

LVIV POLYTECHNIC NATIONAL UNIVERSITY

Dear colleagues!

We are pleased to invite you to participate in the preparation conference proceedings: the **monograph**, devoted to coverage in an extended discourse format, given by the presentations announced at the conference "Marketing and Logistics: Innovations, Strategies, Society"

MARKETING AND LOGISTICS: INNOVATIONS, STRATEGIES, SOCIETY

- 1. Transformation of Marketing and Logistics Management Approaches through the Prism of Innovative Economic Development***
- 2. Marketing and Logistics in 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***

The monograph materials requirements: (trial)

1. Material working language – English.
2. At the beginning of the section, the following information should be provided with center alignment in bold:

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The section's text body (primary material) after one indentation after the date specified above.

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3. The material of the section must contain the following mandatory structural elements (without highlighting in the text):

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4. Please use academic stylistic requirements for your texts as well as APA references

5. No more than three co-authors for each material are allowed.

AN INTERNATIONAL STANDARD NUMBER (ISBN) WILL ASSIGNED TO THE COLLECTIVE MONOGRAPH

THE COPIES OF THE COLLECTIVE MONOGRAPH WILL BE DISTRIBUTED ACCORDING TO THE MANDATORY MAILING LIST (Ministry of Education and Culture of Ukraine bill dated 10.17.2012 No. 1112).

Technical requirements for primary materials:

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- New Roman, pin – 14, line spacing – 1.15;
- U
- E
- Figures and tables should be clear and compact (pin – 12, line spacing – 1). The

The only materials that meet the abovementioned requirements will be selected for publication by the editorial board. The editorial board reserves the inclusive right to accept or reject primary materials for publication.

Deadline Controls:

Until November 1, 2024 – a submission of materials by the authors for consideration
Please, sent your materials for publication in a monograph to the e-mail:
Conference.ml.nulp@gmail.com

Until December 31, 2024 – electronic monograph publication.

The publication fee in a collective monograph will cost:

UAH 1,000.00/per one section

The publication fee payment the only is made after the editorial board decision about your material acceptance. In case of your materials acceptance you will receive a confirmation letter and payment bill via e-mail.

Any questions, suggestions, comments? Ask a contact person:

Dr. Nadiya Vasylytsiv - Marketing and Logistics Department Associate Professor at National University Lviv Polytechnic, call +38 063 61 51 142

LOOKING FORWARD FOR A FRUITFUL COOPERATION!

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