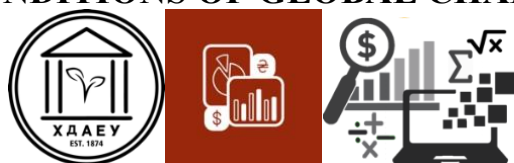


**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
KHERSON STATE AGRARIAN AND ECONOMIC UNIVERSITY (UKRAINE)  
DEPARTMENT OF AGRICULTURE AND IRRIGATION OF  
KHERSON REGIONAL STATE ADMINISTRATION (UKRAINE)  
INSTITUTE OF CLIMATE-ORIENTED AGRICULTURE, NAAS  
(UKRAINE)  
POLTAVA STATE AGRARIAN UNIVERSITY (UKRAINE)  
IVANE JAVAKHISHVILI TBILISI STATE UNIVERSITY (GEORGIA)  
CHRISTIAN ALBRECHT UNIVERSITY OF KIEL (GERMANY)  
UNIVERSITY OF LIFE SCIENCES AND TECHNOLOGIES (LATVIA)  
S. GZHYTSKYI NUVMB OF LVIV (UKRAINE),  
TECHNICAL UNIVERSITY (MOLDOVA)  
CHRISTIAN ALBRECHT UNIVERSITY OF KIEL (GERMANY)  
WSHIU ACADEMY OF APPLIED SCIENCES (POLAND)  
HIGHER EDUCATION INSTITUTION «INTERNATIONAL SCIENTIFIC AND TECHNICAL  
UNIVERSITY NAMED AFTER ACADEMICIAN YURIY BUGAY» (UKRAINE)**

## **CONFERENCE PROGRAM**

### ***IV INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE***

**«TRENDS AND PROSPECTS OF MANAGEMENT DEVELOPMENT IN  
THE CONDITIONS OF GLOBAL CHALLENGES»**



**KHERSON STATE AGRARIAN AND  
ECONOMIC UNIVERSITY  
Faculty of Economics  
*May 30, 2025***

**Kherson– Kropyvnytskyi 2025**

## **Sections of the conference:**

- 1. Current trends in the theory and practice of management in the agricultural, financial, infrastructural and other sectors of the economy in terms of socio-economic transformations.** (Coordinator - Sergiy Lavrenko, Ph.D. Agricultural Sciences, Associate Professor, Vice-Rector for Science and International Cooperation of Kherson State Agrarian and Economic University, Ukraine.)
- 2. National models of economic systems and international economic relations in the context of social responsibility.** (Coordinator - Natalia Kyrychenko, Ph.D. in Economic, Associate Professor, Dean of the Faculty of Economics of Kherson State Agrarian and Economic University, Ukraine)
- 3. New realities of management: strategic and crisis management, change and innovation management, corporate social responsibility, economics of nature management, aspects of environmental management and organic production.** (Coordinator - Tetiana Shestakovska, Associate Professor, Doctor of Public Administration, President of Higher Education Institution «University of Future Transformation», Chernihiv, Ukraine)
- 4. Problems of increasing competitiveness and formation of human capital in the conditions of social responsibility.** (Coordinator - Hanna Zhosan, PhD, Associate Professor, Head of the Department of Management, Marketing, and Information Technology, Kherson State Agrarian and Economic University)
- 5. Modern technologies of enterprise development management: economics, organization, finance and taxation, accounting, analysis and audit, insurance and stock exchange business, entrepreneurship, trade and business culture; marketing, logistics, resource and legal aspects of modern enterprise.** (Coordinator - Victoria Hubina Head of Marketing Department at PrivatBank, Ukraine)
- 6. Modern mathematical methods, artificial Intelligence and information technologies in economic systems in the context of global change.** (Coordinator - Anna Titova, Dr. sc. pol., Doctor of Economic Sciences, Head of the Interdisciplinary Centre for Statistics at Kiel University, Kiel, Germany)
- 7. Theoretical and applied aspects of public administration and regional management, topical issues of socio-economic development of territories.** (Coordinator - Paulina Kolisnichenko, Doctor of Economic Sciences, Vice Rector for International Cooperation, WSHIU Academy of Applied Sciences, Poznan, Poland)
- 8. Status and trends in the development of modern business education: current issues of training for the real sector of the economy and innovative methods of teaching, learning and management.** (Coordinator - Givi Bedianashvili, D.Sc. in Economics, Associate Professor, Ivane Javakhishvili Tbilisi State University; Tbilisi, Georgia)

