVENUE MANAGEMENT –**  
*Svitlana Melnychenko*, Doctor of Sciences (Economics), Prof.; *Mariia Kulyk*, PhD in Economics, Associate Professor; *Oksana Poltavska*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**ASSESSMENT OF NEWLY IMPLEMENTED VALUE ADDED TAX ON ECONOMIC GROWTH AND DEVELOPMENT OF KINGDOM OF BAHRAIN –**  
*Dr. Atul Bansal*, PhD in Accounting, Associate Prof., M.Com., MBA, DBA–USA, College of Administrative and Financial Sciences, GULF University (Kingdom of Bahrain)

**MONETARY POLICY COMPOSITION & ELEMENTS: A COMPARATIVE STUDY BETWEEN DEVELOPING AND DEVELOPED ECONOMIES –**  
*Dr. Shweta Bansal*, PhD in Economics, Associate Prof.; *Dr. Vakul Bansal*, Principal & Professor, J.V. Jain College (Affiliated to C.C.S. University, Meerut) (India)

**GLOBAL IMPERATIVES FORMATION OF TOURIST DESTINATION BRAND –**  
*Margarita Boyko*, Doctor of Sciences (Economics), Prof.; *Myroslava Bosovska*, Doctor of Sciences (Economics), Prof.; *Nadiia Vedmid*, Doctor of Sciences (Economics), Prof., Kyiv National University of Trade and Economics (Ukraine)

**KNOWLEDGE TRANSFER IN A BUSINESS ECOSYSTEM –**  
*Mikołaj Bogusz*, Associate Prof., dr. hab., Cracow University of Economics (Poland)

**CHALLENGES FOR BUSINESS IN THE KNOWLEDGE ECONOMY –**  
*Vasyl Lagutin*, Doctor of Sciences (Economics), Prof.; *Larysa Lebedev*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**UKRAINE AS A PARTY TO WTO TRADE DISPUTES –**  
*Nataliya Kalyuzhna*, Doctor of Sciences (Economics), Prof., Kyiv National University of Trade and Economics (Ukraine)

**SMART BUSINESS DEVELOPMENT IN UKRAINE (VIA THE EXAMPLE OF CHERKASY REGION) –**  
*Tetiana Tkachenko*, Doctor of Sciences (Economics), Prof., Head of Tourism and Recreation Department, Kyiv National University of Trade and Economics (Ukraine); *Oleksandr Hladkyi*, Doctor of Sciences (Geography), Prof., Vadym Hetman Kyiv National Economic University (Ukraine); *Tetiana Romanchenko*, Postgraduate Student, Vadym Hetman Kyiv National Economic University (Ukraine)





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**7D-MODEL OF BUSINESS DEVELOPMENT IN THE CONDITIONS OF GEOECONOMIC SCENARIOS FOR UKRAINE** – *Yulia Manachynska*, PhD in Economics, Associate Prof.; *Volodymyr Yevdoshchak*, PhD in Economics, Associate Prof., Chernivtsi Institute of Trade and Economics of Kyiv National University of Trade and Economics (Ukraine)

**CURRENT TRENDS FOR INTERNATIONAL LABOR MIGRATION** – *Svitlana Luchyk*, Doctor of Sciences (Economics), Prof., Head of Accounting and Taxation Department; *Margaryta Luchyk*, PhD in Economics, Prof, Chernivtsi Institute of Trade and Economics of Kyiv National University of Trade and Economics (Ukraine)

**INFORMATION ASYMMETRY AS A DETERMINANT OF COMPETITION** – *Anzhelika Gerasymenko*, Doctor of Sciences (Economics), Prof.; *Viktoriiia Svystilnyk*, Postgraduate Student, Kyiv National University of Trade and Economics (Ukraine)

**ACCOUNTING COMPONENT IN IMPROVEMENT OF ENTERPRISE COMPETITIVENESS** – *Olena Fomina*, Doctor of Sciences (Economics), Associate Prof., Head of Accounting and Taxation Department; *Olena Avhustova*, PhD in Economics; *Olha Romashko*, PhD in Economics, Kyiv National University of Trade and Economics (Ukraine)

**GLOBAL IMPERATIVES OF SERVICE ENTERPRISES** – *Tatiana Shparaga*, PhD in Geography, Associate Prof., Taras Shevchenko National University of Kyiv (Ukraine)

**PUBLIC GOVERNANCE OF NATIONAL TOURISM SYSTEM** – *Alla Okhrimenko*, Ph.D. in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine); *Svitlana Babushko*, Doctor of Sciences (Pedagogy), Associate Prof., National University of Ukraine on Physical Education and Sports; *Nataliia Opanasiuk*, Ph.D. in Law, Associate Prof., National University of Ukraine on Physical Education and Sports (Ukraine)

