



BRATISLAVA UNIVERSITY OF ECONOMICS AND MANAGEMENT

International Conference “The temporal problems in macro and micro economics: theory and practical evidence”

Wednesday, February 16, 2022

It is our pleasure to invite you to the International Conference “**The temporal problems in macro and micro economics: theory and practical evidence**” organized by Bratislava University of Economics and Management together with Ukrainian universities and partners which will held online **on February 18th 2022.**

Bratislava University of Economics and Management, Bratislava (Slovakia)

Kyiv National Taras Shevchenko University (Ukraine)

West Ukrainian National University (WUNU), Ternopil (Ukraine)

Simon Kuznets Kharkiv National University of Economics, Kharkiv, (Ukraine)

Kharkiv National University of Radio Electronics (NURE), Kharkiv, (Ukraine)

National Aerospace University H.E. Zhukovsky "Kharkiv Aviation Institute", Kharkiv (Ukraine)

Kharkov National University of Pharmacy, Kharkiv (Ukraine)

Berdyansk State Pedagogical University, Berdyansk (Ukraine)

Kharkiv National Medical University, Kharkiv (Ukraine)

Kharkiv International Medical University, Kharkiv (Ukraine)

NGO “Institute for the Study of Spatial Development”

NGO "Vivat Sokrat"

International Conference "The temporal problems in macro and micro economics: theory and practical evidence"

Program

Webex

<https://vsemvs.webex.com/vsemvs/j.php?MTID=m3c765b5c2b257adf500c3f458a667e7d>

Meeting number (access code): 2733 045 5380

Meeting password: egtpzHVdARP

11.00 – 11.20 (Central European Time)

Welcoming the participants of the conference (Bratislava University of Economics and Management, Bratislava, Slovakia)

11.30 – 14.00

Plenary Session

11.30 – 12.00 The temporal problems in macro and micro economics (Professor Nadeem Naqvi, KIMEP, Kazakhstan, USA)

12.00 – 12.20 Digital transformation: challenges and strategic opportunities for development of the countries (Professor, DrSc. Iryna Kolupayeva, Kharkiv National University of Radio Electronics (NURE), Kharkiv, Ukraine)

12.20 – 12.40 Introducing challenges for university inclusive educational programs (Olena Krasota, Associate Professor, PhD, Department of Economic Theory, Macro- and Microeconomics, Kyiv National Taras Shevchenko University, Ukraine)

12.40 – 13.00 Primary medicine funding: realities and problems of implementation of the British experience in Ukraine" (Professor Oksana Tulai, DrSc., West Ukrainian National University, Ternopil, Ukraine)

13. 30-13.40 Digital economy development problems in the Covid-10: pandemic context (Associate Professor, PhD Ruslana Selezneva, Department of Economic Theory, Macro- and Microeconomics, Kyiv National Taras Shevchenko University, Ukraine)

13.40 – 14.00 Economical and social problems in children with allergic diseases in Ukraine (Professor Viktoriia Klymenko, PhD Nadiia Drobova, associate professor Julia Karpushenko, PhD student Tatiana Kulik, Kharkiv National Medical University, Ukraine)

14.00 – 14.10 Break

14.10 – 15.30

Session I : New trends and challenges in the temporal economy

14.10- 14.30 The UK economy and Covid-19 (associate professor Russell Gerrard, Bayes Business School (formerly Cass), London, UK)

14.30 – 14.50 E-commerce in India (professor Pushpender Kumar, Kirori Mal College, University of Delhi, India)

14.50 – 15. 10 Areas and possibilities of applying published economic indicators (assistant professor, Zdeněk Konečný, College of Business and Hotel Management, Brno, Czech Republic)

15. 10 – 15.30 Analysis of the convergence of main indicators for funding healthcare in the EU countries and UK (associate professor Nadiya Dubrovina, Bratislava University of Economics and Management, Bratislava, Slovakia; professor Lidiya Guryanova, PhD student Vira Dubrovina, Simon Kuznets Kharkiv University of Economics, Kharkiv, Ukraine)

15. 30 – 15. 45 Break

15.45 – 17.00

Session II : Presentation of PhD students and research projects from partner's universities

Presentation of international projects and proposals:

15. 45 – 16.00 PROJECT “LEARNING SOCIETY” (Bert-Ola Bergstrand, Social Capital Forum, Sweden)

