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KA2 - Cooperation for innovation and the exchange of good practices  
**Capacity Building in Higher Education**  
Joint project

# **“DIGITALIZATION OF ECONOMIC AS AN ELEMENT OF SUSTAINABLE DEVELOPMENT OF UKRAINE AND TAJIKISTAN (DigEco)”**

**(up to date Achieved Project results,  
Quality Assurance Control)**

**ZHYTOMYR POLYTECHNIC STATE UNIVERSITY  
International Project Meeting within DigEco Consortium**

**Maribor, 5-9 June, 2023**





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## Implementation of the DigEco disciplines within specialties at Zhytomyr Polytechnic

**DigEco Project provides a professional training of highly qualified specialists in Digital Economics within 6 Specialties:**

**051** Economics

**072** Finance, banking and insurance

**073** Management

**076** Entrepreneurship, Trade and Stock Exchanges

**242** Tourism

**292** International Economic Relations



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# Zhytomyr Polytechnic DigEco Web Platform

<https://dig2eco.ztu.edu.ua/>





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## DigEco educational-professional programs at Zhytomyr Polytechnic

DigEco educational-professional programs for the Second (Master's) level of higher education at ZPSU last for one year and four months for a total of 90 ECTS. According to the Law of Ukraine "On Education" and the Order of Ministry of Education and Science of Ukraine No. 1/9-126 when developing curricula the following rules are taken into consideration:

**1/3 hours – class work, 2/3 hours - independent study;**  
**Max 75% - compulsory discipline, Min 25% - free student choice;**  
**The curricula consist of two parts - Obligatory and Selective part.**





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# Developed and Implemented «DigEco» Curricula at Zhytomyr Polytechnic [dig2eco.ztu.edu.ua/results](http://dig2eco.ztu.edu.ua/results)



051 Economics



072 Finance, banking and insurance



073 Management



076 Entrepreneurship, Trade and Stock Exchanges



242 Tourism



292 International Economic Relations



Faculty of Business and Service Sector (FBSS)



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# Developed and Implemented «DigEco» Syllabi at Zhytomyr Polytechnic [dig2eco.ztu.edu.ua/results](http://dig2eco.ztu.edu.ua/results)



- ## List of DigEco disciplines:
- |   |  |   |
|---|--|---|
| 1. Agile project management                     | 5. Big Data Management   | 9. Digital Marketing in Action                    |
| 2. Big data analytics and business intelligence | 6. Blockchain, Innovation management and Disruptive technology | 10. Design thinking                               |
| 3. Big Data Analytics in Finance                | 7. Data Analytics for Marketing                                | 11. Digital Literacy                              |
| 4. Big Data Management                          | 8. Data Entrepreneurship in Action                             | 12. Digital Performance in Business and Economics |
|   |  | 13. Fintech in banking                            |





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## ECTS credits contribution of DigEco disciplines at Zhytomyr Polytechnic

(OC - obligatory component; SC – selective component)

Code	Components of the educational program (training courses, course papers, practical trainings, qualification work)	ECTS credits	Form of final control
OC	Agile project management	4	Test
OC	Big data analytics and business intelligence	3	Exam
OC	Big Data Analytics in Finance	5	Exam
OC	Big Data Management	6	Exam
SC	Blockchain, Innovation management and Disruptive technology	3	Test
OC	Data Analytics for Marketing	5	Exam
OC	Data Entrepreneurship in Action	4	Exam
OC	Design thinking	4	Test
OC	Digital Business Models	4	Exam
OC	Digital Literacy	4	Test
SC	Digital Marketing in Action	3	Test
OC	Digital Performance in Business and Economics	4	Exam
SC	Fintech in banking, insurance and asset management	5	Exam
<b>Total amount of ECTS credits:</b>		<b>54</b>	





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# DigEco Quality Assurance Strategy Introduction at ZPSU

## Order of forming DigEco Internal Quality Assurance Control Group at ZPSU.

In accordance with the First Vice Rector's Order № 68/od from 07/02/2021 for monitoring the quality of DigEco project implementation at Zhytomyr Polytechnic State University, it is formed DigEco Quality Assurance Control Group which is led by vice-rector for scientific and pedagogical work – Andrii Morozov.







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# DigEco Quality Assurance Strategy Introduction at ZPSU

## Developed and Approved DigEco Quality Assurance and Quality Control Plan at ZPSU.

In accordance with the Quality Assurance Plan/Strategy of the DigEco Project, at Zhytomyr Polytechnic State University it is Developed and Approved by First Vice Rector from 23/02/2021 – “Quality Assurance and Quality Control Plan”, which also includes “Plan of measures to ensure the quality of DigEco educational content at ZPSU” and “Monitoring schedule of project activities”.



ПЛАН  
забезпечення та контролю якості Проєкту  
Erasmus+ «Цифровізація економіки як елемент сталого розвитку України та Таджикистану (DigEco 618278-EPP-1-2020-1-LT-EPPKA2-CBHE-IP» для Державного університету «Житомирська політехніка»  
Quality Assurance and Quality Control Plan  
Erasmus + Digitalization of economic as an element of sustainable development of Ukraine and Tajikistan / DigEco 618278-EPP-1-2020-1-LT-EPPKA2-CBHE-IP for ZPSU

№	Діяльність / Activities	Термін / Timeline
1	Створення групи забезпечення якості ДУ «Житомирська політехніка» / Development ZPSU Quality Assurance Group (QAG)	07.02.2022
2	Щоденна внутрішня оцінка / Day-to-Day Internal Evaluation	Протягом дії проєкту / during the DigEco
3	Звітність про досягнення основних етапів/індикаторів прогресу до ЖС / reports on achieving the milestones/indicators of progress to JCC	Кожні 6 місяців / every 6 months
4	Експертні оцінки / peer reviews	Протягом дії проєкту / during the DigEco
5	Оціночні опитування / evaluation surveys	Кожні 6 місяців / every 6 months
6	Внутрішні інституційні оцінювальні комісії / internal institutional evaluation boards	Щорічно / every year
7	Своєчасна робота та результативні показники / timely work and performance indicators	Протягом дії проєкту / during the DigEco
8	Індикатори прогресу: - зворотній зв'язок від партнерів з ЄС під час семінарів; - своєчасна робота з організації та проведення навчальних семінарів; - регулярне виконання інформаційних проєктів; - своєчасна робота з організації та проведення опитування за розробленими курсами Indicators of the progress: - Feedback from EU partners during workshops;	Протягом дії проєкту / during the DigEco