**AUDIT IN THE CONDITIONS OF GEO-ECONOMIC CHANGES: STATUS AND IMPERATIVES OF DEVELOPMENT** – *Karina Nazarova*, Doctor of Sciences (Economics), Associate Prof., Head of Financial Analysis and Audit Department; *Tetiana Kopotiienko*, PhD in Economics; *Mariia Nezhyva*, PhD in Economics, Kyiv National University of Trade and Economics (Ukraine)

**THE IMPACT OF US ECONOMIC SANCTIONS ON RUSSIA'S SOCIAL-ECONOMIC DEVELOPMENT** – *Oleksandr Shnyrkov*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**ANTI-CORRUPTION STATE POLICY: PROBLEMS AND PROSPECTS OF DEVELOPMENT** – *Nataliia Petrenko*, Postgraduate Student, Kyiv National University of Trade and Economics (Ukraine)

**THE USE OF PERSONNEL CONTROLLING METHODOLOGICAL TOOLS AT THE ENTERPRISE** – *Yuliia Biliavska*, PhD in Economics, Assoc. Prof.; *Nataliia Bieliaieva*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**BUSINESS AGREEMENT AT CONCENTRATION OF PRODUCTION** – *Kateryna Kravets*, PhD in Economics, Kyiv National University of Trade and Economics (Ukraine)

**DAIRY BUSINESS IN CONDITIONS OF GEOPOLITICAL AND GEO-ECONOMIC CHANGES** – *Maryna Karpenko*, PhD in Economics, Kyiv National University of Trade and Economics (Ukraine)

**PECULIARITIES OF INVESTING INTO INNOVATION** – *Tetiana Zubko*, PhD in Economics, Associate Prof.; *Iryna Kovshova*, Doctor of Sciences (Economics), Associate Prof.; *Anastasia Kasianova*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**INSTITUTIONAL PROVISION OF INTERNATIONAL BUSINESS DEVELOPMENT IN UKRAINE** – *Olha Diachenko*, PhD in Economics; *Olena Goncharenko*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**DETERMINANTS AND PROSPECTS FOR THE DEVELOPMENT OF INTERNATIONAL CONTRACT RELATIONS IN UKRAINE** – *Liudmyla Kudyrko*, PhD in Economics, Prof.; *Liliia Samsonova*, PhD in Economics, Kyiv National University of Trade and Economics (Ukraine)

**REGULATORY FRAMEWORK FOR CREATION AND DEVELOPMENT OF CROWD-FUNDING PLATFORMS** – *Lesya Kolinets*, Doctor of Sciences (Economics), Associate Prof.; *Olexandra Bratko*, PhD in Economics, Associate Prof.; *Buchynska Tetiana*, PhD in Economics, Ternopil National Economic University (Ukraine)

**STRATEGY FOR THE DEVELOPMENT OF THE COOPERATIVE CONSUMER NETWORK OF EUROPE** – *Nataliya Hrynyuk*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**TRANSFORMATION OF THE GOVERNMENTAL ROLE IN ECONOMY IN TERMS OF GLOBALIZATION** – *Iurii Umantsiv*, Doctor of Sciences (Economics), Prof.; *Kateryna Nikolaiets*, Doctor of Sciences (History), Prof., Kyiv National University of Trade and Economics (Ukraine)

**FINANCIAL SECURITY OF UKRAINE IN THE CONTEXT OF FORMING A NATIONAL BRAND OF A COMPETITIVE ECONOMY** – *Iryna Fedulova*, Doctor of Sciences (Economics), Prof.; *Halyna Lanovska*, PhD in Economics, Associate Prof.; *Kateryna Bagatska*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**AN ADAPTIVE PERSPECTIVE TOWARD MULTINATIONAL COMPANY LEARNING ON FOREIGN MARKET. CONSEQUENCES FOR ORGANIZATIONAL ARCHITECTURE** – *Agnieszka Dziubińska*, PhD in Economics, Assistant Prof., University of Economics in Katowice (Poland); *Marcin Komańda*, PhD in Economics, Assistant Prof., Opole University of Technology (Poland)

**INVESTMENTS IN THE HOTEL BUSINESS: RISKS AND PROSPECTS** – *Anna Kryvko*, Postgraduate Student, Kyiv National University of Trade and Economics (Ukraine)

**STARTUP ECOSYSTEM: THE ESSENCE AND FEATURES OF DEVELOPMENT** – *Irina Ganechko*, PhD in Economics, Associate Prof.; *Oksana Trubei*, PhD in Economics, Associate Professor, Kyiv National University of Trade and Economics (Ukraine)

