

PROGRAM OF THE INTERNATIONAL SCIENTIFIC CONFERENCE OF STUDENTS AND YOUNG SCIENTISTS:



MODERN TRENDS IN THE DEVELOPMENT OF ECONOMIC AND SOCIAL SECTORS: NATIONAL AND INTERNATIONAL EXPERIENCE

10 a.m. Opening: Conference Hall
42V Akademika Hlushkova Ave., Kyiv (blended format)

Moderators:

Yuliia Remyha – PhD in Economics, associate professor, Director of the European Business School of International European University

Yuliia Izrinska – Chair of the Scientific Society of Students, Postgraduates and Young Scientists of International European University, lecturer at the Department of Fundamental, Medical and Preventive Disciplines, postgraduate student

Olena Vyshnevskya – PhD in Psychology, Acting Head of the Department of Social Sciences and Humanities, International European University

Break: 12:30 p.m. – 1:30 p.m.

Sectional sessions: 1:30 p.m. – 3:30 p.m.

Summarizing the conference: 3:30 p.m. – 4 p.m.

Presentation regulations. Presentations at the plenary session up to 15 min. Presentations and scientific messages in sections up to 10 min. Debates during discussion up to 5 min.

Free speech of organizers and guests of the conference – 10 a.m. – 11 a.m.

Alla Navolokina, President of International European University, corresponding member of the Academy of Economic Sciences of Ukraine, PhD in Economics, associate professor

Oleh Padalka, Rector of International European University, Doctor of Pedagogy, professor

Vitalii Makarov, Head of the Department of Surgery No. 4, Kharkiv National Medical University, Deputy Head of the All-Ukrainian Respiratory Club, Doctor of Medical Science, Professor

Łukasz Szarpak, President of the Polish Society of Disaster Medicine, Director of Department of Clinical Research and Development, LUXMED Group, Warsaw, Poland; Professor (Full), PhD, MD, DPH, MBA, DBA, Honorary Professor of International European University, Advisor to the IEU's Young Researchers Club

Iryna Boiarko, Vice-rector for scientific, educational and methodical work of International European University, Doctor of Economics, professor

Yevhen Symonets, Director of the European Medical School of International European University, Head of the All-Ukrainian Respiratory Club, PhD in Medicine

Yuliia Remyha, Director of the European Business School of International European University, PhD in Economics, associate professor

Svitlana Smerichevska, Head of the Department of Logistics at the National Aviation University, Doctor of Economics, professor

PLENARY SESSION 11 A.M. – 12:30 P.M.

Łukasz Szarpak, President of the Polish Society of Disaster Medicine, Director of Department of Clinical Research and Development, LUXMED Group, Warsaw, Poland; Professor (Full), PhD, MD, DPH, MBA, DBA, Honorary Professor of International European University, Advisor to the IEU's Young Researchers Club

MODERN METHODS OF STOPPING
BLEEDING - ANALYSIS OF
CURRENT KNOWLEDGE

<i>Ihor Britchenko, Doctor of Economics, Professor, Vice-Rector for International Relations, University of Security Management in Košice (Slovakia)</i>	REGIONAL CLUSTERING OF FINANCIAL ENSURING OF DUAL EDUCATION INTRODUCTION IN UKRAINE
<i>Ihor Britchenko, Doctor of Economics, Professor, Vice-Rector for International Relations, University of Security Management in Košice (Slovakia)</i>	REGIONAL CLUSTERING OF FINANCIAL ENSURING OF DUAL EDUCATION INTRODUCTION IN UKRAINE
<i>Maksym Bezpartochnyi, Doctor of Economics, Professor, Acting Head of the Department of Economics and Marketing of the Institute of Spatial Planning and Advanced Technologies of the Lviv</i>	ESTABLISHMENT OF BILATERAL RELATIONS BETWEEN UKRAINE AND SLOVAKIA IN THE CONTEXT OF EUROPEAN INTEGRATION CHALLENGES
<i>Olha Ancheva, a third-year Bachelor student, International European University</i>	THE SOCIAL AND PSYCHOLOGICAL ASPECTS OF MODERN CONSTRUCTION OF COMMUNICATIONS
<i>Anastasiia Lazarijeva, a medical intern, psychiatrist, International European University</i>	GRIEF WORK: STAGES, TARGET WORKS, EFFICIENT TECHNIQUES, REALISTIC APPROACHES
<i>Nataliia Bobak, a medical intern, psychiatrist, International European University</i>	POST-TRAUMATIC STRESS DISORDER. PARTICULARITIES OF DIAGNOSTICS. EFFICIENT APPROACHES AND TECHNIQUES OF WORK.
<i>Ivan Yunhin, a second-year Bachelor student, International European University</i>	THE LATEST REHABILITATION METHODS FOR PATIENTS WITH PROSTHETIC LIMBS
<i>Yaroslava Vasylijeva, a second-year Bachelor student, International European University</i>	USE OF VIRTUAL REALITY IN PATIENT REHABILITATION
<i>Alina Mazur, a first-year Bachelor student, International European University</i>	THE ROLE OF ARTIFICIAL INTELLIGENCE AS A PROGRESSIVE METHOD OF AUTOMATED DIAGNOSTICS OF CARDIOVASCULAR DISEASES AND THE NEWEST METHOD OF THEIR TREATMENT

