

## **DIGITAL ECONOMY AND DIGITAL SOCIETY**

2<sup>nd</sup> INTERNATIONAL CONFERENCE

**May 4 – 5, 2020**

### **Conference Program**

#### **Day 1: May 4, 2020**

10:00-10:20	Greeting the conference participants and introduction (on-line) prof. WST dr Aleksander Ostenda RECTOR WST
<i>Section 1-a. The formation of the digital society: social and humanitarian aspects.</i> Moderator: TETYANA NESTORENKO	
10:20-12:00	FUNCTIONAL ASPECT OF COMPOUND TERM-NOUNS IN ENGLISH TEXTS ON ELECTRICAL ENGINEERING Yuliia Karachun
	SOCIO-HUMANITARIAN DIMENSIONS OF THE QUALITY OF URBAN PUBLIC TRANSPORT SERVICES IN THE CONTEXT OF THE EMERGING DIGITAL ECONOMY AND INFORMATION SOCIETY Maksym Borozenets
	GLOBAL INFORMATIZATION OF HIGHER TECHNICAL EDUCATION AS A COMPONENT OF HUMANIZATION OF PROFESSIONAL CULTURE Oksana Voznyuk, Anna Shayner
	SOME ASPECTS OF STUDYING POWER FITNESS BY STUDENTS OF SPECIALTY "PHYSICAL CULTURE AND SPORTS" Dmytro Zhvavyi
12:00-12:30	Questions and discussion
12:30-13:00	Break

*Section 2-a. Educational and psychological issues of the development of the digital society.*  
 Moderator: IRYNA OSTOPOLETS

10:20-12:00	HIGHER EDUCATION IN AN INFORMATION SOCIETY ENVIRONMENT Oleksandr Nepsha, Larysa Prokhorova, Svitlana Hryshko, Valentina Ivanova, Tatyana Zavyalova
	PRIORITY CHANGES IN THE EDUCATION SPHERE IN THE CONDITIONS OF DIGITAL TRANSFORMATION Svitlana Tiutiunnykova, Oksana Berveno
	PSYCHOLOGICAL MECHANISMS OF EMOTIONAL STRESS CORRECTION Natalia Afanasieva, Natalia Mirshavka
	PERSONAL DEVELOPMENT OF THE LAW STUDENTS IN THE INFORMATION SOCIETY Inna Borkovska
12:00-12:30	Questions and discussion
12:30-13:00	Break

*Section 3-a. Contemporary problems of the digital economy development.*  
 Moderator: ALEKSANDER OSTENDA

10:20-12:00	INTRODUCTION OF PURCHASE MANAGEMENT INFORMATION SYSTEMS AND PARTNERSHIP RELATIONS WITH SUPPLIERS Maria Grygorak, Nataliia Trushkina
	EVALUATION OF MARKETING ACTIVITY OF TRADING ENTERPRISES Oksana Dankeieva
	INFORMATION TECHNOLOGIES AND DIGITALIZATION IN LOGISTICS Liliia Kustrich
	USING A VALUE APPROACH FOR MANAGING INNOVATIVE PROJECTS Viktor Morozov, Anna Kolomietc
12:00-12:30	Questions and discussion
12:30-13:00	Break

*Section 1-b. The formation of the digital society: social and humanitarian aspects.*  
 Moderator: YANA SUCHIKOVA

13:00-14:20	FEATURES OF STUDYING UKRAINIAN LANGUAGE AS FOREIGN BY INDIAN STUDENTS OF THE ENGLISH FORM STUDY Olha Zhava
	DEVELOPMENT OF COMMUNICATION MANAGEMENT IN TOURISM Nataliia Ivasyshyna
	USE OF INTERNET TECHNOLOGIES IN THE MARKETING ACTIVITIES OF THE TOURISM ENTERPRISES Raisa Kozhukhivska
14:20-15:00	Questions and discussion

*Section 2-b. Educational and psychological issues of the development of the digital society.*