**ORGANIZATIONAL AND INFORMATIONAL MODEL OF ANALYSIS OF COMMERCIALIZATION OF INTELLECTUAL PROPERTY OBJECTS** – *Galyna Umantsiv*, PhD in Economics, Associate Prof.; *Iryna Martyniv*, PhD in Economics, Kyiv National University of Trade and Economics (Ukraine)

**ENVIRONMENTAL DIPLOMACY AND BUSINESS IMAGE IN THE PRESENTATION OF THE COUNTRY** – *Alina Bokhan*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**UKRAINE'S CUSTOMS SPACE: GLOBAL CHALLENGES AND RISKS** – *Andrii Voitseshchuk*, Director of the Department of customs control and clearance, State Fiscal Service of Ukraine; *Mykhailo Haishunov*, Lead Inspector, Kyiv municipal customs of the State Fiscal Service of Ukraine (Ukraine)





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**LOGISTIC SUPPORT OF FOREIGN ECONOMIC ACTIVITY OF THE ENTERPRISE –**

*Vasyl Deiak*, Director of the LLC «Incos Group» (Ukraine)

**INNOVATIVE DEVELOPMENT OF BUSINESS –** *Viktor Ostryk*, Director of the LLC

«Energy service company «Todak» (Ukraine)

**FEATURES OF TAXATION IN THE AGRICULTURAL SECTOR –** *Tetiana Kalacheva*,

Chief Accountant of the LLC «AgroZem Holding» (Ukraine)

**CLASSIFICATION OF INTERMEDIARIES IN FOREIGN ECONOMIC ACTIVITIES –**

*Yuliia Tunitska*, PhD in Economics, Senior Lecturer, Kyiv National University of Trade and Economics (Ukraine)

**INTERNATIONAL TRADE DEVELOPMENT TRENDS –** *Tetiana Pavlyuk*, PhD in

Economics, Associate Prof., Vinnitsa Trade and Economic Institute of Kiev National University of Trade and Economics (Ukraine)

**FORMING A FAVORABLE BUSINESS ENVIRONMENT IN THE GLOBALIZATION**

**CONDITIONS –** *Yulia Yasko*, PhD in Economics, Kyiv National University of Trade and Economics (Ukraine)

**CORPORATE INNOVATION: FROM AN IDEA TO COMMERCIALIZATION –**

*Viktoriia Andryeyeva*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics; *Viktoriia Laptieva*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics; *Kostyantyn Afanasyev*, PhD in Economics, CEO of Consulting Company Globus (Ukraine)

**GLOBAL COUNTRY'S RESILIENCE AS A CONDITION OF ITS ATTRACTIVENESS**

**FOR INTERNATIONAL BUSINESS –** *Alina Boiko*, Doctor of Sciences (Economics), Associate Prof.; *Diana Shkuropadska*, Postgraduate Student, Kyiv National University of Trade and Economics (Ukraine).

**THE ROLE OF MARKETING TECHNOLOGIES IN EXPORT PROMOTION TO**

**CHINA –** *Iryna Sevruck*, PhD in Economics, Kyiv National University of Trade and Economics (Ukraine)

**FUZZY LOGIC MODELING OF REGIONAL ECONOMY DEVELOPMENT**

**SCENARIOS –** *Vasyl Luchyk*, Doctor of Sciences, (Economics), Full Prof.; *Yurii Koroliuk*, Doctor of Sciences (Public Administration), Associate Prof., Chernivtsi Institute of Trade and Economics of Kyiv National University of Trade and Economics (Ukraine)

**NATIONAL BRAND IN THE EXPORT STRATEGY OF UKRAINE –** *Syerova Ludmila*,

PhD in Economics, Associate Prof.; *Piankova Oksana*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**CLASSIFICATION OF INTERMEDIARIES IN FOREIGN ECONOMIC ACTIVITIES –**

*Dariia Sai*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**BUSINESS OBLIGATIONS N HUMAN RIGHTS IN THE INFORMATION SOCIETY –**

*Yulia Razmetaeva*, PhD in Economics, Yaroslav Mudryi National Law University (Ukraine)

**CONTEMPORARY STATUS AND PROSPECTS OF INTERNATIONAL**

**INTEGRATION FOR AGRARIAN SECTOR OF UKRAINE –** *Ihor Fedun*, Doctor of Sciences (Economics), Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**COMPLIANCE QUALITY THE LUXURY HOTEL SERVICE –** *Liudmyla Bovsh*, PhD in

