

Ministry of Education and Science of Ukraine
 Kyiv National Economic University named after Vadym Hetman
 (Kyiv, Ukraine)
 Ivane Javakhishvili Tbilisi State University
 (Tbilisi, Georgia)
 Batumi Shota Rustaveli State University
 (Batumi, Georgia)
 University "Union Nikola Tesla", Faculty of Business Studies and
 Law in Belgrade (Belgrade, Republic of Serbia)
 Institute "Management and Administration",
 Baltic International Academy (Riga, Latvia)
 D. Tsenov Academy of Economics (Svishtov, Bulgaria)
 Collegium of Management and Finance,
 SGH Warsaw School of Economics (Warsaw, Poland)
 SingularityU KyivU
 NGO "The Club of Economists"

INFORMATION LETTER

IV INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE

“Strategic Imperatives of Modern Management” (SIMM-2018)

19-20 April 2018

and

ROUND TABLE

**together with the SingularityU Kyiv
and**

**Verkhovna Rada of Ukraine Committee
on Science and Education**

“Digital Economy: Threats, Opportunities and Education’s Calls”

19 April 2018



**Kyiv National
Economic University
named after Vadym Hetman**



**SingularityU Kyiv
Chapter**

Kyiv

Kyiv National Economic University named after Vadym Hetman

INVITES

scientists, professors, lecturers, assistants, postgraduate
 students, students, businessmen and interested organizations to
 take part in the

IV International Scientific and Practical Conference “Strategic Imperatives of Modern Management”

(19-20 April 2018)

as a part of the conference together with Verkhovna Rada of
 Ukraine Committee on Science and Education and
 SingularityU KyivU will be held

Round Table

“Digital Economy: Threats, Opportunities and Education’s Calls”

(19 April 2018),

dedicated to the current issues analysis of the national higher
 education system development

The Conference’s purpose is to discuss the findings of the
 latest home and foreign researches in the strategic and
 innovative management fields, and features of business-
 organization development, that conditioned behavioral
 economy affirmation in digital globalization age.

CONFERENCE SECTIONS

1. Actual problems of business organizations management.
2. New trends in strategic and innovation management.
3. Management transformations in a behavioral economy.
4. Business organization development trends in a digital globalization age.

Conference working languages:

Ukrainian, English, Russian

THE TERMS OF PARTICIPATION IN THE CONFERENCE

In order to participate in the Conference, please until
05 March 2018 fill in an **application form** at the link:

<https://goo.gl/forms/BUD2C8CIPuHWdMSX2>

and send to the e-mail simm@kneu.edu.ua (topic of the latter:
 “SIMM 2018”):

- **a paper (up to 10 000 symbols)** (the filename must match the first co-author's name, the file is stored in the rtf format (for example, Shevchenko.rtf);
- **a receipt** confirming the registration fee payment (electronic copy or photo).

You will receive confirmation of the acceptance of your materials within 3 days, otherwise – please send an e-mail request to the Organizing Committee.

Submissions are reviewed and checked for text borrowing. The paper can be rejected, if it does not meet the requirements for topic, content or design. In this case, an appropriate notification will be sent to an e-mail of the author (authors).

REQUIREMENTS FOR PAPER

1. A set of abstract text is executed in the editor Microsoft Word 6.0, 7.0: font - Times New Roman; dimensions: paragraph - 10 mm; fields: upper, lower and left fields - 2.5 cm; right - 2.0 cm. When typing formulas, the Microsoft Equation Formula Editor, embedded in Microsoft Word, is used. Graphic objects should be grouped.
2. To the right of the middle of the sheet, the surname and the name of the author (s) (10 fonts, 1 interval, bold, italics), scientific degree, title, position, organization, e-mail (10 fonts, 1 st interval). Below, after 1 interval, the center of the page prints the title of abstracts (capital letters, bold, 12 fonts, 1-st interval). Below, after 1 interval (10 fonts, 1 st interval, italics), an annotation (up to 300 characters) and keywords (3-5 words) are submitted. Below, after 1 interval the summary of the main material (up to 10 thousand characters) (12 fonts, 1 interval) is presented. After the text, after 1 interval, the list of sources used in the order of references in the text of abstracts (10 fonts, 1 interval, italics) is indicated. For paper in Russian after the list of sources used 1 interval is duplicated in English with the surname and the name of the author (s) (10 fonts, 1 interval, bold, italics), scientific degree, academic rank, position, organization, e-mail (10 fonts, 1st interval). Title of the article (capital letters, bold, 12 fonts, 1 st interval), abstract and keywords (10 fonts, 1 st interval, italics).
3. Recommended abstracts of the report - 3-5 pages.
4. Structure of material presentation: introduction, purpose, results of research, conclusions.
5. Abstracts are edited by the authors. The author is responsible for the content of the materials.

**A template for the presentation of abstracts by the
link:** http://simm.kneu.edu.ua/ua/dlya_avtoriv

A printed copy of the Conference Proceedings can be obtained at the time of registration at the conference or after it - by mail on the requisites specified in the form.

Registration fee:

For participants who plan to visit the conference and to take part in its sessions:

100 € (covering participation in conference sessions and the round table, a printed copy of the conference program and conference proceedings, certificate, coffee-breaks, dinner, cultural program).

For distant form of participation:

30 € (covering printed copy of the conference program, conference proceedings and certificate).

The costs associated with publishing conference materials, mailing, organizing program events of the conference are covered at the expense of the organizational contributions of the participants.

Rates for a single room at the hotel of Kyiv National Economic University (situated in 50m from the conference venue) start from 19 € per night. Detailed conditions of living on the conference site: <http://simm.kneu.edu.ua>

Registration fee is transferred to the following requisites:

Bank: PJSC UKRSOTSBANK
Branch name/number: Biloruske branch, Kyiv Region,
11, Biloruska Str., Kyiv UKRAINE
Account number: 26003000051105
SWIFT code: UKRSUAUX
Account holder: Club of Economists public organization,
ID number 36857145
Beneficiary correspondent bank: (EUR)
Commerzbank AG, Frankfurt am Main, Germany
400886615401 COBADEFF

SCIENTIFIC COMMITTEE OF THE CONFERENCE

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Zhyljaev I. - Advisor to the Committee of the Supreme Council of Ukraine on Science and Education, Doctor of Economics, Senior Research Fellow (Kyiv, Ukraine)

ORGANIZING COMMITTEE OF THE CONFERENCE

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(questions about publication)

You can also receive information about the conference
at the following link:

<http://simm.kneu.edu.ua>

or by e-mail:

simm@kneu.edu.ua

Conference venue:

Kyiv, Kyiv National Economic University named after Vadym Hetman, Peremogy Ave, 54/1, conference hall, main building (№1)

WE WELCOME YOUR ACTIVE PARTICIPATION AND COOPERATION!