

Ministry of Education and Science of Ukraine
Kamianets-Podilskyi Ivan Ohienko National University
Institute for Economics and Forecasting of the NAS of Ukraine
Institute of Industrial Economics of the NAS of Ukraine
G.M. Dobrov Institute for Scientific and Technological Potential and
Science History Studies of the NAS of Ukraine
Khmelnyskyi National University
Yuriy Fedkovych Chernivtsi National University
Chernivtsi Institute of Trade and Economics of
State University of Trade and Economics
Comrat State University
Poznan University of Economics and Business
University of Coimbra
National Nature Park “Podilski Tovtry”



Conference program

XVII International
Scientific and Practical Conference

PROBLEMS, PRIORITIES, AND PERSPECTIVES OF SUSTAINABLE DEVELOPMENT IN XXI CENTURY

May 22, 2025

Kamianets-Podilskyi

2025

ORGANIZING COMMITTEE

1. **Ivan Semenets**, PhD in Economics, Associate Professor, Dean of the Faculty of Natural Sciences and Economics, Kamianets-Podilskyi Ivan Ohienko National University (*Chair of the Organizing Committee*).

2. **Tetiana Bodnarchuk**, PhD in Economics, Associate Professor, Associate Professor of the Department of Enterprise Economics, Kamianets-Podilskyi Ivan Ohienko National University (*Chair of the Organizing Committee*).

3. **Oleksandr Liubynskyi**, Doctor of Agricultural Sciences, Professor, Professor of the Department of Biology and Ecology, Kamianets-Podilskyi Ivan Ohienko National University.

4. **Liudmyla Liubynska**, Doctor of Biological Sciences, Associate Professor, Professor of the Department of Biology and Ecology, Kamianets-Podilskyi Ivan Ohienko National University.

5. **Natalia Mazur**, Doctor of Economics, Professor, Head of the Department of Enterprise Economics, Kamianets-Podilskyi Ivan Ohienko National University.

6. **Iryna Yashchyshyna**, Doctor of Economics, Professor, Professor of the Department of Management, Kamianets-Podilskyi Ivan Ohienko National University.

7. **Mykhailo Vedernikov**, Doctor of Economics, Professor, Head of the Department of HR Engineering in Business Economics, Khmelnytskyi National University.

8. **Liubov Vodianka**, PhD in Economics, Associate Professor, Head of the Department of Business and Personnel Management, Yuriy Fedkovych Chernivtsi National University.

9. **Tetiana Dudoglo**, Doctor of Economics, University Conferentiary, Comrat State University.

10. **Yuliia Zaloznova**, Doctor of Economics, Professor, Director, Institute of Industrial Economics of the NAS of Ukraine.

11. **Oleh Mekh**, Doctor of Economics, Professor, Deputy Director for Research, G. M. Dobrov Institute for Scientific and Technological Potential and Science History Studies of the NAS of Ukraine.

12. **Viktoriia Nebrat**, Doctor of Economics, Senior Researcher, Head of the Department of Economic History, Institute for Economics and Forecasting of the NAS of Ukraine.

13. **Dariusz Nowak**, Doctor of Economics, Professor, Poznan University of Economics and Business.

14. **Karina Palamarek**, PhD in Technical Sciences, Associate Professor, Head of the Department of Food Technologies, Hotel-Restaurant and Tourism Services, Chernivtsi Institute of Trade and Economics of the State University of Trade and Economics.

15. **Liudmyla Symochko**, PhD in Biological Sciences, Associate Professor, Professor of the Department of Natural Sciences, University of Coimbra.

16. **Nataliia Suprun**, Doctor of Economics, Professor, Chief Researcher of the Department of Economic History, Institute for Economics and Forecasting of the NAS of Ukraine.

17. **Veronika Butorina**, PhD in Economics, Associate Professor, Head of the Department of Tourism and Hotel-Restaurant Business, Kamianets-Podilskyi Ivan Ohienko National University.

18. **Ihor Kasiianyk**, PhD in Geography, Associate Professor, Head of the Department of Geography and Teaching Methods, Kamianets-Podilskyi Ivan Ohienko National University.

19. **Valentyna Kolodii**, PhD in Biological Sciences, Associate Professor, Acting Head of the Department of Biology and Ecology, Kamianets-Podilskyi Ivan Ohienko National University.

20. **Volodymyr Lysak**, PhD in Economics, Associate Professor, Head of the Department of Management, Kamianets-Podilskyi Ivan Ohienko National University.

21. **Ruslan Yakubash**, Director of the National Nature Park «Podilski Tovtry».

CONFERENCE AGENDA

May 22 – online session (Google Meet platform via the following link)

09.45–10.00 – registration

10.00–12.15 – online session

12.15–12.30 – break

12.30–14.30 – online session

Join the online conference session via the following link: <https://meet.google.com/bgq-mwhh-otf>

Moderator: **Natalia Mazur**, Doctor of Economics, Professor, Head of the Department of Enterprise Economics, Kamianets-Podilskyi Ivan Ohienko National University.