Moderator: OLHA SHAPOVALOVA

13:00-14:20	THE PROBLEM OF BULLYING IN THE MODERN INFORMATION SOCIETY Anna Kolchyhina, Yuliia Bilotserkivska
	MODERN TRENDS IN DISTANCE LEARNING IN HIGHER EDUCATION INSTITUTIONS Olha Lunhol, Liudmyla Sukhovirska, Polina Kovalenko, Vasyl Bolilyi
	SOCIAL, ADMINISTRATIVE AND EDUCATIONAL DIMENSIONS OF THE “HUMAN – SUBJECT OF ECONOMIC LIFE” PHENOMENON UNDER CONDITIONS OF INFORMATION SOCIETY TRANSITION TO A NEW LEVEL OF DEVELOPMENT Tetiana Miier, Larysa Holodiu
	WHAT DOES EDUCATION SPHERE MEAN FOR URBAN ECONOMY? Tetyana Nestorenko, Aleksander Ostenda, Tamara Makarenko
14:20-15:00	Questions and discussion

*Section 3-b. Contemporary problems of the digital economy development.*

Moderator: PAWEŁ MIKOS

13:00-14:20	METHODS OF ASSESSMENT OF THE EFFICIENCY OF USE OF INFORMATION TECHNOLOGIES AT THE TOURIST INDUSTRY ENTERPRISES Alina Pylchenko
	ECONOMY DIGITALIZATION AS A GEO-ECONOMIC TRANSFORMATIONS VECTOR AND A FACTOR OF INTERNATIONAL TRADE DEVELOPMENT Svitlana Svirko, Kateryna Shymanska
	QUALITY CRITERIA TREE AS THE MAIN METHOD OF QUALIMETRY Yana Suchikova, Olena Taranukha, Magdalena Wierzbik-Strońska
	DIGITAL TRANSFORMATION OF SOCIO-ECONOMIC SYSTEMS (REGIONS) OF UKRAINE Iryna Topalova
14:20-15:00	Questions and discussion

**Day 2: May 5, 2020**

*Section 1-c. The formation of the digital society: social and humanitarian aspects.*

Moderator: OLHA ZHVAVA

11:00-12:30	SPECIFICS OF REPRESENTING CHARACTER’S VOICE IN THE ENGLISH MODERNIST TEXT Hanna Matkovska
	REVITALIZING ANCIENT PATHOS IN ENGLISH INTERNET MEDIA DISCOURSE (BASED ON MATERIALS OF BBC NEWS TEXTS) Anna Nabok
	INVESTIGATION OF THE STRENGTH OF STEEL REINFORCEMENT OF OPERATED STRUCTURES BY THE METHOD OF "THREAD CUT" Yuriii Otrosh, Andrii Kovalov, Albina Haponova,
	DIGITAL BRANDING AS THE BASIC CONSTRUCTION OF CREATING THE HUMANITY OF THE BRAND Larysa Radkevych
12:30-13:00	Questions and discussion
13:00-14:00	Break

*Section 2-c. Educational and psychological issues of the development of the digital society.*  
 Moderator: TETIANA SERGIIENKO

11:00-12:30	MENTAL DEPRIVATION IN QUARANTINE AND INSULATION CONDITIONS IN CONNECTION WITH COVID-19 Iryna Ostopolets, Tetiana Ulianova, Iryna Kurilchenko
	PEDAGOGICAL MODELING OF JUNIOR SCHOOLCHILDREN'S COGNITIVE MOTIVATION FORMATION Svitlana Parfilova, Olha Shapovalova, Yevdokiia Kharkova, Olena Gavrido
	THE ESSENCE OF "CULTURE" AND "PEDAGOGICAL CULTURE" IN THE CONTEXT OF MODERN TRAINING OF FUTURE TEACHERS Yurii Smakovskiy
12:30-13:00	Questions and discussion
13:00-14:00	Break

*Section 1-d. The formation of the digital society: social and humanitarian aspects.*  
Moderator: YURII SMAKOVSKYI

14:00-15:10	FEATURES OF FORMATION OF INFORMATION SOCIETY IN UKRAINE IN THE CONDITIONS OF HYBRID PEACE AND WAR Tetiana Sergiienko
	DEVELOPMENT OF INFORMATIVE ASSISTANCE THAT FEATURES OF ESTABLISHING THE PRIMARY MEDIUM OF NOW HAVING A PURCHASE OF VISIT Yana Topolnyk
	INFLUENCE OF INFORMATION-COMMUNICATION TECHNOLOGIES DEVELOPMENT ON HUMANITARIAN EDUCATION Tetiana Sharhun, Andrii Potseluiko, Antonina Muntian
15:10-15:30	Questions and discussion

**CLOSING AND SUMMARY OF THE CONFERENCE**

15:30-15:40	Closing and summary of the conference (on-line): prof. WST dr Aleksander Ostenda RECTOR WST
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ІНСТИТУТ  
дослідження  
просторового  
розвитку