Economics, Associate Prof.; *Larysa Hopkalo*, PhD in Economics, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**CONCEPTS OF REGULATION OF RESORT AND RECREATIONAL SERVICES PRICING IN THE CONDITIONS OF GLOBALIZATION** – *Humeniuk Volodymyr*, Doctor of Sciences (Economics), Prof., Ivano-Frankivsk National Technical University of Oil and Gas; *Maryna Shtan*, PhD in Economics, Associate Prof., National Academy of Management (Ukraine)

**MARKETING STRATEGY FOR HOTEL ENTERPRISES AS A CORE TO BUSINESS DEVELOPMENT** – *Alina Pavlova*, PhD in Economics, Assistant, Kyiv National University of Trade and Economics (Ukraine)

**FROM CROSS-BORDER COOPERATION TO EUROPEAN INTEGRATION AND GLOBAL ECONOMIC MOVEMENTS** – *Vasyl Kyfiak*, Doctor of Sciences (Economics), Prof., Chernivtsi Institute of Trade and Economics of KNUTE (Ukraine)

**SEARCH FOR BUSINESS DEVELOPMENT MODELS IN THE 21ST CENTURY** – *Yuliya Sokolova*, PhD in Economics, Assistant Prof., National University «Zaporizka Polytechnica» (Ukraine)

**RESTAURANT SERVICE IN UKRAINE: TRENDS AND DEVELOPMENT ISSUES** – *Alla Domyshche-Medyanyk*, PhD in Economics, Associate Prof., Uzhhorod Institute of Trade and Economics of KNUTE (Ukraine)

**DEVELOPMENT OF THE CRIMEA BUSINESS IN THE CONDITIONS OF GEOPOLITICAL UNCERTAINTY** – *Nina Pavlishyna*, PhD in Economics, National University «Zaporizka Politekhnik» (Ukraine)

**MARKETING TOOLS FOR PROMOTING INNOVATIVE FOOD PRODUCT FOR YOUTH** – *Nataliia Savytska*, Prof., Doctor of Sciences (Economics); *Oksana Afanasieva*, PhD in Economics, Associate Prof., Kharkiv State University of Food Technology and Trade (Ukraine)

**PRIORITIES OF THE IMPLEMENTATION OF AGRICULTURAL LAND TURNOVER** – *Vasil Budzyak*, Doctor of Sciences (Economics), Prof., Kyiv National University of Trade and Economics (Ukraine); *Olga Budzyak*, Doctor of Sciences (Economics), Prof., Department of Ecology and Land Use Economics State Ecology academy of Postgraduate Education and Management (Ukraine)

**BRAND AS A PHILOSOPHY OF BUSINESS IN CONDITIONS GEOECONOMIC SHIFTS** – *Galina Studinska*, Doctor of Sciences (Economics), Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**SOME PROBLEMS AND COLLISIONS OF E-COMMERCE: EUROPEAN AND UKRAINIAN ASPECTS** – *Nataliya Dmytriyeva*, PhD in Economics, University «KROK» (Ukraine); *Volodymyr Polivanov*, PhD in Economics, Associate Prof., Mukachevo State University (Ukraine)

**ENTREPRENEURSHIP AS THE POTENTIAL OF ECONOMIC DEVELOPMENT** – *Mykola Tjuchtij*, Doctor of Sciences (Economics), Zaporizhzhya state engineer academy (Ukraine); *Larysa Hromozdova*, PhD in Economics, Associate Prof., Kyiv National Economic University named after Vadym Getman (Ukraine); *Antonina Artemenko*, Kyiv National Economic University named after Vadym Getman (Ukraine)



Discussion platforms 2

**LEGAL PROBLEMS OF THE DEVELOPMENT  
OF PRIVATE LAW**

university building B, r. 207

**Moderators:** *Taras Gurzhii*, Doctoral degree in Law, Prof., Head of the Department of Administrative, Financial and Informational Law, Kyiv National University of Trade and Economics (Ukraine)  
*Tomash Bojar-Fialkowski*, Doctor of Sciences (Law), Associate Prof., Kazimierz Wielki University (Poland)

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**ELEMENTS OF SELF-REGULATION OF INTERNATIONAL COMMERCIAL CONTRACT** – *Olena Honcharenko*, PhD in Law, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**LEGAL REGULATION OF RELATIONS IN THE DIGITAL ECONOMY: GENERAL PRINCIPLES AND PROBLEMS** – *Oksana Vynnyk*, Doctor of Sciences (Law), Prof., Corresponding Member of the National Academy of Sciences of Ukraine, Main Scientific Member of the Legal Support Department of Market Economy for the Research Institute of Private Law and Entrepreneurship named after the Academician F. G. Burchak of the National Academy of Science of Ukraine; *Olga Shapovalova*, Doctor of Sciences (Law), Prof., Head of the Department of Business Law of the East-Ukrainian National University named after Volodymyr Dal, Severodonetsk, Leading Specialist for the Legal Support Department of the Sectoral Innovative Research Development Institute of the Legal Support for the Innovative Development of the National Academy of Sciences of Ukraine (Ukraine)

