



"Marketing and Logistics in the Management System: challenges of digital globalization."

tributed in memory of Dr. Yevhen Krykavskiyi

15th International Scientific and Practical Conference

October 17 - 18, 2024

Department of Marketing and Logistics
National University Lviv Polytechnic

Dear colleagues!

We invite you to seize the opportunity for professional growth at the 15th International Scientific and Practical Conference on Marketing and Logistics Problems, held from October 17 to 18, 2024, in a mixed format (face-to-face and remote).

SCIENTIFIC DIRECTIONS

The conference scope is planned on the following topics:

1. Marketing and logistics under wartime conditions
2. Marketing and logistics prospects at Industry 5.0
3. Logistics and supply chain management
4. Digital transformation of the economy: opportunities and threats
5. Market relations globalization in the conditions of the geopolitical challenge
6. Marketing and logistics education: today's challenges
7. Conscious consumption promotion: dissemination of EU practices

ORGANIZATIONAL REQUIREMENTS

1. It is required to register and submit materials (conference paper abstracts) by October 1, 2024. to participate in the conference
2. You can fill out the conference application form on the conference website by link: <https://forms.gle/FGP4h7yXSb3gy8fw5>

3. Online participation in the conference is free of charge (including the conference thesis publishing and participation certificate).
4. However, possible costs for offline participation will include only travel, transport, accommodation, and food costs, and a friendly fee will be charged for the publication of the monograph section.

CONFERENCE PAPERS SUBMISSION

The conference papers (collection of abstracts of reports):

1. Please submit your conference paper abstracts and the required personal registration information in the conference application form by October 1, 2024.
2. Please send the conference's full papers (reports, presentations, blueprints, etc.) to conference.ml.nulp@gmail.com. It is expected that your materials meet the requirements and be delivered within the deadline
3. You can find detailed abstract requirements on the conference website: <https://science.lpnu.ua/ml-conference>

It is expected a collective monograph book will be issued in English as the conference proceedings (considering foreign publication)

The monograph will consist of the discourse set by the speeches announced at the conference in an expanded format.

The title of the monograph and its scope will be as follows:

MARKETING AND LOGISTICS: INNOVATIONS, STRATEGIES, SOCIETY

- 1. Marketing and Logistics Management Approaches Transformation through the Prism of Innovative Economic Development**
- 2. Marketing and Logistics under the Conditions of Global Geopolitical and Military Challenges: A Strategic Dimension**
- 3. Social Responsibility of National and International Business: On the Way to Changing the Market Paradigm**

1. Please submit the materials for publication in the monograph to conference.ml.nulp@gmail.com by November 1, 2024
2. Visit our website at <https://science.lpnu.ua/ml-conference> to find additional requirements for monograph section design

Conference Working Languages: Ukrainian, Polish, English, German.

BILLING DETAILS

You can use the requirements below to pay a friendly fee for the publication of the monograph section:

Lviv Polytechnic National University

Bandera Street, 12

79013 Lviv

Ukraine

Bank:

JOINT STOCK COMPANY "THE STATE EXPORT-IMPORT BANK OF UKRAINE"

Ukraine, 03150 Kyiv, 127 Antonovycha Str.

S.W.I.F.T.: EXBSUAUX

Acc. №26005000028040

IBAN: UA943223130000026005000028040

Purpose of payment: name of the conference, Name, Surname participant

CONTACT INFORMATION

Department of Marketing and Logistics (ML)

National University Lviv Polytechnic

(IV campus building., room 415),

12 Bandera St., Lviv, 79013

Work tel. **(032) 258 26 25**, tel./fax **(032) 258 25 10**

E-mail: conference.ml.nulp@gmail.com

Web: <https://science.lpnu.ua/ml-conference>

CONTACT PERSONS

For organizational and administration issues, please contact:

Dr. Ulyana Balyk +380971734500

(on organizational issues and issues of publishing theses of reports and the section of the monograph)

Dr. Nadiya Vasylytsiv +380970554670

(on issues of publication of the monograph section, speaks English)

Ms. Oksana Shvets +380672122865

(on organizational issues)