SECTION 1. INNOVATIVE TRENDS AND INFORMATION TECHNOLOGY IN GLOBAL BUSINESS MANAGEMENT AND ADMINISTRATION

Opening of the section: 1:30 p.m.

<i>Dmytro Abramenko, a second-year Master student, International European University</i>	RISK MANAGEMENT IN MODERN CONDITIONS
<i>Nataliia Andrushkevych, PhD in Economics, associate professor at the Department of Management, Social and Humanitarian Disciplines; Nataliia Poliova, PhD in Economics, associate professor at the Department of Management, Social and Humanitarian Disciplines; Cherkasy branch of the European University.</i>	THE ROLE OF CREATIVE INDUSTRIES IN THE INNOVATIVE DEVELOPMENT OF TERRITORIES
<i>Iryna Bystrytska, a third-year Bachelor student, International European University</i>	THEORETICAL AND METHODOLOGICAL FOUNDATIONS OF STRATEGIC MANAGEMENT OF THE ENTERPRISE
<i>Olha Buhai, a third-year Bachelor student, International European University</i>	AREAS OF IMPROVEMENT OF TEAM ACTIVITIES AT THE ENTERPRISE
<i>Yuliia Buhai, a third-year Bachelor student, International European University</i>	CONTROL AS AN INTEGRAL PART OF ENTERPRISE MANAGEMENT
<i>Ihor Verbovskyy, a second-year Master student, National University of Water and Environmental Engineering</i>	FORMATION OF COMPETITIVE STRATEGIES OF COUNTRIES IN THE WORLD IN THE CONTEXT OF INDUSTRY 4.0
<i>Vladyslav Haiovy, a second-year Master student, International European University</i>	LEGISLATIVE BASIS OF THE FINANCIAL MANAGEMENT SYSTEM IN UKRAINE

<i>Karyna Haluza, second-year Bachelor student, Alina Liashenko, second-year Bachelor student, National University of Odesa Polytechnic</i>	FORMATION OF CIRCULAR ECONOMY THROUGH RECYCLING: ECONOMIC AND ENVIRONMENTAL	<i>Oleksandr Kuznietsov, a second-year Master student, Sumy State University</i>	TRANSFER PRICING OF TRANSNATIONAL CORPORATIONS: A SUBJECTIVE-FUNCTIONAL APPROACH
<i>Kateryna Holub, a first-year student of Poltava State Agrarian University університет</i>	THE ROLE OF INFORMATION TECHNOLOGIES IN THE FORMATION OF COMPETITIVE	<i>Alina Kurets, a second-year Bachelor student, National Aviation University</i>	INNOVATIVE APPROACHES TO PRODUCT LABELING IN THE CONTEXT OF MARKET GLOBALIZATION
<i>Roman Holubovskiy, a third-year student, Lviv Polytechnic National University</i>	DIGITAL MARKETING TOOLS: RELEVANCE AND CLASSIFICATION	<i>Vladyslav Lazarenko, PhD, Head of the Department of Economics of Nature Management in Agricultural Sector, Institute of Agroecology and Nature Management,</i>	THE ROLE OF BEHAVIORISM IN SOLVING THE PROBLEM OF FOOD SECURITY IN UKRAINE
<i>Liliia Hrytsenko, a second-year student, State University of Infrastructure and Technology</i>	IMPACT OF TECHNOLOGY AND MARKETING ON CONSUMER CHOICE	<i>Vladyslav Maslov, a fourth-year student of the third educational and scientific level, Sumy State University</i>	RISKS OF PUBLIC-PRIVATE PARTNERSHIP, THEIR DISTRIBUTION AMONG PROJECT PARTICIPANTS AND MINIMIZATION
<i>Arsen Yefremov, a third-year student, Kherson State Agrarian and Economic University</i>	THE ROLE OF SOCIAL NETWORKS IN BUILDING THE IMAGE AND REPUTATION OF COMPANIES IN GLOBAL BUSINESS	<i>Andrii Melnyk, a first-year student, Lviv Polytechnic National University</i>	FROM STATICS TO SEMANTICS: EVOLUTION OF 4P IN CHANGING GENERATIONS OF THE INTERNET
<i>Mariana Kobelia-Zvir, PhD, associate professor at the Department of Entrepreneurship, Trade and Logistics, Lviv</i>	BUSINESS REPUTATION AS SUCCESS IN A GRANT COMPETITION FOR BUSINESS REPRESENTATIVES	<i>Oleksandr Myskiv, a student of the third educational and scientific level, Lviv Polytechnic National University</i>	GLOBAL FOOD SECURITY AS A GUARANTEE OF THE WORLD'S CONTINUOUS DEVELOPMENT
<i>Oleksandr Kolomiiets, a student of the third educational and scientific level, Lviv Polytechnic National University</i>	CORPORATE SOCIAL RESPONSIBILITY AS A LEADING CONCEPT OF MODERN BUSINESS FUNCTIONING	<i>Olha Mirociedi, third-year student, V. N. Karazin Kharkiv National University.</i>	USE OF INFORMATION TECHNOLOGIES IN PERSONNEL MANAGEMENT IN THE CONTEXT OF GLOBALIZATION
<i>Mikhailo Kopchuk, a second-year Master student, International European University</i>	INNOVATIVE TRENDS IN THE MANAGEMENT OF A MEDICAL INSTITUTION	<i>Tetiana Mozhova, a third-year student, International European University</i>	MAIN AREAS OF IMPROVEMENT OF LABOR CONDITIONS AT THE ENTERPRISE
		<i>Yurii Montika, a second-year Bachelor student, Lviv Polytechnic National University</i>	ASSESSMENT OF THE ROLE OF INNOVATIONS IN IMPROVING THE EFFICIENCY OF FINANCIAL FLOWS

