

The slide features a white background with several decorative blue elements: a large solid blue circle in the top-left corner, a smaller circle with diagonal blue stripes in the top-right corner, another solid blue circle on the right edge, and a circle with diagonal blue stripes in the bottom-left corner. At the bottom, there are large, overlapping wavy shapes in various shades of blue.

**Faculty of Economics and Business
Administration**

**5TH INTERNATIONAL
SCIENTIFIC AND PRACTICAL
CONFERENCE
"DEVELOPMENT OF
ECONOMICS AND BUSINESS
ADMINISTRATION:
SCIENTIFIC TRENDS AND
SOLUTIONS"**

CONDUCTING FORMAT

DISTANCE PARTICIPATION IN VIDEO CONFERENCE MODE

<https://meet.google.com/zjh-eewn-jus>



NOVEMBER 11, 2024

START TIME - 10:00 (KYIV TIME)

THE PURPOSE OF THE CONFERENCE

is to scientifically validate the results of theoretical and applied research related to the development and implementation of new principles, methods, and models in the system of economic development management and business administration processes to improve the quality of managerial decisions in the context of modern problems and contradictions of globalization, modeling of complex systems of various nature, which ensures the competitiveness of society and business in the international digital space.



SCIENTIFIC FOCUS OF THE CONFERENCE:



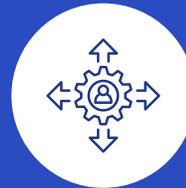
Intellectual and digitalization trends of economic development: theory and practice.



Economic and innovative development of business structures: realities, challenges and strategic orientations.



Globalization trends in the digital transformation of the economy.



Innovative marketing technologies in the global digital space.



Finance, accounting and taxation.

PARTICIPANTS



AGENDA

Timing	Activities / Speakers
10:00-10:05	Joining of Participants
10:05-10:45	Opening Remarks
10:05	Serhiy Hnatyuk , Doctor of Technical Sciences, Professor, Vice-Rector for Research and Technology Transfer, National Aviation University
10:10	Serhiy Smerichevskiy , Doctor of Economics, Professor, Acting Dean of the Faculty of Economics and Business Administration, National Aviation University
10:15	Andriy Kotsur , Candidate of Economic Sciences, Associate Professor, Dean of the Faculty of Economics and Management, West Ukrainian National University
10:20	Valery Okulich-Kazarin , Dr. habil, Doctor Honoris Causa, Professor of Humanitas University (Poland)
10:25	Yuriy Rubanov , Manager Central & Eastern Europe, Airport Competence GmbH (Austria)
10:30	Timo Mustonen , Founder of Sustainable Space Economy (SSE) (Finland)
10:35	Dmytro Tsyachnyi , Deputy Director for Non-Aviation Business Development, State Enterprise "Boryspil International Airport"
10:40	University of Applied Sciences "Lavoslav Ružička" in Vukovar (Croatia)

AGENDA

Timing	Activities / Speakers
10:45-12:30	Panel Session
10:45	"Digital money: a new era of finance" Presented by Anatoliy Hulei , Doctor of Economics, Professor, Digital Economy Expert, Vice President of AS Crowe Ukraine
11:00	"Resilience of small and medium-sized businesses during a full-scale invasion" Presented by Alla Ivashchenko , Doctor of Economic Sciences, Professor, Head of the Department of Analysis of Innovation Indicators and Patent Information, Ukrainian National Intellectual Property and Innovation Office
11:15	"The Ethical Implications of Digital Health in Business Administration" Presented by Osinakachi Akuma Kalu Afrolongevity , TAFFD's Johannesburg (South Africa)
11:30	"Idea generation and content creation for social networks with the help of AI" Presented by Yuliya Protsyshyn , Candidate of Economic Sciences, Associate Professor, Associate Professor of the Department of Marketing, West Ukrainian National University

AGENDA

Timing	Activities / Speakers
11:45	"Security thinking in business education: new challenges and strategic advantages" Presented by Oleksandra Liashenko , Doctor of Economic Sciences, Professor, Professor of the Department of Management, Taras Shevchenko Luhansk National University, founder of the "Safety Thinking" project
12:00	"Vectors of development of Ukrainian shipbuilding in post-war times" Presented by Volodymyr Parsyak , Doctor of Economics, Professor, Honored Worker of Science and Technology of Ukraine, Head of the Center for Economic Research and Management Consulting of the Faculty of Maritime Economics, Admiral Makarov National Shipbuilding University
12:15	"Forecasting the bankruptcy of an enterprise using the methods of intelligent data analysis" Presented by Maksym Bilychenko , Data Analysis Team Leader, Airslate
12:30	Summing up, final words
	Coffee break
14:00-17:00	Sectional work

OUR CONTACTS:



+380 (44) 406-72-56



<https://feba.nau.edu.ua>



feba@npp.nau.edu.ua



room 2.314,
1, Liubomyra Huzara ave.,
Kyiv, Ukraine, 03680