**THE IMPACT OF JUDICIAL PRACTICE ON INSURANCE RELATIONS** – *Hanna Ilchenko*, PhD in Law, Associate Prof., Kyiv National University of Trade and Economics; *Anton Ilchenko*, PhD in Law, Sales director of Alfa-Garant Insurance Company (Ukraine)

**INDIVIDUAL WAYS OF PROTECTING THE PERSONAL NON-PROPERTY RIGHTS OF INDIVIDUALS IN THE HEALTHCARE SECTOR** – *Natalia Korotka*, PhD in Law, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**REALIZATION OF CONSUMER RIGHTS IN HOUSING AND UTILITIES AREA** – *Lyudmila Mykytenko*, PhD in Law, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**PRACTICE OF THE ANTIMONOPOL COMMITTEE OF UKRAINE ON DEFINITION OF PUBLIC PROCUREMENT CONCEPTS** – *Larisa Neskorodzhena*, PhD in Law, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**CIVIL LIABILITY ON THE PROTECTION OF VICTIMS OF WAR AND TERRORISM** – *Volodymyr Prymak*, Doctor of Sciences (Law), Prof., Kyiv National University of Trade and Economics (Ukraine)



**ELECTRONIC CORPORATION REGISTRY AS A COMPONENT OF CORPORATE PROTECTION RIGHTS** – *Petro Palchuk*, Phd in Law, Associate Prof., Dean of International Trade and Law Faculty, Kyiv National University of Trade and Economics (Ukraine)

**CONSTITUTIONAL REGULATION OF ENSURING THE RIGHTS OF CONSUMERS OF UKRAINE AND FOREIGN COUNTRIES: COMPARATIVE LEGAL ANALYSIS** – *Yuliia Tyshchenko*, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**AUDIT AS AN INTEGRAL PART OF BUSINESS SECURITY ENSURING: ORGANIZATIONAL AND LEGAL ASPECT** – *Yuriy Krehul*, PhD in Law, Prof., Head of the Department of General Law Disciplines; *Roman Sukhatskyi*, PhD in History, Associate Prof., Kyiv National University of Trade and Economics; *Inna Otamas*, PhD in History, Head of the Department of Scientific Work, State Higher Educational Institution «University of educational management» of National Academy of Educational Sciences of Ukraine (Ukraine)

**PROBLEMATIC ISSUES OF SOME WAYS OF PROTECTING THE RIGHTS AND INTERESTS OF ECONOMIC ENTITIES IN THE CONTEXT OF INTERNATIONAL LEGAL FRAMEWORK** – *Nataliia Khatniuk*, Doctor of Sciences (Law), Associate Prof., Borys Grinchenko Kyiv University; *Nelli Pobiianska*, Postgraduate Student, Volodymyr the Great Educational and Scientific Institute of Law, Interregional Academy of Personnel Management (Ukraine)

**TRADE MARK INFRINGEMENT ON THE INTERNET: ACTUAL PROBLEMS OF LEGAL REGULATION IN UKRAINE** – *Olga Rassomakhina*, Phd in Law, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**INFORMATION RIGHTS AND WAYS OF LEGAL FIXING THEM IN UKRAINE** – *Olha Seleznova*, Doctor of Sciences (Law), Associate Prof., Chernivtsi Institute of Trade and Economic of Kyiv National University of Trade and Economic (Ukraine)

**LAW PROBLEMS IN BANKING (PROTECTION OF CONSUMER RIGHTS IN BANKING SERVICES)** – *Lyudmila Nikolayeva*, PhD in Law, Prof.; *Elena Sevastianenko*, Senior Lecturer; *Oleksii Korolkov*, Senior Lecturer, Kyiv National University of Trade and Economics (Ukraine)

**SOCIAL AND LEGAL PROTECTION OF FAMILIES WITH CHILDREN** – *Valentyna Andriiv*, PhD in Law, Associate Prof.; *Oleksii Korolkov*, Senior Lecturer, Kyiv National University of Trade and Economics (Ukraine)



Discussion platforms 3

**EUROPEAN VECTOR OF DEVELOPMENT OF PUBLIC LAW**

university building B, r. 211

**Moderators:** *Lyudmyla Deshko*, Doctor of Sciences (Law), Prof., Head of International Public Law Department, Kyiv National University of Trade and Economics (Ukraine)  
*Daria Ivashchenko*, Senior Lecturer, International Public Law Department, Kyiv National University of Trade and Economics (Ukraine)

