

State Statistics Service of Ukraine
National Academy of Statistics, Accounting
and Audit
Department of Management and Marketing
State University of Trade and Economics
Research Center for Industrial Development
Problems of the NAS of Ukraine
Odessa National University
named after I.I. Mechnikov
Odessa National Economic University
Carpathian National University
named after Vasyl Stefanyk
Kyiv Medical University
University of Rzeszow (Poland)
Moldova Cooperative-Commerce University (Moldova)
"Dimitrie Cantemir" Christian University (Romania)

**XII INTERNATIONAL SCIENTIFIC AND
PRACTICAL CONFERENCE**

**«BUSINESS ANALYTICS IN FOREIGN
ECONOMIC ACTIVITY MANAGEMENT»**

MARCH 6, 2026



WE INVITE YOU TO PARTICIPATE!

Dear colleagues!

We invite scientists, leading specialists, doctoral students, postgraduate students, master's students, representatives of state authorities and local governments, and other interested persons to participate in the XII International Scientific and Practical Conference on the topic "Business Analytics in Foreign Economic Activity Management".

ORGANIZING COMMITTEE:

Chairman of the organizing committee:

Osaulenko O., Rector of NASAA, Academician of the National Academy of Sciences of Ukraine, Doctor of Science in Public Administration, Professor;

Members of the organizing committee:

Lazorenko L., Head of the Department of Management and Marketing of NASOA, Doctor of Economics, Professor (Deputy Chairman);

Melnyk V., first vice-rector NASOA, Doctor of Economic Sciences, Professor;

Khaustova V., Director of the Research Center for Industrial Development Problems of the NAS of Ukraine (Kharkiv), Doctor of Economics, Professor (by consent);

Lomachynska I., Vice-Rector for Scientific and Pedagogical Work at Odessa National University named after I.I. Mechnikov, Doctor of Economics, Professor (with consent);

Slatvinska M., Head of the Department of Finance at Odessa National Economic University, Doctor of Economics, Professor (with consent);

Bayeva O., Head of the Department of Public Health of Kyiv Medical University, Doctor of Biological Sciences, Professor (by consent);

Shchur R.I., Professor of the Department of Finance at Vasyl Stefanyk Carpathian National University, Doctor of Economics, Professor (by agreement);

Chunikhina T., Associate Professor of the Department of Marketing of the State University of Trade and Economics, Candidate of Economic Sciences, Associate Professor (by consent);

Wosiek Malgorzata, Deputy Head of the Institute of Economics and Finance, Doctor of Philosophy in Economics, University of Rzeszów, Poland (by consent);

Caprian Julia, Ph.D., Associate Professor, Moldova Cooperative-Commerce University, Moldova (by consent);

Țîrlea Mariana Rodica, PhD (in Economics), Associate Professor, "Dimitrie Cantemir" Christian University, Romania (by consent).

Conference Secretary:

Motuzka O., Associate Professor of the Department of Management and Marketing of NASOA, Head of the Editorial and Publishing Department, Candidate of Economic Sciences, Associate Professor.

Conference sections:

1. Modern trends in the development of foreign economic activity management.
2. Marketing strategies in the context of digitalization of society.
3. Information and analytical support for public administration in the field of foreign economic activity.
4. Applied aspects of management in real, financial and infrastructure environments.
5. Healthcare facility management
6. Humanitarian and psychological features of management activities in wartime.

Organizing Committee Address:

**04107, Kyiv, Pidhirna St., 1,
National Academy of Statistics, Accounting and
Auditing, room 404, Department of Management and
Marketing
tel.+38 (044) 489-47-90,
nasoaconference@gmail.com**

The conference materials are published in the form of an electronic collection with an ISBN and are posted on the NASAA website in the "Repository" section (<https://ir.nasoa.edu.ua/home>).

Deadline for submission of applications and abstracts is
until March 2, 2026 (inclusive).
Send materials by email to the organizing committee.

To participate in the conference, participants:

- 1) fill out an application for participation in the conference.
Online form:
<https://forms.gle/2k5XG2tH9pLJqVZf8>
- 2) send the abstracts of the report to e-mail:
nasoaconference@gmail.com

The file name must match the speaker's last name, for example: Kozak_Theses.

Working languages of the conference: Ukrainian, English.

Participation form: remote.

PARTICIPATION IN THE CONFERENCE IS FREE

REQUIREMENTS FOR ABSTRACTS AND THEIR FORMAT

Materials submitted to the conference must be relevant, novel, and have a well-founded scientific and practical focus. The authors are responsible for the scientific level of the reports, the validity of the conclusions, and the reliability of the results.

Materials are submitted in the Microsoft Word text editor for Windows with the extension *.doc. and *.docx.

The length of the abstracts of the reports is up to 5 pages (inclusive), page format is A4 (297x210 mm), orientation is portrait.

Margins: left – 25 mm, right – 10 mm, top, bottom – 20 mm. Font – Times New Roman, size – 14, line spacing – 1, style – Normal, paragraph – 1.25 mm.

In the text, references are indicated in square brackets with the ordinal number of the source in the list and, after a comma, the page number(s), for example: [8, p. 13]. The list of used sources is drawn up in accordance with DSTU 8302:2015.

Placing:

- first line – initials and surname of the author (bold font, right-aligned);
- second line – academic degree, academic title, position, place of work (italic font, right-

aligned);

- double paragraph – title of the report (bold font, all capital letters, centered alignment);
- next – the text of the report, aligned in width;
- A list of sources used is provided at the end of the report.

The editors reserve the right to make editorial changes to the texts of the abstracts and return the materials to the authors for revision.

EXAMPLE OF ABSTRACT FORMATION

Section 1

O. Motuzka,

*Candidate of Economic Sciences,
Associate Professor, Associate Professor of
the Department of Management and
Marketing,
National Academy of Statistics,
accounting and auditing, Kyiv*

CURRENT TRENDS IN PROJECT MANAGEMENT

Thanks to technological developments and virtual communication platforms, project teams can include specialists from different parts of the world. This reduces administrative costs, travel and logistics costs, etc., but at the same time complicates the organization of work, as team members may be in different time zones [... text...].

List of sources used

1. ...
2. ...
3. ...



Venue:
Kyiv, Pidhirna St., 1,
National Academy of Statistics, Accounting
and Auditing