***Sample Submission of abstract /papers***

***for students***

**M. Ivanov, student**

***Alfred Nobel University, Dnipro, Ukraine***

**WHY IS COMPETITION IMPORTANT FOR GROWTH?**

*Key words:*

Competition, the process of rivalry between firms striving to gain sales and make profits, is the driving force behind markets *...*

**References:**

1.

2.

3.

*Supervisor: N. Golovko, Ph.D., Associate Professor*

***Sample Submission of abstract / papers for the faculty, graduate students and other participants***

**V. Popov, *lecturer***

***Alfred Nobel University, Dnipro, Ukraine***

**WHY IS COMPETITION IMPORTANT FOR GROWTH?**

*Key words:*

Competition, the process of rivalry between firms striving to gain sales and make profits, is the driving force behind markets *...*

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**APPLICATION FORM**

to participate in the XII Internationalresearch conference for junior faculty and students

**"MARKETING MANAGEMENT: FACING THE GLOBAL COMPETITIVENESS CHALLENGE "**

Name \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Academic /scientific degree \_\_\_\_\_\_\_\_\_\_\_

Organization \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Supervisor (for students): Name, academic degree, academic status, organization, position\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I would like (select):

* to make a presentation on section meeting (10 min.)
* to participate at the discussion
* distance participation and publishing the abstract / paper

Abstract / Paper title

The need for housing:

* yes;
* not.

Contacts:

Mobile tel.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Alfred Nobel University,**

**Department of International Marketing Dnipro (Ukraine)**

**University of Applied Science Ludwigshafen on the Rhine (Germany),**

**University of Montenegro**

**Faculty of Maritime Kotor (Montenegro),**

**Cyprus Institute of Marketing (Cyprus)**



**XII International Research Conference**

**for junior faculty and students**

**"MARKETING MANAGEMENT: FACING THE GLOBAL COMPETITIVENESS CHALLENGE"**

**March 24, 2021**

**Dnipro, Ukraine**

We invite junior faculty, graduate students, bachelor and master students and other interested people to participate in the XII International research conference "Marketing Management: Facing the Global Competitiveness Challenge", which will be held March 24, 2021 in Alfred Nobel University, Dnipro, Ukraine.

The conference covers the following thematic areas:

- General problems of competitiveness at micro- and macro level;

- Economic and managerial aspects of business and modern marketing tools creating competitive advantages of firms;

- Problems of regional development and regional competitiveness;

- National competitiveness in the context of globalization;

- Competitiveness of modern universities: the analysis of experience and prospects formation.

Conference languages: English, Ukrainian, Russian.

The participants are welcome to submit the abstract (1 page) or paper (3-5 pages).

Conference proceedings (abstracts and papers) will be published after the conference.

*Requirements for Abstracts Submission*

1. The abstract size should not exceed 1 page A4. It must be typed in MS Word, Times New Roman font, size 12, line spacing – single, margins – 20 mm each, paragraph indentation 1.0 cm.

2. The abstract general scheme:

* author’s name, the institution (city) and country - in the upper right corner;
* abstract title in capital letters, centered.
* keywords (4-5)
* text
* References

*Requirements for Paper Submission*

1. The paper size is 3-5 pages. It must be typed in MS Word, page format – A4, Times New Roman, font size 12, line spacing – single, margins – 20 mm each,

5. The paper general scheme:

* author’s name, the institution and country - in the upper right corner;
* paper title - in capital letters, centered.
* abstract (250-300 words)
* keywords (4-5)
* study
* References.

7. The use of illustrative material should be minimal. All figures are to be grouped as a single object.

8. Abstracts / papers that do not meet the requirements are not considered.

9. The students’ abstracts / papers need a brief supervisor’s recommendation.

10. Deadline. Application form and abstracts / papers please submit before March 18, 2021 to e-mail: [confmarket@i.ua](mailto:confmarket@i.ua)

Contact person:

Anastasiia Mostova, associate professor

+38 099 965 89 71 (mob., Viber, WhatsApp)

Head of Department of International Marketing

Dr. Iryna Taranenko

e-mail: [taranenko@duan.edu.ua](mailto:taranenko@duan.edu.ua)

***Registration fee***

*No fee for foreign participants.* *They receive a pdf version of the conference proceedings volume by e-mail*

***Distance participation is possible***

***Papers will be published in conference proceeding volume.***

Electronic version of conference proceedings volume is free of charge.

Paper version is available on request. Postal shipping costs must be paid by the author.

Expences for travel and accommodation must be paid by the participants.

***We look forward for your participation in the conference!***

We will be very grateful if you provide this information to colleagues and other interested people!

Sincerely, The Organizing Committee