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## DigEco Quality Assurance Strategy Introduction at ZPSU

### Quality Assurance of DigEco Key Performance Indicators (KPI) and expected tangible results from the project at ZPSU

Planned for DigEco Project at ZPSU	Reached
13 DigEco curricular implemented in study process	Full Implemented
Teaching/learning materials, e-learning courses inc. PIE components developed	Full Implemented
Digitalization work material of 13 MA courses inc. PIE component. 13 virtual courses inc. PIE component downloaded to the VPLP	Full Implemented
VIDEL Lab incl. PIE components created	Full Implemented
1 guideline inc. PIE components developed (according National Law) in Ukrainian and English	Ongoing
9 teachers retrained at P1-P3 on Digital Economic Courses, incl. PIE component.	Full Implemented
45 teachers retrained on Digital Economic Courses inc. PIE at home basis at P4	Full Implemented





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## DigEco Quality Assurance Strategy Introduction at ZPSU

### Quality Assurance of DigEco Key Performance Indicators (KPI) and expected tangible results from the project at ZPSU

Planned for DigEco Project at ZPSU	Reached
Digital Economic Courses inc. PIE component methodologies developed with the focus on regional stakeholders demand and directions of P6 and implemented in study process.	Full Implemented
Min. 40 students participated in pilot teaching using created leaning environment on new curricular	Ongoing
Min 20 students created 5 joint Master's projects using digital economic methodology and PIE component	Full Implemented
4 surveys of students/teachers conducted according QP at P4	Ongoing
no less 40 students/ 21 teachers participated in surveys	Ongoing
Min 3 interval evaluation reports	Ongoing



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## DigEco Quality Control Plan reached within 24 months for ZPSU

Title	015 «Economics»
Level of study	MA
List of subjects and credits (ECTS or comparable credit system) for each of them	Data Analytics for Marketing - 3 ECTS Data Entrepreneurship in Action - 3 ECTS Digital Marketing in Action - 3 ECTS Digital Business Models - 5 ECTS Big Data Management - 6 ECTS Agile project management - 4 ECTS Digital Performance in Business and Economics - 4 ECTS
Estimated date of accreditation and accreditation body	October 2023
% of the modernized subjects compared to total subjects included in the course	31%
Number of students to be accepted in the first year/ second year	28/44
Number of teaching staff to be trained	3 at EU HEIs / 12 at home basis



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## DigEco Quality Control Plan reached within 24 months for ZPSU

Title	072 «Finance, banking and insurance»
Level of study	MA
List of subjects and credits (ECTS or comparable credit system) for each of them	Blockchain, Innovation management and Disruptive technology - 3 ECTS Fintech in banking, insurance and asset management - 5 ECTS Big Data Analytics in Finance - 5 ECTS Digital Literacy - 5 ECTS
Estimated date of accreditation and accreditation body	October 2023
% of the modernized subjects compared to total subjects included in the course	20%
Number of students to be accepted in the first year/ second year	62/84
Number of teaching staff to be trained	1 at EU HEIs / 10 at home basis



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## DigEco Quality Control Plan reached within 24 months for ZPSU

Title	073 «Management»
Level of study	MA
List of subjects and credits (ECTS or comparable credit system) for each of them	Digital literacy - 4 ECTS Digital Business Models - 4 ECTS Big Data Management - 5 ECTS Agile project management – 4 ECTS
Estimated date of accreditation and accreditation body	October 2023
% of the modernized subjects compared to total subjects included in the course	19%
Number of students to be accepted in the first year/ second year	60/114
Number of teaching staff to be trained	3 at EU HEIs / 12 at home basis



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## DigEco Quality Control Plan reached within 24 months for ZPSU

Title	076 «Entrepreneurship, trade and stock exchanges»
Level of study	MA
List of subjects and credits (ECTS or comparable credit system) for each of them	Digital literacy - 4 ECTS Data Analytics for Marketing - 5 ECTS Digital Marketing in Action - 3 ECTS Design Thinking - 4 ECTS
Estimated date of accreditation and accreditation body	October 2023
% of the modernized subjects compared to total subjects included in the course	18%
Number of students to be accepted in the first year/ second year	11/47
Number of teaching staff to be trained	1 at EU HEIs / 7 at home basis



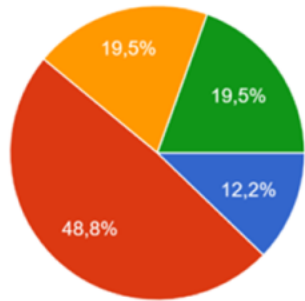
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## DigEco Quality Assurance Surveys for Students, Teachers and Partners (Stakeholders)

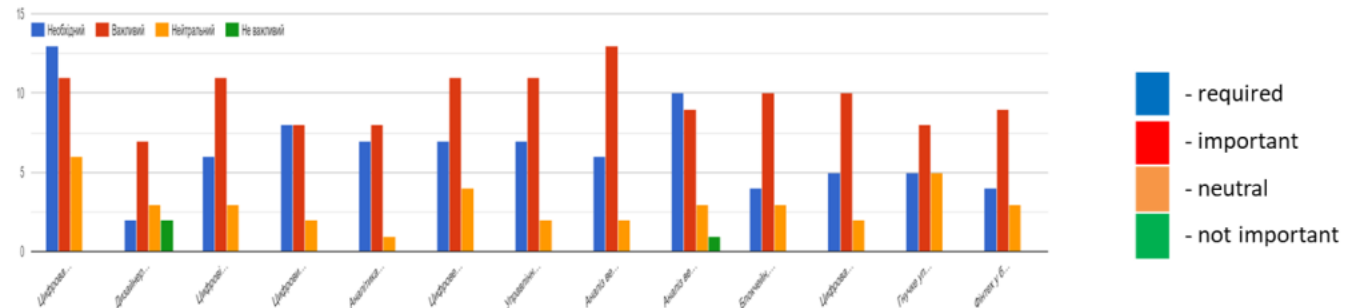
### Visual interpretation of the Quality Assurance Students Surveys Results