Presentation rules

Presentation – up to 15 minutes.

Comments during the discussion – up to 2 minutes (optional)

ONLINE SESSION

Opening of the XVIIth International Scientific and Practical Conference “PROBLEMS, PRIORITIES AND PROSPECTS FOR SUSTAINABLE DEVELOPMENT IN THE XXI CENTURY”

Svitlana Myronova, Doctor of Pedagogical Sciences, Professor, Vice-Rector for Research, Kamianets-Podilskyi Ivan Ohienko National University.

Ivan Semenets, PhD in Economics, Associate Professor, Dean of the Faculty of Natural Sciences and Economics, Kamianets-Podilskyi Ivan Ohienko National University.

Presentations

Ihor Bystriakov, Doctor of Economics, Professor, Head of the Department of Sustainable Development Methodology, Institute for Demography and Life Quality Problems of the NAS of Ukraine, Kyiv, Ukraine.

Dmytro Klynovyi, PhD in Economics, Senior Researcher, Associate Professor, Leading Researcher at the Institute for Demography and Life Quality Problems of the NAS of Ukraine, Kyiv, Ukraine.

**METHODOLOGY FOR DESIGNING SPATIAL DEVELOPMENT IN THE
CONTEXT OF POST-WAR RECONSTRUCTION OF UKRAINE’S
ECONOMY.**

Olena Snihova, Doctor of Economics, Senior Researcher, Department of Trade and Industrial Policy, Institute for Economics and Forecasting of the NAS of Ukraine, Kyiv, Ukraine.

**DIGITAL TRANSFORMATION OF INDUSTRY TO OVERCOME THE
SHORTAGE OF PRODUCTION RESOURCES.**

Iryna Yashchyshyna, Doctor of Economics, Professor, Professor of the Department of Management, Kamianets-Podilskyi Ivan Ohienko National University, Kamianets-Podilskyi, Ukraine.

**IMPLEMENTATION OF THE CONCEPT OF SUSTAINABLE
DEVELOPMENT IN UKRAINE.**

Marianna Kichurchak, Doctor of Economics, Professor, Acting Head of the Department of Ukrainian Economy, Ivan Franko National University of Lviv, Lviv, Ukraine.

**HUMAN CAPITAL OF UKRAINE UNDER MARTIAL LAW AND
PROSPECTS FOR SUSTAINABLE DEVELOPMENT.**

Lyubov Moldavan, Doctor of Economics, Professor, Honored Economist of Ukraine, Chief Researcher of the Department of Forms and Methods of Management in the Agro-Food Sector, Institute for Economics and Forecasting of the NAS of Ukraine, Kyiv, Ukraine.

SUSTAINABLE AGRICULTURE – FROM THEORY TO PRACTICE.

Olena Tsyplitska, Doctor of Economics, Associate Professor, Senior Researcher, Department of Trade and Industrial Policy, Institute for Economics and Forecasting of the NAS of Ukraine, Kyiv, Ukraine.

STRUCTURAL CHANGES IN INVESTMENTS IN THE MANUFACTURING SECTOR DURING MARTIAL LAW.

Oksana Korniienko, PhD in Economics, Associate Professor, Head of the Department of Intellectual Digital Economy, Admiral Makarov National University of Shipbuilding, Mykolaiv, Ukraine.

DIGITAL MARKETING IN E-COMMERCE: THEORETICAL FRAMEWORK AND PRACTICAL SOLUTIONS FOR UKRAINIAN BUSINESS.

Karolina Gorditsa, PhD in Economics, Researcher of the Department of Economic History, Institute for Economics and Forecasting of the NAS of Ukraine, Kyiv, Ukraine.

LIBERAL REFORMS IN THE AGRICULTURAL SECTOR: HISTORICAL EXPERIENCE AND MODERNITY.

Liubov Vodianka, PhD in Economics, Associate Professor, Head of the Department of Business and Human Resource Management, Yuriy Fedkovych Chernivtsi National University, Chernivtsi, Ukraine.

LABOUR MOBILITY IN UKRAINE UNDER MARTIAL LAW.

Inna Shovkun, PhD in Economics, Senior Researcher, Leading Researcher of the Department of Innovation Policy, Economics and High-Tech Organization, Institute for Economics and Forecasting of the NAS of Ukraine, Kyiv, Ukraine.

FOREIGN DIRECT INVESTMENT AND INNOVATION ACTIVITY IN THE HOST ECONOMY.

Hryhorii Kukuruza, Doctoral Student, Yuriy Fedkovych Chernivtsi National University, Chernivtsi, Ukraine.

Oleksandr Liubchenko, Doctoral Student, Vasyl Stefanyk Precarpathian National University, Ivano-Frankivsk, Ukraine.

Sviatoslav Ishchenko, PhD in Economics, Economist, NGO «Ukrainian Economy Review», Ukraine.

ENHANCING EMPLOYEE PRODUCTIVITY AS A TOOL TO COMPENSATE FOR LABOR SHORTAGES: AN OVERVIEW OF MOTIVATION TOOLS.