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**THE STATE OF IMPLEMENTATION OF INTERNATIONAL LABOR LAW STANDARDS IN UKRAINE** – *Oleksii Alonkin*, PhD in Law, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**WOMEN IN THE SYSTEM OF PARLIAMENTARISM AS A COMPONENT OF A DEMOCRATIC STATE** – *Natalia Bondarenko*, PhD in Law, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**PRINCIPLES OF THE RULE OF LAW IN THE ACTIVITIES OF CENTRAL EXECUTIVE BODIES** – *Serhii Chekhovych*, PhD in Law, Associate Prof., Honors Lawyer of Ukraine, Administration of President of Ukraine, Head of the Department (Ukraine)

**UKRAINE ON THE WAY TO MODERNIZATION OF PUBLIC FINANCIAL CONTROL** – *Taras Gurzhii*, Doctor of Sciences (Law), Prof., Head of the Department of Administrative, Financial and Informational Law; *Anna Gurzhii*, PhD in Law, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**CONTENT OF CRIMINAL LIABILITY FOR CRIMES IN THE FIELD OF LABOR PROTECTION** – *Nina Daraganova*, Doctor of Sciences (Law), Kyiv National University of Trade and Economics (Ukraine)

**LEGAL REGULATION OF THE COMBATING ILLEGAL MIGRATION WITHIN THE EUROPEAN UNION** – *Tatyana Tarasevich*, Dean of the Kyiv University of Law of the NASU of Ukraine, Associate Prof.; *Tamara Kortukova*, Head of the Council of Young Scientists of the Kyiv University of Law of the NASU of Ukraine, Senior Lecturer of the Department of International and Comparative Law (Ukraine)

**EUROPEAN INTEGRATION OF UKRAINE IN NATIONAL LEGISLATION** – *Valentyna Yehorova*, PhD in Law, Associate Prof., National Technical University of Ukraine «Igor Sikorsky Kyiv Polytechnic Institute» (Ukraine)

**PROBLEM OF LEGAL STATUS OF "BRAIN CENTERS" OF MODERN ECONOMIC REFORMS IN UKRAINE** – *Roman Usenko*, PhD in Law, Managing Partner of Law Firm «Bonum» (Ukraine)

**UPDATE OF THE STATE AUTHORITY IN UKRAINE: ILLUSTRATIVE LEGISLATION AND PRACTICE OF REALIZATION** – *Halyna Zadorozhnia*, Doctor of Sciences (Law), Associate Prof., Kyiv National University of Trade and Economics; *Yurij Zadorozhnyi*, PhD in Law, Associate Prof., National University of Transport (Ukraine)

**DECENTRALIZATION REFORM IN UKRAINE AS AN ELEMENT OF THE EUROPEAN VECTOR OF PUBLIC LAW DEVELOPMENT** – *Bohdan Kalynovskyi*, Doctor of Sciences (Law), Head of the Department of Constitutional Law and Human Rights; *Tetiana Kulyk*, PhD in Law, Associate Prof., National Academy of Internal Affairs (Ukraine)



**THE EUROPEAN UNION: REALIZING THE CULTURAL FUNCTION OF THE STATE** – *Serhii Koretsky*, PhD in Law, Associate Prof., Research Institute of the Kyiv National University of Culture and Arts (Ukraine)

**ESTABLISHMENT AND LAUNCH OF HIGH ANTI-CORRUPTION COURT: NEW STAGE IN EXPERIENCE OF UKRAINE IN COMBATING TOP CORRUPTION** – *Oleksiy Kravchuk*, Doctor of Sciences (Law), the Judge of High Anti-Corruption Court (Ukraine)

**INTERNATIONAL STANDARDS FOR THE PROTECTION OF THE RIGHTS OF CRIMINALS IN THE FIELD OF ENTREPRENEURIAL ACTIVITY** – *Anna Landina*, PhD in Law, Institute of State and Law of the V. M. Koretsky National Academy of Sciences of Ukraine (Ukraine); *Victor Nikitenko*, PhD in Law, Kyiv National University of Trade and Economics (Ukraine)

**THE PROBLEMS OF GENDER EQUALITY IN CONTEMPORARY UKRAINIAN POLITICS** – *Natalia Lytvyn*, PhD in Law, Associate Prof.; *Vitalii Razitskyi*, PhD in Law, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**TAX CONTROL AS AN ELEMENT OF TAX RELATIONSHIPS** – *Victor Mushenok*, Doctor of Sciences (Law), Associate Prof.; *Elena Sitnichenko*, PhD in Law, Kyiv National University of Trade and Economics (Ukraine)

