

Dear colleagues!

We invite you to take part in the VI International Scientific and Practical Conference «**STRATEGIC PRIORITIES FOR THE DEVELOPMENT OF ENTREPRENEURSHIP AND TRADE**», National University "Zaporizhzhia Polytechnic". The conference will be held on May 15-16, 2025 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. Sustainable development principles in architecture and construction management.

Working languages of the conference: Ukrainian, English.

Conference Rules:

May 15, 2025.

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

May 16, 2025.

- 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 University of Technology
- 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
- Berlin School of Economics and Law (Germany)
- Varna Free University (Bulgaria)
- University of Management and Administration in Opole (Poland)
- Giresun University (Turkey)
- South Kazakhstan State University named after M. Auezov (Kazakhstan)
- Silesian Academy (Poland)
- Azerbaijan Academy of Labour and Social Relations (Azerbaijan)
- Adam Mickiewicz University (Poland)
- Private Joint-Stock Company "Electrometallurgical Plant 'Dniprospetsstal' named after A.M. Kuzmin" (Ukraine)



International scientific and practical
conference
«**STRATEGIC PRIORITIES FOR THE DEVELOPMENT OF
ENTREPRENEURSHIP AND TRADE**»
15-16 May 2025
Zaporizhzhia, Ukraine

**Conference Organizing Committee
Chairman of the Organizing
Committee:**

V.L. Greshta, 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_tezy.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 published on the official website of the university.



Members of the Organizing Committee

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Information for conference participants:

You can submit your application and abstract by April 15, 2025 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_tzy.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 published on the official website of the university.

Information for Participants

To participate, send the application form and abstracts by April 30, 2025.

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: The abstracts accepted by the editorial board will be published in the electronic collection of the National University "Zaporizhzhia Polytechnic". Authors are responsible for content and accuracy.

Participation in the conference is free of charge.

Committee Address:

69011, Ukraine, Zaporizhzhia, Universytetska St., 64,
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For more information about the conference, please contact the organizing committee::

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