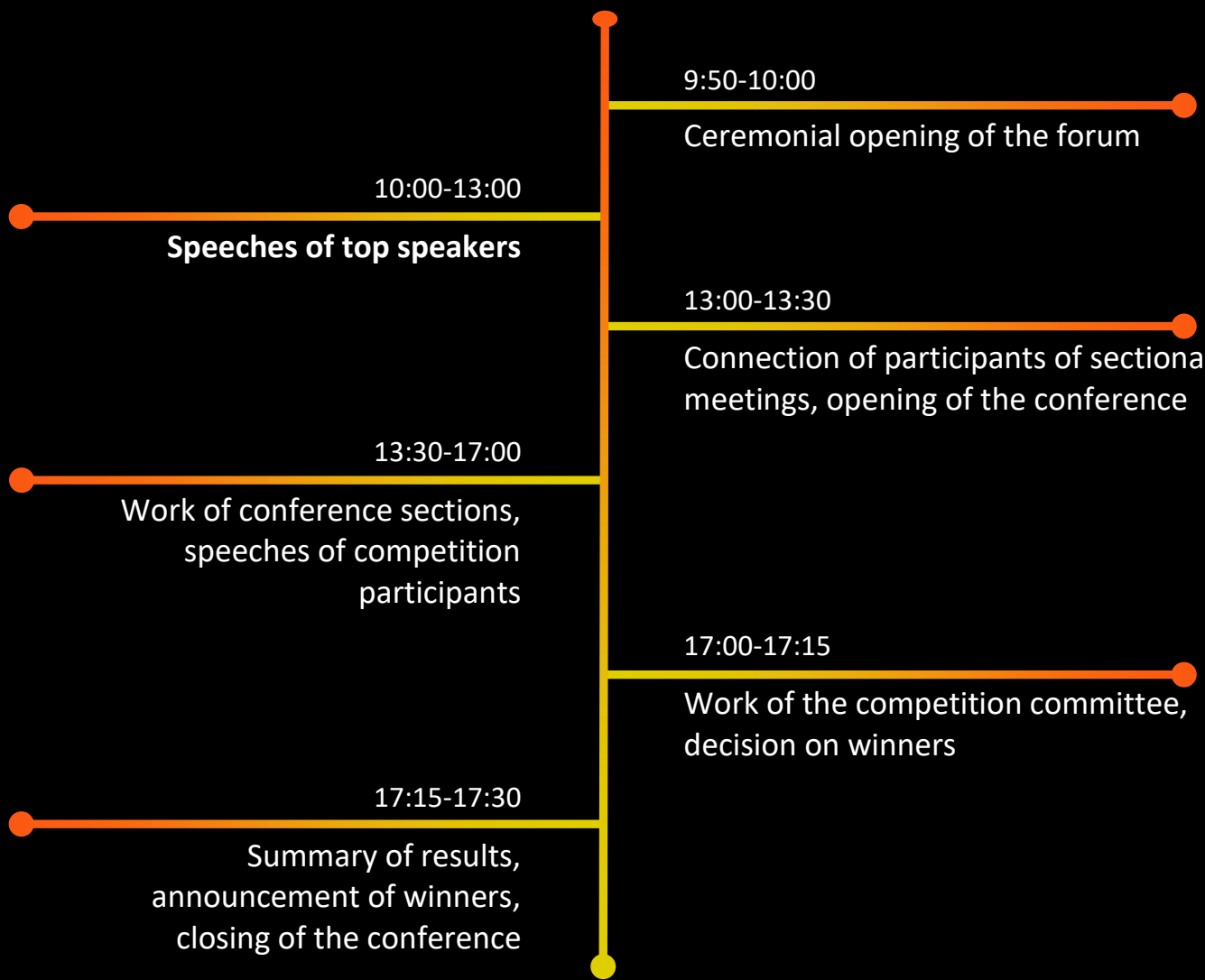


CALL TO PAPER



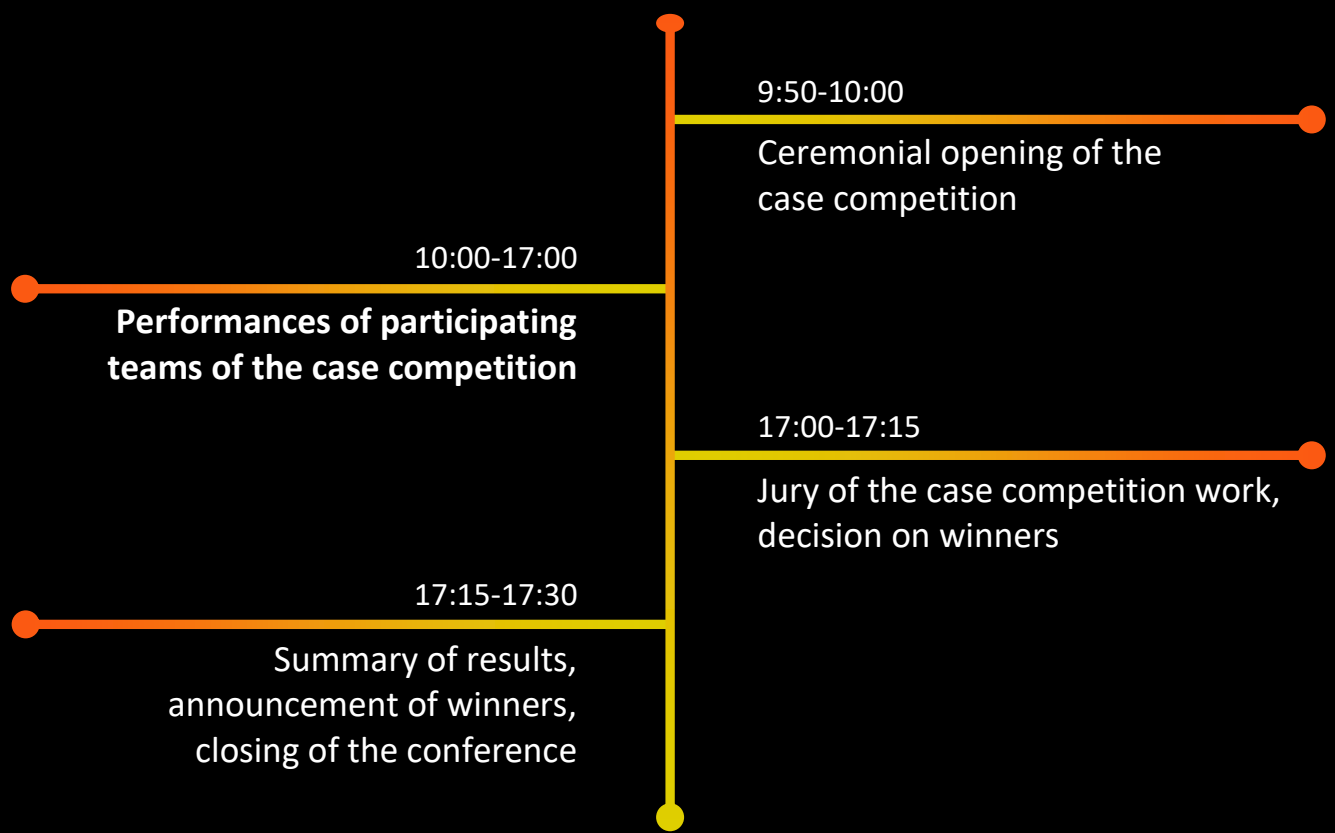
14.12

XVI International
Scientific and Practical Conference
«B2B MARKETING»



15.12

XVI International
Student Marketing Case
«Rising Industrial Marketing Stars»



XVI International Scientific and Practical Conference «B2B MARKETING»

Students, postgraduates and scientists are invited to participate in the conference. The materials are to be published in electronic form and placed in the ELAKPI archive. Publication of materials in the collection is free.

One of two forms of participation is provided:

- competitive (materials publication and presentation of a report)
- poster (materials publication only)

Topics of the Conference

SECTION 1 **Marketing research**

SECTION 2 **B2B marketing**

SECTION 3 **Consumer behavior and behavioral economics**

SECTION 4 **Digital marketing**

SECTION 5 **International marketing**

SECTION 6 **Marketing management and strategic marketing**

SECTION 7 **Marketing in high technologies and startup projects**

Requirements for participation:

- by December 9, 2022, fill out the application for participation and download materials for publication in the collection via Google form at the link: <https://forms.gle/TqXi2wD1hw4uSEgJ9> (please note that since the registration form for the conference contains the function of downloading files, you need to log in to your Google account to use it)
- file name: Paper_Surname of the first author
- student reports are accepted provided there is a scientific supervisor or a scientist among the co-authors