Students Applicants distribution by Specialties:



- 051 «Економіка»
- 072 «Фінанси, банківська справа та страхування»
- 073 «Менеджмент»
- 076 «Підприємництво, торгівля та біржова діяльність»

General Students' Level of Satisfaction of the DigEco MP Course Quality:



<https://dig2eco.ztu.edu.ua/qa/>



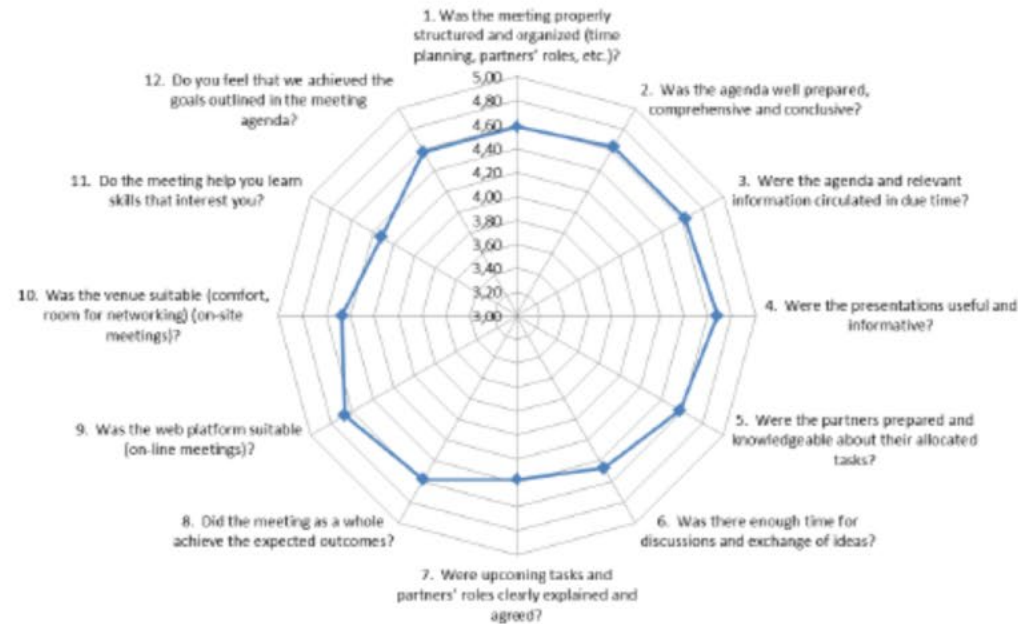


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## DigEco Project Meeting Quality Reports

### Visual interpretation of the Meeting Quality Report Results (University of Applied Sciences Hamburg (Germany), May 28 - June 03, 2022)



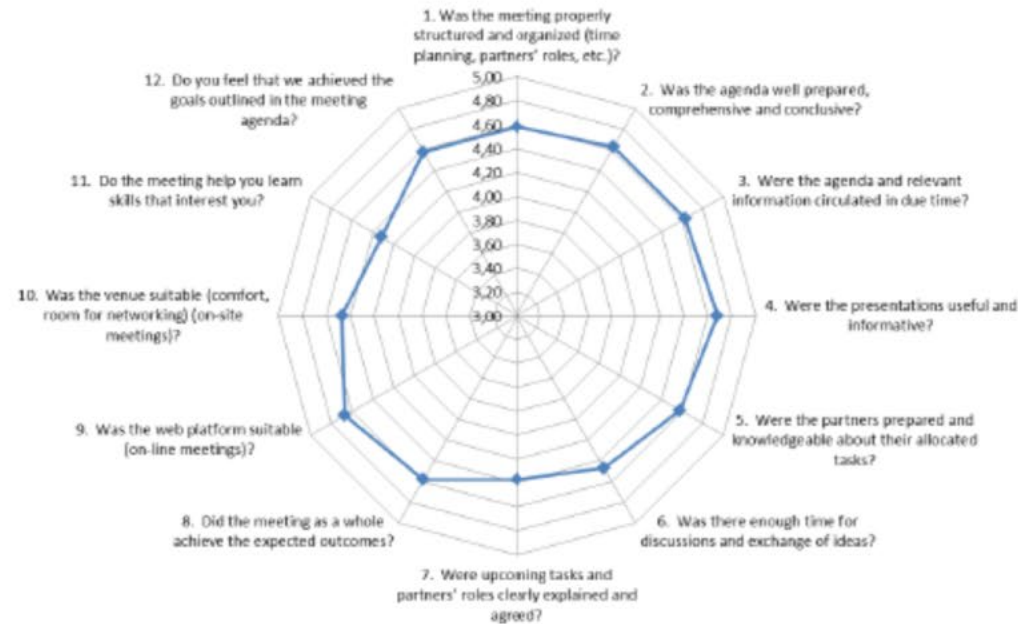


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## DigEco Project Meeting Quality Reports

### Visual interpretation of the Meeting Quality Report Results University of Maribor (Slovenia), October 03 - 07, 2022





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## Introduction of DigEco Project at Zhytomyr Polytechnic in numbers

- 49** Number of teachers involved so far
- 360** Number of students involved so far
- 16** Number of inclusive students involved so far

Involvement of industrial, economic, social partners:

- 8** - round tables with stakeholders
- 6** - conferences
- 18** - partnership Agreements with local Companies





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# Modern DigEco Lab with new equipment and software





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# Modern DigEco Lab with new equipment and software

<https://docs.ztu.edu.ua/?mdocs-file=1752>





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## Equipment bought at Zhytomyr Polytechnic within DigEco Project

