

Ministry of Education and Science of Ukraine
Chernivtsi Regional State Administration
Chernivtsi City Council
«Ukrainian Association of Marketing»
Kyiv National University of Trade and Economics
Chernivtsi Institute of Trade and Economics of KNUTE
Stefan cel Mare University in Suceava (Suceava, Romania)

**INTERNATIONAL
scientific and practical conference**

**“Marketing as a Basis for Forming a Strategy for Social and
Economic Development of Cross-border Region”**

CALL FOR PAPERS



**May 6-8 2020
Chernivtsi (Ukraine) – Suceava, Vatra Dornei (Romania)**

Dear Colleagues!

We would like to invite you to participate in International scientific and practical conference «**Marketing as a basis for forming a strategy for social** », which will be held on May 6-8, 2020:

May, 6 – plenary meeting, sections meetings, and round table at Chernivtsi Institute of Trade and Economics of KNUTE.

May, 7 – 8 - participation in the international symposium, summarizing the conference at Stefan cel Mare University in Suceava (Romania).

PLANNED RESEARCH AREAS OF THE CONFERENCE:

- 1. Formation and management of branding technologies of enterprises in the region in terms of European integration**
- 2. Marketing tools for sustainable development of cross-border regions**
- 3. Innovative approaches to tourism development in cross-border regions**
- 4. Accounting and analytical support for marketing strategy management of socio-economic development of cross-border region**
- 5. Financial aspects of ensuring the implementation of enterprise development strategies in cross-border region**
- 6. Digital technologies are the dominant of socio-economic development of cross-border areas**
- 7. Foreign language competence of the specialist and its influence on socio-economic development of cross-border region**
- 8. Cross-border development strategies in the face of modern threats**
- 9. Marketing in cross-border economic cooperation**
- 10. Use of marketing technologies in the field of hotel and restaurant business**

Approximate order of the conference including international internship

May, 6 2020 –opening of the conference, first plenary meeting, section meetings, round table with participation of Ukrainian Marketing Association, excursion program around Chernivtsi city (optional).

May, 7 2020 – transfer to Suceava (Romania).

The conference will continue at Stefan cel Mare University in Suceava, where the international symposium will be held together with the partners of the University of Suceava, final plenary session.

May, 8 2020 –a meeting with the management of the mayoralties of the cities of Kimpulung Moldovenesk and Vatra Dornei to study the experience of formulating territorial development strategies; acquaintance with the infrastructure and leading enterprises of Suceava district. Summing up the conference.

Those wishing to participate in international events on May 7-8 in Suceava, Kimpulung Moldovenesk, Vatra Dornei should notify the organizing committee by March 10, 2020 to the e-mail: mel@chtei-knute.cv.ua

A prerequisite for foreign participation is a biometric passport.

Following the work of the conference, a certificate of foreign internship (90 h) will be issued.

Approximate cost of international participation - 100 euros (includes travel, lunch, dinner with friends, accommodation with breakfast, excursion service). Return to Chernivtsi on May, 8 till 19.00.

Forms of participation:

- full-time (three days with internship or one day - participation in the conference only);
- distant (publication in the manual of the conference with certificate of participation).

The cost of accommodation, meals in Chernivtsi is paid by the participants themselves.

Official languages of the conference: Ukrainian, Russian, English.

To participate in the conference you need to March 10, 2020 (including) send the following to the Email: mel@chtei-knute.cv.ua

- Thesis of the report in English, Ukrainian or Russian;
- If thesis is not in English, then name, surname, position, educational establishment and title of the thesis should be translated into English with a short summary up to 6 lines at the end of the thesis after the references.
- Application form.

Files should be named by model:

Stetsenko I._thesis.doc, Stetsenko I._application.doc, Stetsenko I._receipt.doc.
The organizing committee informs the participant about the acceptance of materials within 3 working days by e-mail.

Participation of students in the work of the conference is provided with the participation of their scientific supervisors (publication of abstract in co-authorship).

INSTRUCTIONS:

- Print type – Times New Roman, size – 14pt, style - normal;
- Line spacing – 1;
- indentation 1,25 – don't use the tabulation button;
- Page Setup: 2 cm margin for all four sides;
- references in the text must be made in square brackets (e.g. [2, p.17] – source 2 according to the list of the used literature(sources), page 17);
- in the top right hand corner – author's name, academic degree (if any), one space lower – name of the college, one space lower – country and city;
- one space lower – centered – name of the report (big letters, bold typed, size – 14 pt.);
- one interval lower the main text of the report must be typed;
- list of the used sources (references) is typed at the end of the report.
- size of report – 2-3 pages;
- don't number pages; don't put footnotes in the end of the page and in the end of the document;

The author is personally responsible for the authenticity of the facts and the originality of the abstracts.

TEMPLATE:

Iryna Stetsenko, Doctor of Economic Sciences, Professor,
Chernivtsi Institute of Trade and Economics of KNUTE, Chernivtsi

STRATEGIC DEVELOPMENT OF TOURISM IN CROSS-BORDER REGION

This article covers the tourism sphere as a priority direction of the strategic development in cross-border region. The real situation and the problems of tourism market development, structure and dynamics of its main indicators are studied on the example of Chernivtsi region. The competitive advantages and peculiarities of development of certain tourism types, directly dependent on border location, are investigated and the influence of tourism on socio-economic development of the region is determined.

References

APPLICATION FORM

In International scientific and practical conference “**Marketing as a Basis for Forming a Strategy for Social and Economic Development of Cross-border Region »**”

Last name _____

Name _____

Place of work _____

Position _____

Academic degree _____

Title of the section _____

Address with zip code (for delivering a conference manual) _____

Telephone number _____

Title of thesis _____

Section of the conference _____

Need for technical equipment _____

Need for a hotel (Chernivtsi) (emphasized)

•yes

• no

Planning: (underline)

• make a report on plenary session (15 minutes)

• present report on sections meetings (5-10 minutes)

• Participate as a listener

• correspondence participation (publication of abstracts)

I plan a trip to Romania:

•yes

• no

Email _____

We hope that you will take part in the conference!

We would be thankful for distribution of this information among your colleagues and other interested people.



Address: 58002, Chernivtsi, Central Square, 7, Chernivtsi Institute of Trade and Economics of KNUTE , organizational committee of the conference .
e-mail: mel@chtei-knteu.cv.ua,