<i>Valentyna Mospan, a second-year Master student, International European University</i>	STRATEGIC FINANCIAL MANAGEMENT AS THE FOUNDATION FOR FINANCIAL MANAGEMENT	<i>Petro Tarabanovskiy, a first-year student of the third educational and scientific level, Lutsk National Technical University</i>	METHODOLOGICAL FOUNDATIONS OF MOTIVATION OF BANK CREDITING OF AGRICULTURAL COMMODITY PRODUCERS
<i>Mykola Ohorodnyk, a first-year student of the third educational and scientific level, Lutsk National Technical University</i>	THE ROLE OF ELECTRONIC COMMERCE IN THE DEVELOPMENT OF COMMODITY AND SERVICE MARKETS IN UKRAINE	<i>Inna Tkachuk, Ivan Franko Lviv National University</i>	METHODS OF IMPROVING BUSINESS PROCESSES
<i>Iryna Orlovska, PhD in Law, Associate Professor, Associate Professor at the Department of Sectoral Law and General Legal Disciplines, Institute of Law and Public Relations of Ukraine Open International University of Human Development.</i>	PARTICULARITIES OF THE REGISTER OF TRADE UNIONS IN THE UK	<i>Yevhen Chernov, a second-year student of the third educational and scientific level, Sumy State University</i>	TRANSFER PRICING IN TAX REGULATION
<i>Anton Putitskyi, a fourth-year student of the third educational and scientific level, Sumy State University</i>	IMPACT OF EDUCATION ON ECONOMIC INEQUALITY OF THE POPULATION	<i>Iryna Sheviak, a fourth-year student of Ivan Franko National University of Lviv імені Івана Франка</i>	BANKING SYSTEM IN COOPERATION WITH THE SPHERE OF VIRTUAL ASSETS
<i>Roman Sydorenko, a second-year Master student, Kharkiv Polytechnic Institute National Technical University</i>	AREAS OF IMPROVEMENT OF THE MARKETING ACTIVITIES OF AN ENTERPRISE	<i>Olha Rassokha, a third-year student, International European University</i>	CURRENT STATE OF FINTECH MARKET DEVELOPMENT IN UKRAINE
<i>Dmytro Skrytskyi, a second-year Master student, International European University</i>	SCIENTIFIC AND PRACTICAL PROBLEMS OF HOUSING AND COMMUNAL SERVICES ENTERPRISES	SECTION 2. ECOSYSTEM OF DIGITAL SOLUTIONS IN HEALTHCARE, EDUCATION AND SCIENCE <i>Opening of the section at 1:30 p.m.</i>	
<i>Daryna Stasiuk, a third-year student, International European University</i>	BASIC PREVENTIVE MEASURES TO PREVENT CONFLICTS AS A GUARANTEE OF SUCCESSFUL ACTIVITY OF THE ENTERPRISE	<i>Mariia Andrukh, a second-year Bachelor student, International European University</i>	THE LATEST MEDICAL TECHNOLOGIES, PROGRESSIVE MEANS AND METHODS OF TREATMENT AND REHABILITATION
<i>Amira Stromakova, a second-year Master student, International European University</i>	THEORETICAL ASPECTS OF BUILDING A SYSTEM OF STIMULATION OF THE PERSONNEL AT THE ENTERPRISE	<i>Oleksii Vorotylin, a second-year Master student, International European University</i>	DIGITAL TECHNOLOGY ECOSYSTEM IN EDUCATIONAL SERVICES
		<i>Kseniia Ivaniuk, a second-year Bachelor student, Lviv Polytechnic National University</i>	DIGITALIZATION OF THE EDUCATION SYSTEM IN UKRAINE

