

II International Scientific and Practical Conference “Marketing of the 21st Century: Challenges of Change and Opportunities for Development” (NEXTMARK21)

Dedicated to the 30th Anniversary of the Department of Marketing, Reputation and Customer
Experience Management

**State Biotechnological University, Kharkiv, Ukraine
October 23, 2025 (hybrid format)**

Dear Colleagues,

We are pleased to invite you to the **II International Scientific and Practical Conference
“Marketing of the 21st Century: Challenges of Change and Opportunities for
Development”**, which will take place on **October 23, 2025**, in **hybrid format (on-site and
online)** at the State Biotechnological University, Kharkiv, Ukraine.

✓ **Key Topics:**

1. Global challenges and market behavior in times of inflation, wars, climate risks, and migration.
2. Digital marketing and AI: innovations and risks.
3. Marketing management and resilience of socio-economic systems.
4. Agri-food sector: sustainable practices, branding, and consumer trust.
5. European practices of responsible business and ESG standards.
6. Marketing education in the era of digitalization and sustainability.

✓ **Participation:**

Online participation is free of charge.

On-site participation requires registration and covers possible organizational and travel expenses.

✓ **Publications:**

- Conference proceedings (abstracts) will be published free of charge in Ukrainian, Polish, or English.
- Selected materials may be considered for publication in the collective monograph *“Marketing Management of Business Resilience: Theory and Practice under European Integration and Global Challenges”* (in Ukrainian).

Registration and abstract submission deadline: October 20, 2025

Registration form:

<https://docs.google.com/forms/d/e/1FAIpQLSdCJ22ASZKNtkbxBlelBG4jeygY45jkA5rt2Luv2JiUfaO0xw/viewform?usp=header>

Guidelines: <https://surl.lt/xavqju>

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We look forward to your participation!