



STATE  
BIOTECHNOLOGICAL  
UNIVERSITY



Academia de Studii Economice a Moldovei



SPECIALIZATION • EXPERIENCE • OPPORTUNITY

ARMENIAN STATE  
UNIVERSITY OF  
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MINISTRY  
OF EDUCATION AND  
SCIENCE OF UKRAINE

State Biotechnological University  
invites you to participate in the work of the

International scientific and practical conference

**"BUSINESS DEVELOPMENT IN THE CONTEXT OF  
EUROPEAN INTEGRATION: GLOBAL CHALLENGES,  
STRATEGIC PRIORITIES, REALITIES AND PROSPECTS"**

within the framework of the grant project

**"BUSINESS DEVELOPMENT MANAGEMENT:  
INTEGRATION OF EUROPEAN EXPERIENCE"**

(№101048268)

Jean Monnet of the Erasmus+ programme

**BUDEMA**

Business development management:  
integrating the European experience



Co-funded by  
the European Union

**The aim of the conference is to discuss and study the current global challenges faced by businesses in the process of European integration and to identify key strategic priorities for effective adaptation and development.**

### Thematic areas of the conference

1. Harmonisation of Ukrainian legislation with EU business regulations and standards.
2. Adapting the corporate governance and management system to European practices and requirements.
3. Implementation of international financial reporting standards (IFRS) and harmonisation of accounting in line with EU requirements.
4. Financial risk management and taxation peculiarities when entering the EU markets.
5. Protection of intellectual property and legal aspects of establishing joint ventures with European partners.
6. Marketing strategies for promoting products in European markets and consumer behaviour research.
7. Logistical challenges and building efficient supply chains when exporting goods and services to the EU.
8. Attracting investment from the EU and developing the business ecosystem.
9. Production of products in accordance with EU technical regulations.
10. Human capital development, staff training in accordance with European standards and requirements.



The working languages of the conference are Ukrainian and English.

The conference will take place on 07 June 2024 online on the Zoom platform.

The link to participate in the conference, the programme and abstracts will be posted on the BSTU website in the chapter Science <Conferences> section:

<https://biotechuniv.edu.ua/nauka/konferentsiyi/>

PARTICIPATION IN THE CONFERENCE IS FREE OF CHARGE.

To participate in the conference, you must register and submit your abstract by 31.05.2024 via the link:

[Google registration form](#)

FOR YOUR INFORMATION.

Abstracts will be published from the submitted originals. The author is solely responsible for the content of the publication, compliance with copyright law, the accuracy of the factual data provided, references to sources, names and titles.

The Organising Committee reserves the right to refuse to publish abstracts that do not meet the subject matter or technical requirements for the design or are submitted later than 31 May 2024.

If you do not receive a response within two business days after submitting the full package of documents, please contact the conference coordinator. The organising committee will inform you about the receipt and acceptance of the materials.

Conference coordinator:

Snizhana Sukachova, Associate Professor of the Department of Economics and Business, PhD in Economics, Associate Professor.

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+38 (066) 817 12 42

## Technical requirements for design

Abstracts are provided in an electronic version of the MS Word file.

The file should be named after the first author and indicate the thematic area of the conference. For example: "Ivanchenko N.B.\_Theses\_1".

The abstracts should be up to three full pages of A5 format, with all margins of 2 cm.

Text font: typeface - Times New Roman, size - 10, line spacing - single, paragraph indentation - 1 cm.

All figures contained in the abstracts are made in graphic editors compatible with the MS Word text editor.

Formulas are executed in the MS Equation formula editor.

Figures, tables and formulas are prepared in accordance with DSTU 3008:2015.

Each figure must be captioned, and the table must have a title.

Figures and tables, if there are several of them, should be numbered in Arabic numerals with a through numbering and placed one line after the main text.

Tables are created in portrait orientation only.

Figure captions and table titles are centred.

For example:

**Figure 1 - Stages of implementation of the state information policy (font 9, bold)**

**Table 1 - Approaches to the Implementation of the European Integration vector of Ukraine's policy (font 10, word "Table" - light italics, title - bold, straight)**



**UDC, full name of the author(s), academic degree, academic title, name of the institution should be printed in the upper left corner of the page; the title of the abstract should be in capital letters in the centre, separated by one line at the top and bottom; then the text of the abstract should be single-spaced, without hyphens.**

**If necessary, you can provide a list of information sources in the abstract in the order of their reference in the text in accordance with the requirements of DSTU 8302:2015. Textual references to sources are given in brackets, for example: [1, p. 55] or [1; 2]. The list of information sources should be in 9-point font.**

#### **An example of the design:**

**UDC 327(427)**

**N.B. Ivanchenko**, Doctor of Economics, Professor (*ONMU, Odesa*)

**O.I. Petrenko**, PhD in Economics, Associate Professor (*National Academy of Sciences of Ukraine, Kyiv*)

#### **INFORMATION POLICY OF UKRAINE'S EUROPEAN INTEGRATION COURSE**

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##### **Information sources**

1. Palahniuk Y.V. Evolution of the theoretical foundations of European integration: public administration aspect. *Regional Studies*, 2(16), 2023. С. 62-74.  
URL: <https://relint.vnu.edu.ua/index.php/relint/article/view/62/>.

...

**All conference materials will be published in the SBTU repository (<https://repo.btu.kharkov.ua>), Zenodo repository with DOI (<https://zenodo.org>), and indexed by the Google Scholar database.**

**For more information, please contact the conference organisers:**



**Address: 44 Alchevskikh St., Kharkiv, 61002, Ukraine, State Biotechnological University.**



**Conference email: [konf.deb.dbtu@gmail.com](mailto:konf.deb.dbtu@gmail.com)**



**Contact numbers of responsible persons:**

**+38 (068) 612 12 99 (Snizhana Nikolaevna Sukachova)**

**+38 (096) 785 13 32 (Yana Kotko)**



#### **About the project**

**The project "Business development management: integrating the European experience" envisages conducting a study of sustainable business development trends in Ukraine in the context of European integration, organising conferences for various target groups (students, teachers, researchers and businesses), thematic roundtables, developing new academic business courses and a summer school on the specifics of doing business in the EU, etc.**

**Project number: 101048268**

**Project title: Business development management: integrating the European experience**

**The acronym of the project: BUDEMA**

**The competition: ERASMUS-JM0-2021-HEI-TCH-RSCH**

**Topic: ERASMUS-JM0-2021-MODULE**

**Project implementation period: 01.02.2022-31.01.2025**

**Coordinator: State Biotechnological University**



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