Group of Equipment	Elements	System Parameters	Quantity
Computers	a. OFFICE COMPUTERS Vinga 5009 Intel Core i3/8Gb DDR4/500Gb SSD		18
	b. LAPTOPS ASUS X515JP-BQ031		10
Multimedia equipment	INTERACTIVE DISPLAY PANEL iBoard 86"		1
Technical training	PHOTOCAMERA	Sony Alpha A7 Mark III body	1
	PORTABLE ELECTRONIC MAGNIFIER	Explore 8 HD	2
	DESKTOP BRAILLE PRINTER	VP EmBraille	1
	PORTABLE BRAILLE DISPLAY	Brailliant BI 40X	1
Software	Adobe Creative Cloud + IBM SPSS Statistics		1
Peripherals	MULTI-FUNCTIONAL DEVICE	Canon i-Sensys MF237w	1





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# DigEco lecturers participation in inclusive education trainings

**CERTIFICATE** 

confirms that  
**TETIANA ZAVALII**  
from Zhytomyr Polytechnic State University (Ukraine)  
completed

DigEco Project Inclusive Education training for teachers and stakeholders  
27-29 of January 2022  
provided under Erasmus+ project: 618270-EPP-1-2020-1-LT-EPPKAZ-CBHE-OP  
Digitalization of economic as an element of sustainable development  
of Ukraine and Tajikistan / DigEco

The training consists of the following topics:

1. Psychological readiness of teachers to work with people with disabilities	(3 Hours)
2. The visual and practical orientation of the inclusive educational process	(3 Hours)
3. Formation of positive motivation of people with disabilities	(3 Hours)
4. Methods of teaching the digital economy in the context of inclusive education	(3 Hours)
5. Networking on Project Inclusive Education	(3 Hours)

In total 15 hours (0.5 credits)

  
**IRYNA SARANCHA**  
Chairperson of the Board  
Vinnytsia City Organization for  
Social Development of Certain  
Vulnerable Categories of Young  
People "Parostok" (Ukraine)

  
**ZANETA SIMANAVICHENE**  
Prof. habilit. dr. Project Coordinator  
Doctor of Soc. w. Sciences,  
Habilitated professor in Academy  
of Educ. Sciences of Ukraine  
University (Ukraine)



No P812-2022

**CERTIFICATE** 

confirms that  
**HALYNA TARASIUK**  
from Zhytomyr Polytechnic State University (Ukraine)  
completed

DigEco Project Inclusive Education training for teachers and stakeholders  
27-29 of January 2022  
provided under Erasmus+ project: 618270-EPP-1-2020-1-LT-EPPKAZ-CBHE-OP  
Digitalization of economic as an element of sustainable development  
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3. Formation of positive motivation of people with disabilities	(3 Hours)
4. Methods of teaching the digital economy in the context of inclusive education	(3 Hours)
5. Networking on Project Inclusive Education	(3 Hours)

In total 15 hours (0.5 credits)

  
**IRYNA SARANCHA**  
Chairperson of the Board  
Vinnytsia City Organization for  
Social Development of Certain  
Vulnerable Categories of Young  
People "Parostok" (Ukraine)

  
**ZANETA SIMANAVICHENE**  
Prof. habilit. dr. Project Coordinator  
Doctor of Soc. w. Sciences,  
Habilitated professor in Academy  
of Educ. Sciences of Ukraine  
University (Ukraine)



No P815-2022

**CERTIFICATE** 

confirms that  
**YULIYA BOGOYAVLENSKA**  
from Zhytomyr Polytechnic State University (Ukraine)  
completed

DigEco Project Inclusive Education training for teachers and stakeholders  
27-29 of January 2022  
provided under Erasmus+ project: 618270-EPP-1-2020-1-LT-EPPKAZ-CBHE-OP  
Digitalization of economic as an element of sustainable development  
of Ukraine and Tajikistan / DigEco

The training consists of the following topics:

1. Psychological readiness of teachers to work with people with disabilities	(3 hours)
2. The visual and practical orientation of the inclusive educational process	(3 hours)
3. Formation of positive motivation of people with disabilities	(3 hours)
4. Methods of teaching the digital economy in the context of inclusive education	(3 hours)
5. Networking on Project Inclusive Education	(3 hours)

In total 15 hours (0.5 credits)

  
**IRYNA SARANCHA**  
Chairperson of the Board  
Vinnytsia City Organization for  
Social Development of Certain  
Vulnerable Categories of Young  
People "Parostok" (Ukraine)

  
**ZANETA SIMANAVICHENE**  
Prof. habilit. dr. Project Coordinator  
Doctor of Soc. w. Sciences,  
Habilitated professor in Academy  
of Educ. Sciences of Ukraine  
University (Ukraine)



No P831-2022









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# DigEco disciplines classes in English

<https://www.youtube.com/watch?v=jSPgi4jLRrw>

Лекція на тему: «Ensuring digital safety» | Житомирська політехніка | DigEco

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DigEco

ZHYTOMYR  
POLYTECHNIC  
STATE UNIVERSITY

**Lecture plan**

1. Protect yourself from phishing
2. Communicate safely online
3. Create strong passwords
4. The best practices for sharing information online
5. Importance of managing your digital footprint

Serhii Lehenchuk

0:24 / 14:59

Прокрутите экран вниз, чтобы посмотреть подробную информацию



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# DigEco disciplines classes

<https://youtu.be/P5lpqTyRrSY>

Лекція на тему: «Дизайн-мислення» | Житомирська політехніка | DigEco

ЖИТОМИРСЬКА ПОЛІТЕХНІКА  
Державний університет

Co-funded by the Erasmus+ Programme of the European Union

Дизайн-мислення

Юлія Богоявленська      Вікторія Кашапова

ІНШІ ВІДЕО

0:17 / 24:04

YouTube



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# DigEco disciplines classes

<https://youtu.be/QXQmy0ZbLu8>

ЖИТОМИРСЬКА  
ПОЛІТЕХНІКА  
ДЕРЖАВНА УНІВЕРСИТЕТ

DigEco  
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of the European Union  
DigEco  
Digitalization of economic as an element of sustainable  
development of Ukraine and Tajikistan

