

**MINISTRY OF HEALTH OF UKRAINE
UKRAINIAN MARKETING ASSOCIATION**



**NATIONAL UNIVERSITY OF PHARMACY
DEPARTMENT OF PHARMACEUTICAL
MANAGEMENT AND MARKETING**



**XI INTERNATIONAL SCIENTIFIC AND PRACTICAL
DISTANCE CONFERENCE**

**«MANAGEMENT AND MARKETING AS PART OF
MODERN ECONOMY, SCIENCE, EDUCATION,
PRACTICE»**

Registered in the Ukrainian Institute
scientific and technical expertise and information
(Registration certificate N 594 dated December 11, 2023)

<https://mmf.nuph.edu.ua/>

March 21, 2024

Kharkiv

Dear colleagues!

We invite you to participate in
XI INTERNATIONAL SCIENTIFIC-PRACTICAL DISTANCE CONFERENCE
**"MANAGEMENT AND MARKETING AS PART OF MODERN
ECONOMY, SCIENCE, EDUCATION, PRACTICE",**
which will be *March 21, 2024*

Conference organizers:

Ministry of Health of Ukraine

Ukrainian Marketing Association

National University of Pharmacy

Department of Pharmaceutical Management and Marketing

Purpose of the conference: generalization of achievements and use of management and marketing in the modern economy; summary of activities and determination of priority directions for further development of pharmaceutical science and practice, forms and methods of teaching educational components of organizational, economic and managerial direction based on management and marketing theory; development of cooperation between scientists of Ukraine and other countries, representatives of pharmaceutical organizations and marketing consulting companies in the field of management and marketing.

We invite to participate in the conference: organizers of the health care system and pharmacy, scientists, pharmacists, doctors, employees of pharmaceutical production, wholesale organizations and pharmacies, marketing analytical and research companies, representative offices of foreign companies, teachers of institutions of professional pre-university and higher medical and pharmaceutical education, applicants of higher education of all levels.

Areas of work of the conference:

- modern trends in the theory and practice of management and marketing;
- the state and prospects of the development of management and marketing in health care;
- current issues of social management;
- the use of digital technologies and artificial intelligence at the stages of creation, implementation and promotion of pharmaceutical products;
- current problems of logistics of domestic and international companies;
- applied aspects of marketing research;

- organization of search, development, research, registration and production of new medicines based on marketing;
- pharmacoeconomic studies of medicines;
- management of rational use of medicines and responsible self-medication;
- ensuring the quality of pharmaceutical care;
- the place of management and marketing in the training of pharmaceutical personnel.

Working languages of the conference: Ukrainian, English

Requirements for the design of materials:

1. ***The volume of*** articles up to 7-12, theses-reports - up to 1-3 (**FULL PAGES**) of pages, printed at **1.15** spacing of a standard sheet of A-4 format in **Times font New Roman size 14 pt** Microsoft Word text editor. Margins: **left, right, top and the lower one – 20 mm, without page numbering.**

2. ***Structure of the article.*** UDC, title of the article (in capital letters, bold), initials and surnames of all authors, name of the organization (s) in which the work was performed, country, e- mail (in the center - abstract; from the paragraph - the text of the summary; from the paragraph - keywords: 3-8). The text of the article follows from the paragraph (via an empty line). **The text of the article** must meet the current requirements, and the authors must adhere to the general plan of the construction of the article and highlight the mandatory elements: **Introduction, Purpose, Research materials and methods, Research results, Conclusions, List of used sources** (in accordance with SSTC 8302:2015 or the international standard **APA**), resume in Ukrainian and English.

3. ***The structure of theses*** is as follows: the title of the work in capital letters in the center of the sheet, in bold; surnames and initials of authors in the center; full name of the institution, country, e- mail, the main text is printed after one space from the paragraph.

The following components are mandatory: in the introduction, briefly outline the statement of the problem, formulate the goal; to cite research methods; outline the main content of the research with justification of the obtained scientific results; formulate conclusions.

The text material of the article or thesis should not have syntactic and spelling errors, inconsistencies.

The authors are responsible for the reliability of the results.

The name of the file must correspond to the first author (Shevchenko O.O., doc). If several materials of the same author are submitted, the files are numbered with Arabic numerals (Shevchenko O.O., 1, doc).

To participate in the Conference, it is necessary to fill out the [electronic registration form](#) by March 7, 2024, with the obligatory attachment of theses/article files in doc/docx format.

The results of registration and acceptance of materials can be tracked by following [the link](#)

Publication of materials is FREE!

A sample of theses design

TITLE OF THESIS OF THE REPORT

Shevchenko O.O.

National University of Pharmacy, Ukraine

fmm@nuph.edu.ua

Text

Sample design of articles

UDC...

TITLE OF THE ARTICLE

Shevchenko O.O.

National University of Pharmacy, Ukraine

fmm@nuph.edu.ua

РЕЗЮМЕ

Ключові слова:

SUMMARY

Key words:

Introduction. Text

Aim. Text

Research materials and methods. Text

Research results. Text

Conclusions. Text

References:

1. ...

The materials of the conference will be published in the electronic scientific collection of the conference in the form of articles and report abstracts. The conference collection and participants' certificates will be posted on the WEB resource of the department mmf.nuph.edu.ua.

The collection "Management and marketing as part of modern economy, science, education, practice" is registered in the international identifier of printed and electronic editions ISSN.

The organizing committee reserves the right to review and select materials. Articles and theses that do not meet the specified requirements in terms of content and design will not be accepted.

For all questions, please contact the organizing committee

Address of the organizing committee

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Responsible secretary

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