16. 00 – 16.10 INTERNATIONAL STUDENT PROJECT "DEVELOPMENT OF ACADEMIC ENTREPRENEURSHIP: PROJECT MANAGEMENT OF INNOVATIVE TECHNOLOGIES IN THE MARKET OF MEDICAL AND PHARMACEUTICAL PRODUCTS AND HEALTHCARE SERVICES" (associate professor Nadiya Dubrovina, associate professor Stanislav Filip, Bratislava University of Economics and Management, Bratislava, Slovakia; associate professor Tetyana Nestorenko, Berdyansk State Pedagogical University; professor Olena Rayevnyeva, professor Lidiya Guryanova PhD student Vira Dubrovina, Simon Kuznets Kharkiv University of Economics, Kharkiv, Ukraine; professor Viktoriia Klymenko, Kharkiv National Medical University, Ukraine; professor Olena Vysotska, National Aerospace University H.E. Zhukovsky "Kharkiv Aviation Institute"; associate professor Zhanna Davydova, Kharkiv International Medical University)

16.10–16.20 Project “Ukraine- EU: DIGITAL INNOVATIONS MAKING connections 4 changes” (Professor, DrSc. Iryna Kolupayeva, Kharkiv National University of Radio Electronics (NURE), Kharkiv, Ukraine)

16.20-16.30 PRESENTATION OF INTERNATIONAL SCIENTIFIC JOURNAL Przegląd Europejski (Managing editor Elena Kucheryavaya, PhD, University of Warsaw, Poland)

16.30-16.40 PROJECT “NEW PERSPECTIVES, COOPERATION AND PARTNERSHIPS IN ENERGY MARKET” (Professor Yurii Kostin, DrSc., Vladimir Svedkyi, PhD Student, Kharkiv National University of Radio Electronics (NURE), Associate Professor Nadiya Dubrovina, CSc., PhD, Bratislava School of Economics and Management, Slovakia)

16.40 – 16.50 PROJECT ”Improving efficiency of healthcare: new trends and challenges” (Associate Professor Stanislav Filip, PhD, Associate Professor Nadiya Dubrovina, CSc., PhD, Bratislava School of Economics and Management, Slovakia)

16.50-17.00 Discussion and Summary

17.00 – 17.40

Session III: Presentations of PhD Students (live presentation or video presentation, mp4)

17. 00 – 17.10 EXPECTATIONS OF GENERATIONS Y AND Z REGARDING THE WORLD OF WORK AND THE RESULTING DEMANDS ON EMPLOYEE MANAGEMENT: EVIDENCE FROM HOSPITALITY AND TOURISM INDUSTRY (Veronika Grimberger, PhD Student, Bratislava University of Economics and Management, Slovakia)

17. 10 – 17.20 - OPPORTUNITIES AND RISKS OF DISRUPTIVE PRODUCT INNOVATIONS CONSIDERING CHANGING CONSUMER NEEDS (Frieder Glimm, PhD Student, Bratislava University of Economics and Management, Slovakia)

17.20 – 17.30 EXPECTATIONS OF GENERATIONS Y AND Z REGARDING THE WORLD OF WORK AND THE RESULTING DEMANDS ON EMPLOYEE MANAGEMENT: VIEW OF THE ANALYSIS OF THE PROBLEM (Stefan Graser, PhD Student, Bratislava University of Economics and Management, Slovakia)

17.30-17.40 OPPORTUNITIES AND RISKS OF DISRUPTIVE PRODUCT INNOVATIONS CONSIDERING CHANGING CONSUMER NEEDS: ECOLOGY AND TRANSPORT
(Jane Weber PhD Student, Bratislava University of Economics and Management, Slovakia)

17.40-17.50 REVERSE TECHNOLOGY SPILLOVER EFFECT OF CHINA'S OFDI (Can Xu, Ningbo University of Finance and Economics, China)

17.50- 18.00 Research on Digital Trade Barriers, Development Potential and Promotion Path Between China and Countries Along Belt and Road (Niaoer Yao, Associate Professor, Ningbo University of Finance and Economics, China)

18.00 – 18.10 International tourism business on example of Bulgaria (Kostiatyn Sapun, PhD Student, Varna Free University, Bulgaria)

Instructions for connection

Friday, February 18, 2022

10:30 am|Europe Time (Prague, GMT+01:00)|9 hrs

Join by meeting number

Meeting number (access code): 2733 045 5380

Meeting password: egtpzHVdARP

Join by phone

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[Global call-in numbers](#)

Join from a video system or application

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You can also dial 62.109.219.4 and enter your meeting number.

Join using Microsoft Lync or Microsoft Skype for Business

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