Business Strategy

DIGITAL STRATEGY  
Operational Processes  
Customer Touchpoints  
CULTURE CHANGE

## Цифрові бізнес-моделі

Юлія Богоявленська      Вікторія Кашапова

DIGITAL TRANSFORMATION

Ukrainian  
Territorial  
Network





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## Cooperation with stakeholders



## Meetings with Local and Regional Stakeholders and State Bodies

<https://news.ztu.edu.ua/2022/10/vidkryta-lektsiya-profesionala-praktyka-ta-eksperta-u-galuzi-publichnyh-finansiv-dlya-zdobuvachiv-kafedry-finansiv-ta-tsyfrovoyi-ekonomiky/>  
<https://fbso-news.ztu.edu.ua/2022/10/zasidannya-naukovogo-gurtka-finansyst/>  
<https://fbso-news.ztu.edu.ua/2022/11/vidkryta-lektsiya-upravlinnya-finansamy-v-it-biznesi/>  
<https://news.ztu.edu.ua/2022/11/zustrich-studentiv-fakultetu-biznesu-ta-sfery-obslugovuvannya-zi-stejkholderom/>  
<https://news.ztu.edu.ua/2022/11/vidkryta-lektsiya-frontend-rozrobnyka-kompaniyi-beetroot-romana-melnychenka-dlya-studentiv-zhytomyrskoyi-politehnyky/>  
<https://news.ztu.edu.ua/2022/11/zustrich-nachalnyka-viddil-marketyngu-ta-reklamy-at-zhytomyrskiy-maslozavod-zi-studentamy/>  
<https://news.ztu.edu.ua/2022/12/uchast-studentiv-zhytomyrskoyi-politehnyky-u-vidkrytij-lektsiyi-norvezkogo-ekonomista-erika-rajnerta/>  
<https://news.ztu.edu.ua/2022/12/vidkryta-lektsiya-majnera-vladyslava-petrozhalko-dlya-studentiv-kafedry-finansiv-ta-tsyfrovoyi-ekonomiky/>  
<https://fbso-news.ztu.edu.ua/2022/11/uchast-magistriv-ta-aspirantiv-finansystiv-u-seminari-natsionalnogo-banku-ukrayiny/>





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## Cooperation with stakeholders



### Cooperation Agreements:

- PJSC "Meblі"
- Regional Social Organization "Youth. Woman. Family."
- PE Polchanov
- LLC "KRAN"





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# DigEco Conferences

Програма Конференції 2023

## Organizational Committee:

**Chairman:**  
IEVDOKYMOV Viktor – rector of Zhytomyr Polytechnic State University, Doctor of Economic Sciences, Professor.

**Vice-Chairmen:**  
OLIYNYK Oksana – first vice-rector of Zhytomyr Polytechnic State University, Doctor of Economic Sciences, Professor.

TARASIUK Halyna – Dean of the Faculty of Business and Service Sector, Doctor of Economic Sciences, Professor.

## Members of Organizational Committee:

VYHOVSKA Nataliia – Head of the Department of Finance and Digital Economy of Zhytomyr Polytechnic State University, Doctor of Economic Sciences, Professor.

LEHENCHUK Serhii – Head of the Department of Information Systems in Management and Accounting of Zhytomyr Polytechnic State University, Doctor of Economic Sciences, Professor.

OSTAPCHUK Tetiana – Head of the Department of Management, Business and Marketing Technologies of Zhytomyr Polytechnic State University, Doctor of Economic Sciences, Professor.

**Executive Secretary:**  
PASHCHENKO Olha – Associate Professor of the Department of Management, Business and Marketing Technologies of Zhytomyr Polytechnic State University, Candidate of Economic Sciences, Docent.

**Application**  
of the participant of the All-Ukrainian scientific and practical on-line conference of applicants for higher education and young scientists  
«**Impact of innovative changes on the development of society: management and socio-economic aspects**»  
(dedicated to the Day of Science)

Full name \_\_\_\_\_  
Scientific degree \_\_\_\_\_  
Academic rank \_\_\_\_\_  
Position \_\_\_\_\_  
Institution \_\_\_\_\_  
Address \_\_\_\_\_  
Phone number \_\_\_\_\_  
e-mail \_\_\_\_\_  
Topic of the report \_\_\_\_\_  
Section \_\_\_\_\_  
Form of participation:

- √ part-time participation (publication of abstracts);
- √ presentation of the report (up to 10 min.);
- √ participation as a listener.

Ministry of Education and Science of Ukraine, Institute of Education Content Modernization,  
State Tax University  
Institute of Accounting and Finances of NAAS Kyiv National Economic University named after Vadym Hetman  
Department of Agricultural Development and Economic Policy of Zhytomyr Regional Military Administration,  
Department of Culture and Tourism of Zhytomyr Regional Military Administration,  
National University of Water and Environmental Engineering (Rivne),  
Odesa State Economic University,  
Black Sea Research Institute of Economy and Innovation (Odesa)  
Zaporizhzhia National University,  
National University of Life and Environmental Sciences of Ukraine (Kyiv)  
National Aviation University (Kyiv)  
Ternopil Ivan Pukil National Technical University

**All-Ukrainian scientific and practical on-line conference of applicants for higher education and young scientists**

„**IMPACT OF INNOVATIVE CHANGES ON THE DEVELOPMENT OF SOCIETY: MANAGEMENT AND SOCIO-ECONOMIC ASPECTS**”  
(dedicated to the Day of Science)



Zhytomyr,  
May 19th 2023!

## Dear colleagues!

Zhytomyr Polytechnic State University invites scientists, teachers, doctoral students, graduate students, undergraduates, as well as specialists who are interested in the problems and prospects of society development to take part in the All-Ukrainian scientific and practical on-line conference of applicants for higher education and young scientists «**Impact of innovative changes on the development of society: management and socio-economic aspects**» (dedicated to the Day of Science), which will be held on May 19, 2023.

