



Alfred Nobel
University

**XVI International Research Conference for
junior faculty and students**

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

April 17, 2025

- **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.**



CYPRUS INSTITUTE
of MARKETING
THE CYPRUS BUSINESS SCHOOL



Ludwigshafen University
of Business and Society
University of Applied Sciences



EUROPEAN UNIVERSITY
OF INFORMATION TECHNOLOGY AND ECONOMICS
IN WARSAW



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FACULTY OF ECONOMICS
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University of Montenegro
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MINISTRY OF EDUCATION
AND SCIENCE OF UKRAINE



State scientific institution

Ukrainian Institute of Scientific and
Technical Expertise and Information

International Marketing Department
XVI International Research Conference
for junior faculty and students

MARKETING MANAGEMENT:
FACING THE GLOBAL COMPETITIVENESS
CHALLENGE

to participate

- fill out the [form](#)
- submit an abstract to marketconferencenobel@gmail.com

Deadline: April 11, 2025

Conference languages: English, Ukrainian
The publications for foreign partners are free.

**All participants will receive digital
proceedings and certificate**

[See more](#)



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Submission Guidelines:

The abstracts are to be submitted in English or Ukrainian, one page, Times New Roman, 12, line spacing 1, all margins 20 mm, MS Equation, paragraph 1 cm.

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

Sample

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.

for students: Supervisor: N. Golovko, Ph.D., Associate Professor

Round table "Strategic management of competitiveness in the context of European integration processes" (proceedings will be posted on the website).