## CONFERENCE PROCEDURE

**Date:** May 30, 2025  
**The time of the event:** 10.00  
**Venue:** Kherson State Agrarian and Economic University, ZOOM

### Join Zoom Meeting

<https://us02web.zoom.us/j/6366563133?pwd=qEuUDUxph0qXvOxgRbEgB2bFlntiQN.1&omn=85892799002>

**Conference ID:** 636 656 3133

**Access code:** 270325

Conference coordinator: Hanna Zhosan, PhD, Associate Professor, Head of the Department of Management, Marketing, and Information Technology, Kherson State Agrarian and Economic University (+ 38(050) 494-43-27 /e-mail zhosan\_g@ksaeu.kherson.ua)

## PLENARY MEETING

*10.00-10.50. Opening of the conference. Congratulations to the conference participant*

**Welcoming speech** – Viktoriia Hranovska, Doctor of Economic Sciences, Professor, First Vice-Rector, Vice-Rector for Scientific and Pedagogical Work of Kherson State Agrarian and Economic University, Ukraine.

**Welcoming speech** – Sergiy Lavrenko, Ph.D. Agricultural Sciences, Associate Professor, Vice-Rector for Science and International Cooperation of Kherson State Agrarian and Economic University, Ukraine.

**Welcoming speech** - Natalia Kyrychenko, Ph.D. in Economic, Associate Professor, Dean of the Faculty of Economics of Kherson State Agrarian and Economic University, Ukraine.

**Welcoming speech** - Anna Titova, Dr. sc. pol., Doctor of Economic Sciences, Head of the Interdisciplinary Centre for Statistics at Kiel University, Kiel, Germany

**Welcoming speech** – Paulina Kolisnichenko, Doctor of Economic Sciences, Vice Rector for International Cooperation, WSHIU Academy of Applied Sciences, Poznan, Poland

**Welcoming speech** – Tetiana Shestakovska, Associate Professor, Doctor of Public Administration, President of Higher Education Institution «University of Future Transformation», Chernihiv, Ukraine

**Welcoming speech** – Olga Garafonova, Doctor of Economics, Professor, Professor of Management Department, Kyiv National Economic University named after Vadym Hetman, Kyiv, Ukraine

**Welcoming speech** - Givi Bedianashvili, D.Sc. in Economics, Associate Professor, Ivane Javakhishvili Tbilisi State University; Professor at Grigol Robakidze University, Academician of Georgian Academy of Economic Sciences, Tbilisi, Georgia

**Welcoming speech** – Olesia Vashchuk, Chairwoman of the Young Scientists Council at the Ministry of Education and Science of Ukraine (2020-2025).

**Welcoming speech** – Roman Korinets, Candidate of Economic Sciences, Director of the All-Ukrainian Public Organization «National Association of Agricultural Advisory Services of Ukraine», Deputy Chairman of the Agribusiness Entrepreneurs Committee at the Chamber of Commerce and Industry of Ukraine

**Welcoming speech** – Oleksandr Shablya Candidate of Economic Sciences, Scientific Secretary, Institute of Climate-Oriented Agriculture, NAAS, Ukraine

**Welcoming speech** – Kornaha Oleksandr, PhD Student (Third, Educational and Scientific, Level of Higher Education) Higher Education Institution «International Scientific and Technical University named after Academician Yuriy Bugay», Chernihiv, Ukraine

**Welcoming speech** – Halyna Riabenko, PhD in Economics, Associate Professor, Dean of the Faculty of Economics and Law, Private Higher Education Institution «International Classical University named after Pylyp Orlyk», Mykolaiv, Ukraine

**Welcoming speech** – Dmytro Voronets, PhD, Associate Professor, Higher Education Institution «University of Future Transformation», Chernihiv, Ukraine