## The working process will be carried out in sections:

- Section 1. Accounting, analysis, audit, customs and taxation.**
- Section 2. Finance, banking and insurance.**
- Section 3. Problems and prospects of economic development.**
- Section 4. Imperatives of management, marketing and business development.**
- Section 5. Actual problems of tourism development.**
- Section 6. Hospitality industry: problems and prospects.**
- Section 7. Digitalization of the economy as an element of sustainable development of Ukraine.**

## Conditions of participation in the conference

Participation in the conference is **FREE**. Abstracts and the application of the conference participant must be sent to the email address of the organizing committee **by 10.05.2023**. Confirmation of receipt of materials will be sent **within 2 working days**. Works that do not meet the requirements or were sent with a delay will not be considered.

## Requirements regarding materials

Abstracts should be drawn up in a Microsoft Word document type file

Page format - A4, margins - 25 mm on all sides, book orientation, font "Times New Roman", size - 10 points, line spacing - single, without indents). The text should be 1 or 2 full pages long.

### Composition:

1. UDC index in the upper left corner (9 points).
2. Surname and initials of the author, supervisor, position, scientific degree, academic title in bold, flush right - abbreviated (11 points).
3. Full name of the educational institution (10 points, italics).

4. The topic of the report (title of the abstract) is in bold, centered (12 points).

5. Abstract text – justified, single line spacing, paragraph indentation – 6 mm.

Pictures should be done in Word. All text inscriptions on pictures should be done only in frames or text frames.

Formulas should be placed with flush left with an indent of 20 mm. Formula numbering – with flush right. TimesET should be used as the main font in formulas. Example:

$$\dot{A} = \frac{dK}{dx}$$

Punctuation marks should be placed outside the formula, not typed in the formula

All letter designations in formulas and figures, as well as in the text of the article, must be the same both in size and font.

## Publication of conference materials

According to the results of the conference, the abstracts of the reports will be posted on the website <https://conf.ztu.edu.ua/> until June 10, 2023.

## Terms of participation in the conference and publication of abstracts

1. Form of participation in the conference: **full-time and part-time**.
2. Abstracts should be submitted **in electronic form only**.
3. Conference languages – Ukrainian, English, Polish.
4. The following must be sent to the e-mail address of the organizational committee no later than the **deadline: an application for participation; abstracts**.

Section	Section Secretary	e-mail:
Section 1.	BEREZIVSKA Marita	up_bmg@ztu.edu.ua
Section 2.	IVANYSKO Nataliia	kfn_inm@ztu.edu.ua
Section 3.	PhD, Assoc. Prof. MELNYK Tetiana	tyu_melnyk@ztu.edu.ua
Section 4.	BIELIAKOV DMYTRO	kmp_bdo@ztu.edu.ua
Section 5.	PhD, Assoc. Prof. KRUHILIAK Maryna	kgn_kme@ztu.edu.ua
Section 6.	PhD, Assoc. Prof. KRUHILIAK Maryna	kgn_kme@ztu.edu.ua
Section 7.	PhD, Assoc. Prof. PASHCHENKO Olha	mm_pop@ztu.edu.ua

5. Name the files by example: Zayavka\_Surname; Tezy\_Surname.

6. **After providing the materials, please wait for confirmation of the receipt.**

**Contact information of the Organizational Committee:**

097 587 40 17 Olha PASHCHENKO





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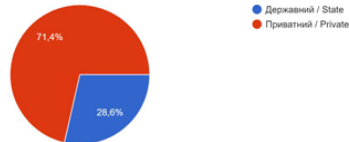


# DigEco Monitoring the Quality of Education

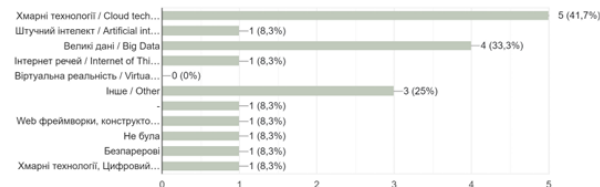
Назва організації, представники якої пройшли опитування:

1. ПрАТ «Меблі»
2. Coderfy LLC
3. Житомирська громадська організація "Молодь. Жінка. Сім'я"
4. Житомирський м'ясокомбінат
5. ТОВ "Українська рекламна агенція "Престиж"
6. Beetroot
7. Епіцентр К
8. АТ КБ ПриватБанк
9. Фоп
10. ФОП Сахокія
11. Оптіма
12. Установа дитячих юнацьких та молодіжних клубів Львівської міської територіальної громади

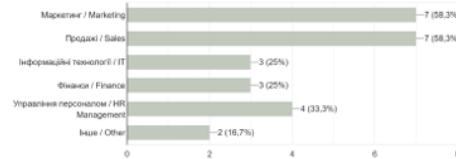
2. До якого сектору економіки ви відноситься? / What kind of sector your organisation belong?  
7 відповідей



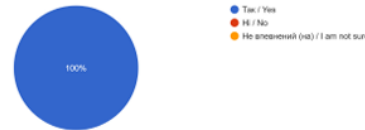
3. Які цифрові технології Ви використовуєте для розвитку Вашої компанії / Which digital technologies are most valuable for the development of your company?  
12 відповідей



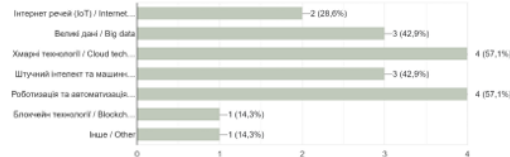
8. Для команд яких відділів Ви хотіли проводити тренінги? / For which departments would you like to provide trainings on digital technologies? (multi select)  
12 відповідей



9. На Вашу думку, використання цифрових технологій в вашій галузі є перспективним? / Do you consider the use of digital technologies in your industry promising?  
7 відповідей



10. Якщо ви вважаєте використання цифрових технологій перспективним у вашій галузі, то які з наведених нижче технологій найбільш цікаві...ost interesting for your company? (multi select)  
7 відповідей



- Stakeholders Survey 2023

- Students Survey 2023



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## Publications within DigEco project framework