<i>Maryna Melnychenko, Doctor of Medical Sciences, Professor, Odesa National Medical University; Valerii Sytnikov, Doctor of Technology, Professor, Odesa Polytechnic National University.</i>	EXPERIENCE OF SUCCESSFUL COOPERATION BETWEEN HIGHER EDUCATION INSTITUTIONS	<i>Oksana Varlamova, a second-year Bachelor student; International European University</i>	MODERN CONCEPTS OF SCALP AND HAIR AGING. RECENT AND PROGRESSIVE TREATMENT APPROACHES
<i>Varvara Sytnikova, Doctor of Medical Sciences, Professor, Maryna Melnychenko, Doctor of Medical Sciences, Professor, Odesa National Medical University</i>	REAL POSTGRADUATE EDUCATION	<i>Anna Vereshko, a fifth-year Master student, International European University</i>	DIAGNOSTICS OF HELMINTHOSIS BY SEROLOGIC MARKERS: EVIDENCE VS. DOUBTFUL APPLICATION
<i>Diana Baltyan, a third-year student, Olena Vyshnevskya, PhD in Psychology, Acting Head of the Department of Social and Humanitarian Sciences, International European University</i>	SYMPTOMS, CAUSES AND CONSEQUENCES OF DEPRESSION AND SUICIDAL DEVIANT BEHAVIOR	<i>Anatolii Musiienko, a fifth-year Master student, International European University</i>	INFECTIONS TRANSMITTED FROM LEECHING
<i>Denys Chesnishyi, a second-year Bachelor student; Vladyslav Sydorenko, a second-year Bachelor student, International European University</i>	CONCEPT OF AN ONLINE PLATFORM FOR TRAINING AND PROFESSIONAL DEVELOPMENT	<i>Mariia Arkatova, a medical intern at the Department of Surgery No. 4, Kharkiv National Medical University</i>	IMPROVEMENT OF MYOPLASTY METHODS FOR COMPLEX LARYNOPHARYNGEAL WOUNDS
<i>Dariia Derkach, a second-year Bachelor student; Andrii Savastiuk, a second-year Bachelor student; International European University</i>	CONCEPT PRODUCT FOR MOBILE APPLICATION IN THE FOODTECH FIELD	<i>Vlada Hrubliak, a second-year Bachelor student; International European University</i>	KINESIOTAPING AS AN EFFECTIVE METHOD OF TREATMENT AND PROPHYLAXIS IN SPORTS AND REHABILITATION MEDICINE
		<i>Yaroslava Yemets, a second-year Bachelor student; International European University</i>	REFLEXOTHERAPY METHOD IN THE SYSTEM OF COMPLEX REHABILITATION OF PATIENTS
		<i>Alina Mazur, a first-year Bachelor student; Daniil Lukatskyi, a first-year Bachelor student; International European University</i>	STUDY OF ANTHROPOMETRIC INFLUENCES ON HEMODYNAMIC PARAMETERS

SECTION 3. THE LATEST MEDICAL TECHNOLOGIES, PROGRESSIVE MEANS AND METHODS OF TREATMENT AND REHABILITATION

Opening of the section at 1:30 p.m.

