

Ministry of Education and Science of Ukraine,
Alfred Nobel University,
Department of International Marketing Dnipro
(Ukraine),
Varna University of Management (Bulgaria)
University of Applied Science Ludwigshafen on
the Rhine (Germany)
University of Montenegro
Faculty of Maritime Kotor (Montenegro),
Cyprus Institute of Marketing (Cyprus)



**International Scientific and Practical
Conference
«EU STRATEGIES FOR
COMPETITIVENESS, GROWTH AND
PROSPERITY»
March 19, 2025**



**Co-funded by
the European Union**

We invite researchers, practitioners, educators, young scientists, PhD students, students, and other interested individuals to participate in the international scientific and practical conference organized within the **grant project “EU strategies for competitiveness, growth and prosperity” for study programmes at Alfred Nobel University No. 101085347 – EUSTRAT – ERASMUS-JMO-2022-HEI-TCH-RSCH** under the Jean Monnet Action of the Erasmus+ Programme.

The conference aims to discuss the specificities of the EU’s development, Ukraine’s European integration path, best practices, and tools for managing competitiveness at micro- and macro-levels both within and outside the EU, as well as opportunities to adapt European experience for Ukraine’s post-war recovery.

The conference will cover the following thematic areas:

- ✓ Specific features of the European Union’s development at the current stage;
- ✓ Ukraine’s European integration path: tasks, specifics, and prospects;
- ✓ Strategic mechanisms for managing competitiveness at the micro- and macro-levels, considering EU experience;
- ✓ Shaping Ukraine’s competitiveness during post-war recovery;
- ✓ Modern marketing tools for enhancing competitiveness;

✓ Ukraine’s digital transformation in the context of integration into the EU Digital Single Market.

Conference working languages: Ukrainian, English.

The conference will be held online via the ZOOM platform.

Participation in the conference and publication of abstracts and conference papers in the proceedings are **free of charge**.

The ZOOM conference link, program, and conference proceedings will be available on the Alfred Nobel University project webpage, in the section [International conference](#)

To participate in the conference, please register and submit your abstract or conference paper **by March 12, 2025**, via the following link:

[Registration Google Form](#)

Conference materials will be published in the proceedings as submitted. Authors are responsible for the content of their materials, compliance with academic integrity requirements, and the accuracy of the data and references.

Conference Coordinator

Anastasiia Mostova, Doctor of Economics,
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Management

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Academic Project Coordinator

Iryna Taranenko, Doctor of Economics,
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Materials for the proceedings are accepted as abstracts (1-3 pages) or conference papers (5-10 pages) in Ukrainian or English.

Submission Requirements

1. Materials must be submitted in Ukrainian or English using MS Word. A4 format, 2 cm margins on all sides, Times New Roman font, size 12, line spacing 1, paragraph indent 1.0 cm.
2. General formatting:
 - Author's full name, academic degree, academic title, position in the upper right corner; below that, institution and country – one line in the upper right corner;
 - Title in capital letters, centered.
 - References list (at least 3 sources for abstracts, at least 5 for full papers), formatted according to the Ukrainian national standard (DSTU 8302:2015). In-text citations should be in square brackets, e.g., [1, p. 38] or [1; 2].
 - For students and postgraduates: after the main text, left-aligned with paragraph indentation, indicate the supervisor's full name, academic degree, and title (if they are not a co-author).
3. Figures may be included only in full papers and must be justified. Figures should be grouped as a single object.
4. Figures and tables must be numbered, with a caption for each figure and a title for each table.

5. The figure caption should appear below the figure, and the table title should appear above the table.
6. A source must be indicated for every figure and table.
7. Tables should be in Word format and in portrait orientation only.
8. Formulas must be created using Microsoft Equation and numbered.
9. A references list with in-text citations (in square brackets) is required, formatted according to DSTU 8302:2015.
10. Papers that do not meet the requirements will not be included in the proceedings.
11. The file name must include the author's last name and initials (first co-author), e.g., Petrov A.I.doc.

The conference paper should include the following elements: the author's full name, academic degree and position, affiliation; the title of the paper; an abstract of at least 500 characters in the language of the paper and in English; keywords; introduction; research goal; research results; conclusions; and references.

We look forward to your participation in the conference!

We would appreciate your help in sharing this information with colleagues and interested parties!

Sincerely, The Organizing Committee

Examples of Formatting
for lecturers and other participants
V.O. Popov, Doctor of Economics, Professor
Alfred Nobel University, Ukraine
N.P. Stetsenko, PhD, Associate Professor
Oles Honchar Dnipro National University, Ukraine
V.O. Petrenko, Student
Alfred Nobel University, Ukraine

COMPETITIVE STRATEGIES OF EU COMPANIES: EXPERIENCE FOR UKRAINE
Text, text, text, text, text, text, text, text, text, text, text, text, text, text.

References

- 1.
- 2.
- 3.

for students and postgraduates:

M.M. Ivanova, Student
Alfred Nobel University, Ukraine
OPPORTUNITIES AND CHALLENGES FOR UKRAINE IN THE EU FREE TRADE AREA
Text, text, text, text, text, text, text, text, text, text, text, text, text, text.

References

- 1.
- 2.
- 3.

Supervisor: N.T. Holovko, Candidate of Economics, Associate Professor (or Doctor of Economics, Professor)

Figure caption formatting:

Fig. 1. Structure of Ukraine's Exports to the EU

Table title formatting:

Table 1. Dynamics of Ukraine's Exports to the EU