### Articles:

- [Tarasyuk H.M. Logistics solutions and supply management in the company: challenges of time. Economy, management and administration. 2021. - № 4\(98\). - P. 42-48.](#)
- [Kulak E.O., Novak O.S., "LATEST NFT DIGITAL ASSETS AND PROSPECTS FOR THEIR DEVELOPMENT"](#)
- [Polchanov A. Yu., Polchanov O. Yu. "REQUIREMENTS FOR A FINANCIAL PROFILE SPECIALIST IN IT COMPANIES"](#)
- [Yaksun V.S., Novak O.S. "CONCEPT OF DIGITAL ASSETS AND THEIR TYPES"](#)
- [Isaiev A.M., V.V. Dovhalyuk, Candidate of Economic Sciences, Associate Professor "IMPACT OF WAR ON THE ECONOMY AND FINANCE OF THE IT SECTOR IN UKRAINE"](#)
- [Nahorny O.S., Lytvynchuk I.V., Doctor of Economic Sciences, Assoc. Prof. "IMPROVEMENT OF THE FUNCTIONING OF THE ELECTRONIC CABINET OF THE TAX PAYER"](#)
- [Vyhovskiy V.G., Goloviichuk G.O., Nahorny O.S. Digital marketing tools as a means of increasing the efficiency of management solutions for logistics enterprises.](#)
- [Zavaliy T.O., Shakhrai V.Yu. The Ukrainian roots of the "father of modern marketing" Philip Kotler.](#)
- [Pylypenko O. V. Development of strategic management at the enterprise in conditions of digitalization of the economy.](#)
- [Zavaliy T. O., Pashchenko O. P., Vyhovskiy V. G. \(2022\). Principles of digital etiquette in marketing communications \[Principles of digital etiquette in marketing communications\]. Marketing and digital technologies. \[S.I.\]. V. 6, n. 2. Pp. 21-37.](#)
- [Zavaliy, T. O. \(2022\). Intangible value drivers of technology companies in the epoch of digitalization: the necessity for further research. Problems of Theory and Methodology of Accounting, Control and Analysis. Vol. 3\(50\). Pp. 23-28.](#)
- [Zavaliy, T. O. \(2022\). Free tools for digital marketers: Google Alerts. Problems of the systemic approach in economics. Vol. 2\(88\). Pp. 131-140.](#)
- [Boiko Liudmyla \(student\), Bogoyavlenska Yuliya. The impact of the lock-down caused by COVID-19 on the digitalisation of the economy in Ukraine. Abstracts of the 3rd International Scientific and Practical Conference "Modern Challenges of Sustainable Business Development" November 3-4, 2022, Zhytomyr.](#)
- [Borovyk D.A. \(student\). Organization of business processes of enterprises in the conditions of digitalization of the economy. Abstracts of the 3rd International Scientific and Practical Conference "Modern Challenges of Sustainable Business Development" November 3-4, 2022, Zhytomyr.](#)







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## Publications within DigEco project framework

### Articles:

[Hrabchenko V.A. \(student\). E-commerce in Ukraine: current state and development prospects. Abstracts of the 3rd International Scientific and Practical Conference "Modern Challenges of Sustainable Business Development" November 3-4, 2022, Zhytomyr.](#)

[Zozulevska T.I. \(student\). Digital tools to rebuild Ukraine's economy after a full-scale invasion. Abstracts of the 3rd International Scientific and Practical Conference "Modern Challenges of Sustainable Business Development" November 3-4, 2022, Zhytomyr.](#)

[Hrybushyn B.M. \(student\). Enterprise competitiveness and its analysis in the conditions of digitalization of the economy. Abstracts of the 3rd International Scientific and Practical Conference "Modern Challenges of Sustainable Business Development" November 3-4, 2022, Zhytomyr.](#)

[Ovander N.L., Krasnoboka A.M. \(student\). Investments in cryptocurrencies and their mining. Abstracts of the 3rd International Scientific and Practical Conference "Modern Challenges of Sustainable Business Development" November 3-4, 2022, Zhytomyr.](#)

[Onushko N.V. \(student\). Economic security in the context of strengthening digitization processes in Ukraine. Abstracts of the 3rd International Scientific and Practical Conference "Modern Challenges of Sustainable Business Development" November 3-4, 2022, Zhytomyr.](#)

[Taraniuk A.V. \(student\). Possibilities of digital platforms for personnel development. Abstracts of the 3rd International Scientific and Practical Conference "Modern Challenges of Sustainable Business Development" November 3-4, 2022, Zhytomyr.](#)

[Shvab M.A. \(student\). Digitalization of business processes of a modern enterprise: opportunities and risks. Abstracts of the 3rd International Scientific and Practical Conference "Modern Challenges of Sustainable Business Development" November 3-4, 2022, Zhytomyr.](#)

[Bogoyavlenska Yu.V., Vladimirtsev V.L. Approaches to the analysis of the effectiveness of the organization of remote employment and the development of digital literacy. Accounting, analysis, audit and taxation: a modern paradigm in the conditions of the information society: Proceedings of the VII International scientific and practical conference dedicated to the 115th anniversary of the "Kyiv National University of Economics named after V. Hetman" \(December 9-10, 2021\) – K. : Kyiv National University of Economics, 2021. – C. 369–371.](#)

[Bondarchuk V.V. Digitalization of the economy of Ukraine as a factor of international competitiveness. Modern challenges of sustainable business development: theses of the speeches of the 2nd International Scientific and Practical Conference on Higher Education and Science - Zhytomyr: Zhytomyr Polytechnic, 2021. - p. 332–333.](#)

[Yuliya Bogoyavlenska. Critical digital literacy as an instrument to minimize managerial risks while war and for post-war reconstruction. Actual problems of management and public administration in the conditions of war and post-war reconstruction of Ukraine. Materials of reports of the All-Ukrainian scientific and practical conference with international participation. Ternopil, May 31, 2022. 542 p. - C. 78-79.](#)



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## Publications within DigEco project framework