<i>Yelyzaveta Arbuz, a fifth-year Bachelor student, A.A. Bogomolets National Medical University</i>	NEW BIOMARKERS OF DIABETIC NEPHROPATHY: DEVELOPMENT AND UTILIZATION	<i>Yulia Didenko, a first-year Bachelor student; Karyna Trostianska, a first-year Bachelor student; International European University</i>	STUDY OF THE RELATIONSHIP BETWEEN MEAN ARTERIAL PRESSURE AND THE HEIGHT OF THE CENTER OF GRAVITY OF THE BODY
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<i>Dmytro Chumachenko, a second-year Bachelor student; International European University</i>	CARDIOMYOCYTE ACTION POTENTIAL IN THE CONTEXT OF ARRHYTHMIAS AND ANTIARRHYTHMICS ACTION	<i>Tania Maxine Hodges, Meior in MBBS International European University</i> університет	CURCUMIN DESIGN AND DEVELOPMENT
<i>Maria Rivelis, a first-year Bachelor student; Yelizaveta Khudova, a first-year Bachelor student; International European University</i>	MODERN CONCEPTS OF THE LATEST MEDICAL TECHNOLOGIES AND PROGRESSIVE METHODS OF CORRECTING DEVELOPMENTAL DISORDERS OF THE INITIAL STAGE OF EMBRYONIC	<i>Olena Kiuchiukilmaz, a medical intern, International European University</i>	CARDIOVASCULAR-RENAL-METABOLIC SYNDROME
<i>Valentyn Rybalchenko, a second-year Bachelor student; Kyiv Medical University</i>	SURGICAL TREATMENT OF THE APENDICULAR INFILTRATE USING THE HYDROSTRUMENTAL SCALPEL	<i>Maksym Knysh, Yevheniia Lukhina, students at the Department of Surgery No. 4, Kharkiv National Medical University</i>	OPTIMIZATION OF SURGICAL TREATMENT OF VENTRAL HERNIA IN OBESE PATIENTS
<i>Viacheslav Fofanov, Assistant at the Department of Pediatric Diseases, Ivano-Frankivsk National Medical University</i>	CUTTING-EDGE METHOD OF SURGICAL TREATMENT OF POSTOPERATIVE ANAL INCONTINENCE IN CHILDREN	<i>Oksana Bodnar, Bohdana Tkach, assistants at the Department of Propaedeutics of Pediatrics, Ivano-Frankivsk National Medical</i>	EFFICIENCY OF CORRECTION OF METABOLIC DISORDERS IN CHILDREN WITH VIRUSINDUCED BROTHAL ASTHMA
<i>Ivan Yunhin, a second-year Bachelor student; International European University</i>	NEUROPLASTICITY AS A BASIS FOR THE APPLICATION OF PHYSICAL THERAPY TECHNIQUES FOR PATIENT RECOVERY	SECTION 4. TACTICAL AND EMERGENCY MEDICINE <i>Opening of the section at 1:30 p.m.</i>	
<i>Hui Baoxuan, Meior in MBBS International European University</i>	RESEARCH ABOUT IMPROVE OF SKIN CARE BY CHANGE THE STRUCTURE OF SHIKONIN	<i>Bohdan Tyshchuk, a second-year Bachelor student; Cherkassy State Technological University</i>	MODERN PROGRAMS OF PSYCHOLOGICAL CORRECTION OF POST-TRAUMATIC STRESS DISORDER CONSEQUENCES
<i>Vira Khmara, a first-year Bachelor student; International European University</i>	CURRENT UNDERSTANDING OF THE PARTICULARITY OF THE SKIN MICROBIOME AND PRURITUS IN ATOPIC DERATITIS. PROGRESSIVE THERAPIES AND PROSPECTS FOR DEVELOPMENT THAT MAY IMPROVE THE QUALITY OF LIFE	<i>Milena Malaniia, a third-year Master student; Stanislava Semenova, a third-year Master student, Kharkiv National Medical University</i>	CLINICAL CONSEQUENCES OF DEVASCLARIZATION SURGERY IN PATIENTS WITH LIVER CIRRHOSIS
<i>Lina Konoplia, a sixth-year Master student, Kharkiv National Medical University</i>	MOLECULAR MECHANISMS OF ANAPLASTIC LARGE CELL LYMPHOMA (BIA-ALCL) ASSOCIATED WITH BREAST IMPLANTS	<i>Olena Kondratenko, a third-year Master student; Roman Mazur, a third-year Master student, Kharkiv National Medical University</i>	RELATIONSHIP BETWEEN MORPHOLOGICAL AND ULTRASOUND CRITERIA IN ASSESSING
		<i>Adelina Dubrova, a medical intern, Kharkiv National Medical University</i>	INCIDENCE OF COMPLICATED PEPTIC ULCER DISEASE, ANALYSIS OF THE WORK OF THE SURGICAL DEPARTMENT OF KHARKIV CITY MULTIDISCIPLINARY HOSPITAL NO. 18