

# 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:
  - section title
  - name and surname of the author(s), please use [First Name Surname] format
  - institution name represented by the author(s), country
  - author(s) ORCID

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

3. The material of the section must contain the following mandatory structural elements (without highlighting in the text):
  - Introduction
  - Literature review
  - Methodology
  - Results and discussion
  - Conclusions

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:

- Total Material Volume: 12...24 pages of A4 format (including the reference list);
- TBLR Margins - 2 cm, paragraph indent - 1 cm;
- Font: Times New Roman, pin – 14, line spacing – 1.15;
- Use APA style for references list. The location of the sources in the list should be to the extent of the reference in the text. References to sources should be indicated in the text in square brackets.
  - Each of the Formulas, Specific Symbols, Variables, etc., appearing in your text must be created as Microsoft Equation objects;
  - Figures and tables should be clear and compact (pin – 12, line spacing – 1). The source should be indicated under the tables and figures.

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](mailto:conference.ml.nulp@gmail.com)

**Until December 31, 2024** – electronic monograph publication.

The publication fee in a collective monograph wil, 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 paiment bill via e-mail.

Any questioins, 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!**