**THE GIST AND ROLE OF LOCAL TAXES IN THE FUNCTIONING OF UNITED LOCAL COMMUNITIES** – *Yuriy Petlyuk*, PhD in Law, Kyiv National University of Trade and Economics (Ukraine)

**THE SUBJECTS OF STATE FINANCIAL CONTROL OF UKRAINE IN THE CONTEXT OF EUROPEAN INTEGRATION** – *Yulia Pustovit*, PhD in Law; *Olena Zapototska*, Doctor of Sciences (Law); *Viktor Timashov*, Doctor of Sciences (Law), Kyiv National University of Trade and Economics (Ukraine)

**STATE IS A REQUIRED SUBJECT OF FINANCIAL LEGAL AFFAIRS** – *Olena Sudarenko*, PhD in Law, Associate Prof.; *Ljudmyla Senchenko*, PhD in Law, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**THE MAIN TRENDS OF DEVELOPMENT OF THE TECHNOLOGY TRANSFER INTERNATIONAL REGULATION** – *Daria Ivashchenko*, Senior Lecturer, Kyiv National University of Trade and Economics, Kyiv (Ukraine)

**CORRUPTION AND HUMAN TRAFFICKING – A THREAT TO THE ECONOMIC SECURITY OF THE STATE** – *Hanna Shvedova*, PhD in Law, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**INTERNATIONAL ECONOMIC AND TRADE RELATIONS IN CIRCUMSTANCES OF ARMED CONFLICT** – *Yulia Goncharova*, PhD in Law, Associate Prof.; *Olga Koreniuk*, Senior Lecturer, Kyiv National University of Trade and Economics (Ukraine)

**THEORETICAL FOUNDATIONS OF PUBLIC CONTROL OVER THE STATE ADMINISTRATION ACTIVITIES** – *Zhanna Kovalenko*, Postgraduate Student, Kyiv National University of Trade and Economics (Ukraine)

**LEGAL BASE DEVELOPMENT OF BUILDING INDUSTRY IN INDEPENDENT UKRAINE** – *Lyudmila Nikolayeva*, PhD in Law, Prof.; *Mikhailo Harat*, Postgraduate Student, Kyiv National University of Trade and Economics (Ukraine)

**PRINCIPLE OF THE RULE OF LAW AND ITS FORMATION IN ACCORDANCE WITH THE PRACTICE OF THE EUROPEAN COURT OF HUMAN RIGHTS** – *Viktoriia Halai*, PhD in Law, Kyiv National University of Trade and Economics (Ukraine)



Discussion platforms 4

**LANGUAGE COMPETENCES OF A SPECIALIST  
IN CONDITIONS OF GLOBALIZATION**

university building B, KNUTE HUB

**Moderators:** *Oleg Yanush*, PhD in Philology, Head of Modern European Languages Department, Kyiv National University of Trade and Economics (Ukraine)  
*Daniel Waller*, PhD, Head of School of Language and Global Studies, University of Central Lancashire (UK)

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**THE COMMON EUROPEAN FRAMEWORK OF REFERENCE FOR LANGUAGES: INTERPRETATIONS OF AN INTERNATIONAL DOCUMENT** – *Daniel Waller*, PhD, Head of School of Language and Global Studies, University of Central Lancashire (UK)

**PROFESSIONAL INTERCULTURAL COMMUNICATION** – *Jiayi Wang*, PhD, Principal Lecturer of School of Language and Global Studies, University of Central Lancashire (UK)

**SMART EDUCATION IN THE GLOBAL WORLD** – *Olga Nezhyva*, Doctoral degree in Philosophy, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**SELF-REGULATORY STRATEGIES IN THE LANGUAGE CLASSROOM: PEDAGOGICAL PERSPECTIVE** – *Svitlana Chugu*, PhD in Philology, Associate Prof., Vinnytsia Institute of Trade and Economics, Kyiv National University of Trade and Economics (Ukraine)

**SYNTAX ACTIVE AND PASSIVE CONSTRUCTIONS IN UKRAINIAN** – *Oleg Yanush*, PhD in Philology, Associate Prof., Head of Modern European Languages Department; *Natalia Teslenko*, PhD in Philology; *Svitlana Shashenko*, PhD in Pedagogy, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**PROFESSIONAL TERMINOLOGY IN THE LINGUISTIC TRAINING OF LAWSTUDENTS** – *Alla Nypadymka*, PhD in Humanitarian Sciences, Kyiv National University of Trade and Economics (Ukraine)