Requirements for the design of papers:

Page size – A4; font – Times New Roman 14; margins on all sides – 2.0 cm; line spacing – 1.0; paragraph indentation – 1.25 cm; references to sources are given in square brackets; literature is drawn up according to National Standard of Ukraine; the file format is .doc or .docx

Sample design of papers:

Anastasiia MIROSHNYCHENKO

student of the Industrial Marketing Chair

Sergii SOLNTSEV

*Head of the Industrial Marketing Chair, Doctor of Physics and Mathematics, Professor
National Technical University of Ukraine “Igor Sikorsky Kyiv Polytechnic Institute”*

THE LATEST TOOLS OF MARKETING RESEARCH

Text text text text text text text text text text text text text [1].

Literature

1. Цифровий маркетинг – модель маркетингу XXI сторіччя / за ред. М. А. Окландера. Одеса, Астропринт, 2017. 292 с.

XVI International Student Scientific and Practical Marketing Case «Rising Industrial Marketing Stars»

Student teams are invited to participate in the case. The relevant team cannot include people who are not students of any majors and forms of education on the date of the final of the case.

Requirements for participation in the case competition:

- assemble a team consisting of 2-4 people
- by November 20, 2022, the captain shall fill out an application for participation via Google form at the link: <https://forms.gle/53uyDeELR2zgzzX26>

Important contacts and links:

E-mail: b2b.marketing.kpi@gmail.com

General questions:

Olha MYTSIK

Telegram username: [@your_star](https://t.me/your_star)

Questions regarding the reception of papers:

Anastasiia MIROSHNYCHENKO

Telegram username: [@notsteele](https://t.me/notsteele)

Our Telegram channel [@b2b_kpi](https://t.me/b2b_kpi), where we will publish all the main information about the forum:

announcement of speakers, program and

LINKS TO CONNECT TO ALL EVENTS

Honorary heads of the program committee:

Michael Z. ZGUROVSKY – academician of the National Academy of Sciences of Ukraine, Doctor of Technical Sciences, Professor, Rector of Igor Sikorsky Kyiv Polytechnic Institute

Maryna KRAVCHENKO – Doctor of Economics, Professor, Dean of the Faculty of Management and Marketing of Igor Sikorsky Kyiv Polytechnic Institute

Iryna LYLYK – Ph.D., associate professor, General Director of the All-Ukrainian public organization "Ukrainian Marketing Association"

Anna DABROWSKA – Warsaw School of Economics, Institute of Management, Head of Consumer Behavior Research Department, Professor, Doctor of Economics

Jaroslav DAD'O – Slovakia, Matej Bel University, Faculty of Economics, Department of Marketing, Professor, Doctor of Economics

Jan KRATZER – Head of Entrepreneurship and Innovation Management Chair at Technical University Berlin, Professor, Doctor of Economics

Tomasz WALICZKO – Coordinator of Digital Education for Ukraine Programme (DE4UA) at the Technical University Berlin

Heads of the program committee:

Sergii SOLNTSEV – Doctor of Physics and Mathematics, Professor, Head of the Industrial Marketing Chair of Igor Sikorsky Kyiv Polytechnic Institute

Oleksandr ZOZUL'OV, Ph.D., Professor of the Industrial Marketing Chair, the Head of Educational and Research Laboratory of Marketing Analytics and Business Planning

Ievgen GNITETSKYI, Ph.D., Senior Lecturer of the Industrial Marketing Chair of Igor Sikorsky Kyiv Polytechnic Institute

Heads of the organizing committee:

Sergii SOLNTSEV – Doctor of Physics and Mathematics, Professor, Head of the Industrial Marketing Chair of Igor Sikorsky Kyiv Polytechnic Institute

Oleksandr ZOZUL'OV, Ph.D., Professor of the Industrial Marketing Chair, the Head of Educational and Research Laboratory of Marketing Analytics and Business Planning

Ievgen GNITETSKYI, Ph.D., Senior Lecturer of the Industrial Marketing Chair of Igor Sikorsky Kyiv Polytechnic Institute

Student organizational committee:

Olha MYTSIK – Head of the student organizational committee

Oleksandra BYSTROVA – Deputy Head of the student organizational committee

Anastasiia MIROSHNYCHENKO – Deputy Head of the student organizational committee