Trade in Ukraine: Wartime Challenges and a New Architecture for Development

State University of Trade and Economics

11 November 2026, Kyiv

THE International Scientific and Practical Conference

10:00
10:10



Anatolii MAZARAKI

UniversityRector, Doctor of Economics, Professor, Full Member of the National Academy of Educational Sciences of Ukraine

CONFERENCE OPENING. WELCOME ADDRESS TO THE CONFERENCE PARTICIPANTS

10:10
10:20



Viktor OSYKA

Dean of the Faculty of Trade and Marketing, Doctor of Technical Sciences, Professor

WELCOME ADDRESS TO THE CONFERENCE PARTICIPANTS

10:20
10:40



TOWARDS QUALITY 5.0: SMART QUALITY CONTROL FOR SUSTAINABLE FOOD SYSTEMS

Professor, dr hab. Ewa SIKORSKA

Director of the Institute of Quality Science,
Head of the Department of Technology and Instrumental Analysis
Poznań University of Economics and Business, Poland
President of the International Society of Commodity Science and Technology (IGWT)

10:40
11:00



ENERGY SECURITY IN TRANSITION: RE-ROUTING TRADE AND HUB DYNAMICS IN THE EU'S EASTERN REGIONS

Dr hab. Dominika CHOROŚ-MROZOWSKA

Prof. UEK, Associate Professor, Department of Applied Economics, Deputy Head of the Centre for Security Studies, Krakow University of Economics, Poland

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COMMODITY SCIENCE AMID CONTEMPORARY CHALLENGES AND THE TRANSFORMATION OF GLOBAL TRADE

Anatolii MAZARAKI

UniversityRector, Doctor of Economics, Professor, Full Member of the National Academy of Educational Sciences of Ukraine, SUTE

Nataliia PRYTULSKA

First Vice Rector on Scientific and Pedagogical Work, Doctor of Technical Sciences, Professor. SUTE

Taras KARAVAYEV

Doctor of Technical Sciences, Professor, Professor of the Department of Commodity Science and Customs Affairs, SUTE

Members of the International Society of Commodity Science and Technology (IGWT)

11:20
11:40



TRADE 5.0 AMID WAR AND UNCERTAINTY: INNOVATIVE IMPERATIVES FOR DEVELOPMENT

Tetiana ZUBKO

Doctor of Economics, Professor, Professor of the Department of World Economy, SUTE

11:40
12:00



AGRICULTURAL TRADE AMID PRICE AND LOGISTICAL UNCERTAINTY

Anton ZHEMERDIEIEV

Chief Commercial Officer, TAS AGRO LLC

12:00
12:20



RESILIENCE MARKETING: A PRACTICAL CASE STUDY OF REVIVING A NATIONAL FMCG BRAND FOLLOWING CRITICAL DESTRUCTION

Sergii SIAZIN

CEO, Good Foods Company LLC, Yofi! TM

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12:20
12:40



STREAMING ANALYTICS FOR EARLY DETECTION OF CHANGES IN TRADE PROCESSES AMID WAR

Andrii ROSKLADKA

Doctor of Economics, Professor, Head of the Department of Digital Economy and System Analysis. SUTE

12:40
13:00



CUSTOMER EXPERIENCE AT THE LIMITS OF BUSINESS CAPABILITIES: HOW TO MAINTAIN LOVE BRAND STATUS IN TIMES OF ADVERSITY

Artem SHLAPAK

Managing Director, Malls Club of Ukraine

13:00
13:20



CUSTOMER EXPERIENCE MANAGEMENT AS A MANAGEMENT FUNCTION ENSURING BUSINESS RESILIENCE AMID UNCERTAINTY

Natalia TOTSKA

Customer Experience Management Expert, TOTSKA Customer Vista Advising

13:20
13:40



MARKETING APPROACHES TO FINANCING INNOVATION IN THE CONTEXT OF ECONOMIC DIGITALIZATION

Olena ZINCHENKO

Doctor of Economics, Professor, Professor of the Department of Business Finance and Innovation Development, Full Member of the Academy of Economic Sciences of Ukraine, Kryvyi Rih National University

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14:00



MARKETPLACES IN E-COMMERCE: ROLE, OPPORTUNITIES, AND TRENDS

Maryna KOTOVA

PhD in Economics, Associate Professor, Associate Professor of the Department of Logistics and Trade Business, SUTE

14:00
14:20



WELLNESS MARKETING AMID WARTIME CHALLENGES

Liubov VASYLYSHYNA

PhD in Economics, Associate Professor, Doctoral Student, Department of Marketing, SUTE

14:20
14:40



TRANSFORMATION OF BUSINESS COMMUNICATION MEDIA MODELS IN THE TRADE 5.0 ECOSYSTEM

Diana FAIVISHENKO

Doctor of Economics, Professor, Head of the Department of Journalism and Advertising, SUTE

14:40
15:00

DISCUSSION. CONFERENCE SUMMARY. CLOSING CEREMONY.





MODERATORS:

Alina NECHYPORUK

PhD in Economics, Associate Professor, Associate Professor of the Department of Logistics and Trade Business, SUTE

Taras KARAVAYEV

Doctor of Technical Sciences, Professor, Professor of the Department of Commodity Science and Customs Affairs, SUTE

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