**MEANS OF ELECTRONIC EDUCATIONAL ENVIRONMENTS IN THE CONTEXT OF GLOBALIZATION** – *Nelia Mykhailova*, Senior Lecturer, Kyiv National University of Trade and Economics (Ukraine)

**FOREIGN LANGUAGE COMMUNICATIVE COMPETENCE AS A KEY LANGUAGE COMPETENCY OF A FUTURE SPECIALIST** – *Vlasenko Liudmyla*, *Inna Tryhub*, Senior Lecturer, Kyiv National University of Trade and Economics (Ukraine)

**LANGUAGE LEARNING BASED ON ICTs** – *Olena Kokhan*, Senior Lecturer, Kyiv National University of Trade and Economics (Ukraine)

**THE USE OF ROLE-PLAY EXERCISES AND VIDEO MATERIALS IN THE PROCESS OF LEARNING FOREIGN LANGUAGES** – *Tetiana Gusak*, PhD in Philology, Associate Prof., Kyiv National University of Trade and Economics (Ukraine)

**SOCIO-CULTURAL AND PROFESSIONAL–PRACTICAL APPROACHES IN TEACHING COMMUNICATION IN FOREIGN LANGUAGES** – *Lyubov Bobchynets*, Senior Lecturer; *Shafir Oksana*, Senior Lecturer, Kyiv National University of Trade and Economics (Ukraine)

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**FOREIGN LANGUAGE PROFICIENCY OF UKRAINIAN STUDENTS: PROBLEMS AND SOLUTIONS** – *Kateryna Hildebrant*, PhD in Philology, Ass. Prof., Chernivtsi Institute of Trade and Economics of Kyiv National University of Trade and Economics (Ukraine)

**CRITERIA, INDICATORS AND LEVELS OF COMMUNICATIVE COMPETENCE OF RESTAURANT AND HOTEL BUSINESS FUTURE SPECIALISTS** – *Irina Tonkonoh*, PhD in Pedagogy; *Viktorii Pryma*, PhD in Germanic Languages; *Yuliia Yuvkovetska*, PhD in Pedagogy, Kyiv National University of Trade and Economics (Ukraine)

**SIMULATION AS A WAY TO IMPROVE COMMUNICATIVE COMPETENCE** – *Alla Latygina*, Associate Prof, Head of Foreign Philology and Translation Department; *Nataliia Latygina*, Doctoral degree in Political Science, Prof., Head of Philosophy and Social Sciences Department, Kyiv National University of Trade and Economics (Ukraine)

**ASSESSMENT OF THE SCOPE OF RHETORIC COMPETENCE POSSESSED BY PROSPECTIVE TEACHERS** – *Irina Tonkonoh*, PhD in Pedagogy, Kyiv National University of Trade and Economics; *Inna Kyrychok*, PhD in Pedagogy, Associate Prof., Mykola Hohol State University of Nizhyn; *Kateryna Mehela*, PhD in Philology, Taras Shevchenko National University of Kyiv (Ukraine)

**PROBLEMATIC ISSUES OF STATE COMMUNICATION IN UKRAINE** – *Nataliya Dubovyk*, PhD in Political Science, Associate Prof.; *Natalia Kyryliuk*, PhD in Political Science, Associate Prof., State University of Telecommunications (Ukraine)

**LANGUAGE TRAINING IMPROVEMENT OF LAW STUDENTS AT UKRAINIAN HIGHER EDUCATIONAL INSTITUTIONS** – *Iryna Zaitseva*, PhD in Pedagogy, Associate Prof.; *Iryna Gopanchuk*, PhD in Philology; *Lyudmyla Fedorova*, Senior Lecturer, Kyiv National University of Trade and Economics (Ukraine)

**APPROACHES TO THE FORMATION OF STUDENTS LINGUISTICS PROFESSIONALISM AT THE HIGHER LEARNING INSTITUTIONS OF THE USA** – *Iryna Zvarych*, Doctor of Sciences (Pedagogy), Senior Staff Scientist, Kyiv National University of Trade and Economics (Ukraine)

**SOCIAL MEDIA: IMPACT ON THE LANGUAGE TRAINING** – *Natalia Shumeiko*, PhD in Pedagogy, Senior Lecturer, Kyiv National University of Trade and Economics (Ukraine)

**TEACHING STRATEGIES ORIENTED ON THE FORMATION OF FOREIGN-LANGUAGE COMMUNICATIVE COMPETENCE OF ECONOMISTS** – *Vita Nikolaenko*, PhD in Pedagogy, Associate Prof., Head of the Department of Languages Teaching Methods, National Pedagogical Dragomanov University (Ukraine)



# MAIN UNIVERSITY CAMPUS