10.50- 14.30

**Plenary reports (up to 5 min., Questions-answers - up to 5 min.)**

№	Name	Place of work / study	Topic of the report
1	<b>Givi Bedianashvili</b>	<i>D.Sc. in Economics, Associate Professor, Ivane Javakhishvili Tbilisi State University; Professor at Grigol Robakidze University, Academician of Georgian Academy of Economic Sciences, Georgia</i>	SOCIAL AND ECONOMIC SECURITY OF A PERSON AND STATE GOVERNANCE IN THE CONTEXT OF MODERN GLOBAL CHANGES: NEW MACRO-SYSTEMIC CHALLENGES AND OPPORTUNITIES (in English)
2	<b>Viktoriia Maltiz</b>	<i>PhD in Economics, Associate Professor, Acting Head of the Department of Human Resource Management and Marketing Zaporizhzhia National University, Ukraine</i>	INNOVATIVE TOOLS OF MARKETING COMMUNICATION POLICY (in Ukrainian)
3	<b>Nataliia Kochkina</b>	<i>PhD, Project Researcher at the University of Cagliari, Italy, NAQA expert, Ukraine</i>	SUSTAINABILITY COMMUNICATION IN THE ITALIAN FOOD AND BEVERAGE SECTOR: LANGUAGE, STRATEGY, AND SDG GAPS (in English)
4	<b>Oleksandr Berezko</b>	<i>PhD in Technical Sciences, Associate Professor at Lviv</i>	OPEN AND REPRODUCIBLE RESEARCH FOR THE

№	Name	Place of work / study	Topic of the report
		<i>Polytechnic National University, Coordinator of the Open4UA Project and the Ukrainian Reproducibility Network (UARN), Ukraine</i>	DEVELOPMENT OF THE UKRAINIAN EDUCATION AND SCIENCE SYSTEM (in Ukrainian)
5	<b>Nataliia Shmatko</b>	<i>Doctor of Economic Sciences, Professor, Head of the Department of Management at NTU «KhPI», Director of the Startup Center "Spark", Ukraine</i>	SUSTAINABLE DEVELOPMENT OF THE INNOVATION ENVIRONMENT AT NTU «KHPI»: VISION AND IMPLEMENTATION TOOLS (in Ukrainian)
	<b>Ruslan Kryvobok</b>	<i>Doctor of Technical Sciences, Associate Professor, Head of the Research Division at NTU «KhPI», Ukraine</i>	
6	<b>Samoilyk Yuliia</b>	<i>Doctor of Economics science, professor, Professor of the Department of Economics and International Economic Relations at Poltava State Agrarian Academy, Ukraine</i>	THE IMPACT OF FORCED POPULATION MIGRATION ON THE ECONOMIC SITUATION OF REGIONS (in Ukrainian)
7	<b>Oleksandr Naumov</b>	<i>Doctor of Economic Sciences, Professor, State Institution «Kyiv Aviation Institute», Ukraine</i>	ISSUES OF APPLYING DEEP LEARNING MODELS IN ECONOMIC RESEARCH (in Ukrainian)
8	<b>Anzhela Hrylitska</b>	<i>PhD in Economics, Associate Professor, Associate Professor of the Department of Management and Civil Service; Head of the Youth Virtual Hub «NexGenBusiness Hub», Cherkasy National University named Bohdan Khmelnytsky, Ukraine</i>	SUSTAINABLE DEVELOPMENT AS A BASIS FOR ENHANCING HUMAN RESOURCE MANAGEMENT EFFICIENCY UNDER CONDITIONS OF ECONOMIC TRANSFORMATION (in Ukrainian)
9	<b>Viacheslav Slavykh</b>	<i>PhD in Technical Sciences Kherson National Technical University, Ukraine</i>	THE TRANSPORTATION PROBLEM IN THE CASE OF MULTIPLE CONSTRAINT CRITERIA FOR TRANSPORTATION (in Ukrainian)
10	<b>Roman Bazaka</b>	<i>PhD in Social Communications, Associate Professor of the Department of Management, Marketing and Information Technologies Kherson State Agrarian and Economic University, Ukraine</i>	NATIVE ADVERTISING IN THE SYSTEM OF MARKETING COMMUNICATIONS (in Ukrainian)