### Articles:

[Tkachuk V.O., Obikhod S.V. Structure and classification of e-business models. Economy, management and administration. 2022. Issue 1 \(99\). P. 11-17.](#)

[Shestakova A.V., Tkachuk V.O., Melnyk T.Yu., Travin V.V. Digital capabilities of the agrarian economy of Ukraine during the war period. Economy, management and administration. 2022. Issue 3 \(101\). P. 15-23.](#)

[Bogoyavlenska Y.V., Prokopchuk M.B., Vladimirtsev V.L. \(student\). The development of digital competences as a sub-process for the development of business strategies by the method of design thinking. Economy, management and administration. – 2021. – Issue 4 \(98\). – pp. 49-53.](#)

[Bondarchuk V.V., Shimanska K.V., Bondarchuk L.S. \(student\). Use of influence marketing for product promotion in social networks. Economy, management and administration. – 2021. – Issue 4 \(98\). – pp. 49-53.](#)

[Tkachuk V.O., Melnyk T.Yu., Bogoyavlenska Yu.V. Electronic business: advantages and risks in the period of digital transformation. Economy, management and administration. – 2021. – Issue 4 \(98\). – P. 28-36.](#)

[Yuliya Bogoyavlenska. CRITICAL DIGITAL LITERACY AS AN INSTRUMENT TO MINIMIZE MANAGERIAL RISKS WHILE WAR AND FOR POST-WAR RECONSTRUCTION. Materials of reports of the All-Ukrainian scientific and practical conference with international participation. Ternopil, May 31, 2022. 542 p. - C. 78-79.](#)

[Melnyk T.Yu., Hlod Yu.V. \(student\). Directions of digitization of the forest industry of Ukraine. Abstracts of the 3rd International Scientific and Practical Conference "Modern Challenges of Sustainable Business Development" November 3-4, 2022, Zhytomyr.](#)



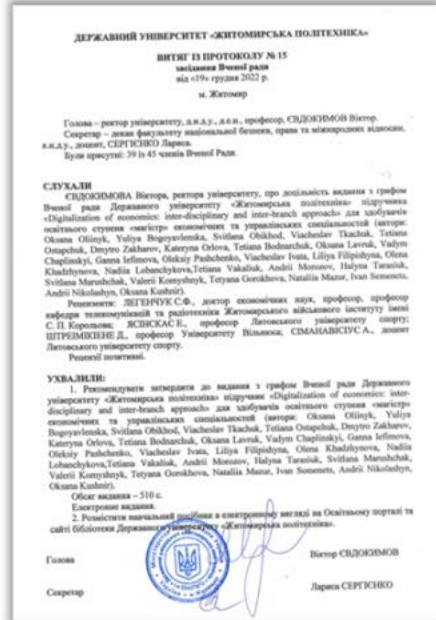
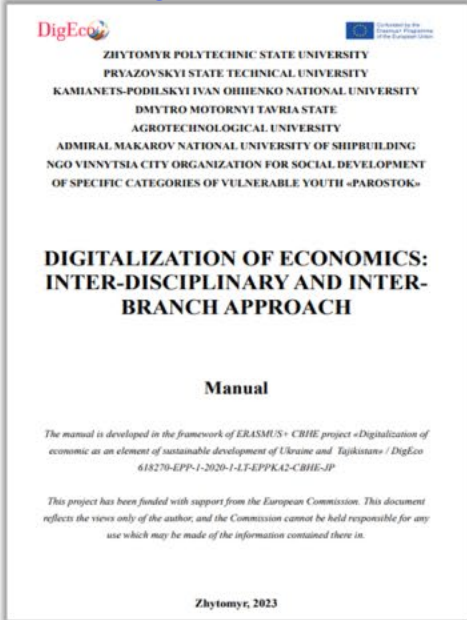
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# DigEco Manual: “DIGITALIZATION OF ECONOMICS: INTER-DISCIPLINARY AND INTER-BRANCH APPROACH”

## Co-developing, Editing and Publishing

[https://dig2eco.ztu.edu.ua/wp-content/uploads/2023/06/maket\\_pidruchnik\\_digeco\\_31.05.23-u-vidavnicztvo.pdf](https://dig2eco.ztu.edu.ua/wp-content/uploads/2023/06/maket_pidruchnik_digeco_31.05.23-u-vidavnicztvo.pdf)



**Recommended for publication by the Academic Council Zhytomyr Polytechnic State University (Protocol No. 15 dated 12/19/2022)**



**Faculty of Business and Service Sector (FBSS)**



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## DigEco Students Master's theses defended in Dec. 2022 Master's qualification works list:

- [Improvement of the management system of a business entity on the basis of digitalization / Gulya D.B.](#)
- [Development of the development strategy of Alfa-Medyka LLC in conditions of digitalization of the economy / Pylypenko O.V.](#)
- [Digitization of communication business processes of "Mega - Ladon Techno" LLC / I.V. Potapenko.](#)
- [Improvement of the anti-crisis management system of "Nova Poshta" LLC in the context of digitalization / V.V. Kot.](#)
- [Ensuring the effectiveness of marketing activity of PJSC "Vinnytsia confectionery factory" using digital tools / S.A. Solomlniuk.](#)
- [Financial management of IT enterprises / I.S. Kushymova.](#)
- [The taxpayer's electronic office: directions for improvement / Nagorny O.S.](#)
- [Development of virtual currencies as an object of financial relations / Yaksun V.S.](#)
- [Digital tools for managing the organization's corporate culture / K.A. Pinchuk.](#)
- [Organization of business processes of enterprises in the conditions of digitalization of the economy / D.A. Borovyk.](#)
- [Investing in cryptocurrencies and their mining / Krasnoboka A.M.](#)
- [The current state and prospects for the development of electronic commerce in the era of digitalization / V.A. Grabchenko.](#)
- [Digitization of enterprise personnel management. / Petryshyn D.O.](#)
- [Digitization of business processes in agribusiness. / Bosyuk O.L.](#)





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- **Molding leaders**
- **Creating innovations**
- **Changing the world for the better**

