



Dear colleagues!

We invite you to participate in the preparation of a **monograph**, dedicated to covering in an expanded format the discourse, set by the speeches announced at the conference
"Modern Trends in Behavioral Marketing"

BEHAVIORAL MARKETING IN THE CONTEXT OF MODERN CHALLENGES: TRANSFORMATIONS, TRENDS AND PROSPECTS

Concept of the monograph

Marketing is undergoing profound changes under the influence of global crises, technological progress and new value orientations of consumers. The shift in focus from product to person, from sales to interaction, defines the modern concept of behavioral marketing. This monograph should be a response to the nowadays challenges and an attempt to comprehend new paradigms in the field of marketing practices, education and communication.

Aim of the monograph

The aim of the monograph is to develop conceptual frameworks and practical recommendations for understanding consumer behavior in conditions of instability, war, digital revolution and new industrial reality. Particular attention is planned to be paid to the problems of education, environmental responsibility, as well as the role of technology in shaping consumer decisions..

The language of publication – English.

<https://science.lpnu.ua/stpm>



Monograph chapters:

1. Marketing in wartime as the basis for adaptation strategies and new models of consumer behavior.
2. Industry 5.0 and behavioral marketing: a symbiosis of technology and humanity.
3. Digital transformation of the economy as a determinant of the behavioral marketing evolution.
4. Education in the field of marketing and logistics as a tool for forming the future competencies.
5. Behavioral economics and conscious consumption through the prism of European Union experience.
6. Interdisciplinary approach in behavioral marketing: synergy of economics, psychology and technology.
7. Transformation of the brands role in the transition process from communication to empathy.

Requirements for materials (paragraphs) of the monograph:

1. Publication language – **English**.
2. At the beginning of the paragraph, the following information is provided with center alignment in bold:

title of the paragraph

first and last name of the author(s) in the format “First Name LAST Name”

name of the institution represented by the author(s), country

ORCID of the author(s)

After 1 indent after the submission of the specified data, the main paragraph material is given.

3. The material of the paragraph must contain the following structural elements:

Introduction

Literature review

Methodology

Results and discussion

Conclusions

4. The materials must be edited in accordance with the stylistics requirements of the scientific text.

5. The maximum number of paragraph co-authors is no more than 3.



EXAMPLE OF THE PARAGRAPH'S FIRST PAGE

THE TRANSFORMATION OF MARKETING AND LOGISTICS: CONTENT ANALYSIS OF CONFERENCE THEMATIC AREAS, ACCENTS OF YEVHEN KRYKAVSKYY

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Introduction. The initiative to organize and host international conferences on the topic “Marketing and Logistics in the Management System”, first introduced in 1996 by Doctor of Economics, Professor Yevhen Krykavskyy, has consistently drawn increasing scientific and practical interest both in Ukraine and abroad with each subsequent iteration. The event has been held biennially without interruption, and in October 2024, its 15th edition was traditionally conducted.

Technical requirements for formatting:

- Volume: 12...24 pages of A4 format (including the list of used sources);
- Margins – 2 cm, paragraph indentation – 1 cm;
- Font: Times New Roman, font size – 14, line spacing – 1.15;
- The list of used sources (References) is designed in APA style. The location of sources in the list should be as referenced in the text.
- References to sources should be indicated in the text in square brackets.
- Formulas, symbols, variables, etc. that occur in the text should be typed as Microsoft Equation objects;
- Figures and tables should be clear and compact (font size – 12, line spacing – 1). The source should be indicated under tables and figures.



The Editorial Board reserves the right to select scientific materials for inclusion in the monograph.

A COLLECTIVE MONOGRAPH IS ASSIGNED AN INTERNATIONAL STANDARD NUMBER (ISBN).

Control dates:

- submission of materials by authors for consideration – by **07.11.2025**
- Materials for publication in the monograph should be sent to e-mail: **ml.monograph@gmail.com**. In the subject of the letter, indicate the names of the materials authors and the name of the chapter to which the materials are submitted.
- monograph publication in electronic form – **by 31.12.2025**

The publication fee in a collective monograph:

- the cost of a chapter/paragraph of a monograph – 1000 UAH.

Payment is made only after the editorial board decides to include the materials in the collective monograph according to the details that will be sent to your email.

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