№	Name	Place of work / study	Topic of the report
11	<b>Ihor Yarych</b>	<i>Methodologist, Lecturer State Educational Institution «Higher Vocational School No. 34, Stryi», Ukraine</i>	MANAGEMENT OF A VOCATIONAL EDUCATION INSTITUTION FOR THE TRAINING OF SKILLED SPECIALISTS AS AN ACTIVITY-BASED SYSTEM FOR MANAGING THE EDUCATIONAL PROCESS IN THE CONDITIONS OF WARTIME AND POST-WAR RECOVERY OF UKRAINE (in Ukrainian)
12	<b>Dmytro Sydorenko</b>	<i>Co-owner of a Digital Agency, Digital Marketing Consultant in International UN and GIZ Programs for Business Support and Development, Ukraine</i>	AI MARKETING ASSISTANT: EXPERIENCE WITH CHATGPT (in Ukrainian)
13	<b>Victoria Hubina</b>	<i>Head of Marketing Department at PrivatBank, Ukraine</i>	KEY TRENDS IN MARKETING (in Ukrainian)
14	<b>Viktor Harkusha</b>	<i>Director of the Cash Circulation Department at Raiffeisen Bank Ukraine, Ukraine</i>	A LEADER, NOT JUST A MANAGER (in Ukrainian)
15	<b>Artem Palamarchuk</b>	<i>Kherson State Agrarian and Economic University, Ukraine</i>	ANALYTICAL DATA IN DIGITAL MARKETING FOR THE ADAPTATION OF INTERNATIONAL BUSINESS STRATEGIES (in Ukrainian)
16	<b>Nazar Khotynskyi</b>	<i>Student of the Faculty of Management, Economics and Law, 3rd year of study, Specialty D3 «Management», Lviv National University of Veterinary Medicine and Biotechnologies named after S.Z. Gzhytskyi Ukraine</i>	INNOVATIVE MANAGEMENT AS A FACTOR OF SUSTAINABLE DEVELOPMENT OF AN AGRICULTURAL ENTERPRISE (in Ukrainian)
17	<b>Iryna Karasevych</b>	<i>Undergraduate Student (3rd year), Specialty D3 «Management» Cherkasy National University named Bohdan Khmelnytsky, Ukraine</i>	POST-WAR ECONOMY OF UKRAINE: RECOVERY PROSPECTS AND INTERNATIONAL PARTNERSHIP (in Ukrainian)

<b>№</b>	<b>Name</b>	<b>Place of work / study</b>	<b>Topic of the report</b>
18	<b><i>Iryna Moroz</i></b>	<i>Master's Student Kherson State Agrarian and Economic University, Ukraine</i>	INNOVATIVE MANAGEMENT IN ENSURING ENVIRONMENTAL SUSTAINABILITY OF ENTERPRISES: A STRATEGY FOR CHANGE IN THE CONTEXT OF SOCIAL RESPONSIBILITY (in Ukrainian)
19	<b><i>Valeriia Ivanenko</i></b>	<i>Master's student, specialization 073 «Management», 1st year of study, group 5, Kherson State Agrarian and Economic University, Ukraine</i>	MANAGEMENT OF ORGANIZATIONAL CHANGE IN CRISIS CONDITIONS: CHALLENGES FOR THE MODERN MANAGER (in Ukrainian)
20	<b><i>Vadym Barabash</i></b>	<i>First-Year Student of the Faculty of Economics, Specialty – Psychology Kherson State Agrarian and Economic University, Ukraine</i>	DEVELOPING STUDENTS' PSYCHOLOGICAL RESILIENCE TO AGGRESSIVE COMMUNICATION IN THE CONTEXT OF ONLINE EDUCATION (in Ukrainian)
21	<b><i>Polina Kovalova</i></b>	<i>First-Year Student Kherson State Agrarian and Economic University, Ukraine</i>	EMPATHY AS A FACTOR IN THE FORMATION OF INTERPERSONAL RELATIONSHIPS AMONG YOUTH (in Ukrainian)
22	<b><i>Margarita Petrunina</i></b>	<i>Master's Student Kherson State Agrarian and Economic University, Ukraine</i>	ENVIRONMENTALLY- ORIENTED MANAGEMENT: CREATIVE STRATEGIES FOR SUSTAINABLE DEVELOPMENT (in Ukrainian)

14.30 – 14.40

### **Conclusion of the plenary meeting**

**Thanks** - Hanna Zhosan, PhD, Associate Professor, Head of the Department of Management, Marketing, and Information Technology, Kherson State Agrarian and Economic University

THE PROGRAM OF WORK OF THE CONFERENCE MAY BE CHANGES IN THE  
WORKING ORDER