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BRATISLAVA UNIVERSITY OF ECONOMICS AND MANAGEMENT, SLOVAK REPUBLIC
SLOVAK ACADEMY OF AGRICULTURAL SCIENCES, SLOVAK REPUBLIC



CONFERENCE ANNOUNCEMENT

I INTERNATIONAL SCIENTIFIC AND PRACTICAL CONFERENCE OF HIGHER EDUCATION STUDENTS AND YOUNG SCIENTISTS

**ECONOMY AND BUSINESS: NEW REALITIES, TECHNOLOGICAL TRENDS,
DIGITAL INNOVATIONS**
May 15, 2025

DEAR STUDENTS AND YOUNG SCIENTISTS!

Department of Digital Economics and Business Analytics of Ivan Franko National University of Lviv and Department of Computer and Information Technologies and Systems of State Tax University together with partners invite you to take part in the Conference, which will be held on **May 15, 2025** in a remote format.

THEMATIC DIRECTIONS OF THE CONFERENCE:

1. General theoretical and legal aspects of digitalization and digital transformation
2. Digital technologies in recovery of economy and infrastructure of Ukraine
3. Informational technologies in business: e-commerce and virtual trading
4. Digital transformation in economics, finance, accounting and public administration
5. Metaverse and cryptocurrencies: business opportunities, challenges and risks
6. Smart cities, smart regions and smart communities in the context of sustainable development of Ukraine
7. Cybersecurity and digital shadow economy: modern threats and countermeasures
8. Digital consumption and digital welfare
9. HR for business: digital skills and competencies
10. Economic and mathematical modeling and evaluation of the processes of digitalization of society

The purpose of the event is to discuss the current challenges and prospects for the development of the economy and business in the context of digital transformation, to establish connections between young scientists from different countries, to exchange research experience and to publish the results of scientific research.

CONDITIONS FOR PARTICIPATION IN THE CONFERENCE

Working languages of the conference: Ukrainian, English, Polish, Slovak, Hungarian, Czech

Participation format: Remote (using the Microsoft Teams platform).

Video conference link (May 15, 2025; 12:00 PM):

[https://teams.microsoft.com/l/meetup-](https://teams.microsoft.com/l/meetup-join/19%3ameeting_OTQ4Mzg2ZjEtZDRmMy00MmY4LWI3MmEtNGEzZGUxZDc3YWQ2%40thread.v2/0?context=%7b%22Tid%22%3a%2270a28522-969b-451f-bdb2-abfea3aaa5bf%22%2c%22Oid%22%3a%221d5bbe68-896d-4552-a727-a4eda404b998%22%7d)

[join/19%3ameeting_OTQ4Mzg2ZjEtZDRmMy00MmY4LWI3MmEtNGEzZGUxZDc3YWQ2%40thread.v2/0?context=%7b%22Tid%22%3a%2270a28522-969b-451f-bdb2-abfea3aaa5bf%22%2c%22Oid%22%3a%221d5bbe68-896d-4552-a727-a4eda404b998%22%7d](https://teams.microsoft.com/l/meetup-join/19%3ameeting_OTQ4Mzg2ZjEtZDRmMy00MmY4LWI3MmEtNGEzZGUxZDc3YWQ2%40thread.v2/0?context=%7b%22Tid%22%3a%2270a28522-969b-451f-bdb2-abfea3aaa5bf%22%2c%22Oid%22%3a%221d5bbe68-896d-4552-a727-a4eda404b998%22%7d)



To participate in the conference, please complete the registration form and upload the Abstract (conference papers) by **May 12, 2025**, using the following link:

<https://docs.google.com/forms/d/e/1FAIpQLSewzLdZ-gZI5f5Jn1ABUMJ9f2DCm8-CVExAutaMCKloMiJY1g/viewform?usp=header>

Following the conference, by **July 1, 2025 Conference Proceedings** will be compiled and published on the official websites:

of the Faculty of Financial Management
and Business of Ivan Franko National
University of Lviv

in the «Science» section, «Conferences»

<https://financial.lnu.edu.ua/research/conferences>



of the State Tax University
in the «Science» section,
«Scientific Events»

<https://dpu.edu.ua/naukovi-zakhody>



Each conference participant will receive a **personalized Certificate (0,3 ECTS credits)**, which will be sent to the email address provided in the registration form.

Participation in the conference is free of charge.

REQUIREMENTS FOR ABSTRACTS

1. Length: 2–5 pages, formatted in MS Word (font: Times New Roman, size: 14 pt, line spacing: 1.5, paragraph indent: 1.25 cm, margins: 2 cm, justified text alignment). Hyphenation must not be used. Pages should not be numbered. Hyphens and dashes should be differentiated.
2. Usage of the illustrative materials should be minimal. Graphics, tables, figures, formulas and pictures should be formatted according to the scientific publications' standards. Font size in tables: 12 pt, table headings: 14 pt.
3. Structure of the abstract (each section separated by a blank line):
 - Thematic direction number, Universal Decimal Classification code (aligned left).
 - Information about the authors (aligned right), including: For researchers: full name (bold), scientific degree, academic status (regular font), university, city, country (*italic*); For students: full name (bold), level of higher education (regular font), research advisor (name, scientific degree, academic status), university, city, country (*italic*).
 - Title of the abstract (all caps, bold, centered).
 - Main text.
 - List of references. Citations should be in square brackets, indicating the source number and page if needed (e.g. [7, p. 11]).
4. The file name should include the author's last name and initials, e.g., Koval O_Jonson J_Abstract.docx
5. Abstracts are published in the original author's version. Authors are responsible for the content and formatting of their scientific materials.
6. The Organizing Committee reserves the right to reject abstracts that do not meet the specified requirements or are outside the scope of the conference subject.

The Abstract Example:

Thematic direction number:

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ARTIFICIAL INTELLIGENCE IN THE COMPANIES ACTIVITY: OPTIMIZATION OF PROCESSES AND IMPLEMENTATION OF BUSINESS DECISIONS

To date, the process of penetration of artificial intelligence (AI) into various spheres of human life is so rapid that it is no longer possible to abandon its use, but it is still impossible to fully automate human activity [2, p. 5]. The combination of human activity together with AI tools is relevant, and it allows companies (organizations) to be more flexible, efficient and competitive (Table 1).

Table 1

Directions of application of artificial intelligence and analysis of its impact on the competitive advantages of companies

Directions of application	Combining human activity with AI	Example	Competitive advantage
Data analytics and decision making	People analyze business data using AI tools to identify trends and create strategic decisions	Analytical systems with AI can process huge amounts of data, find hidden patterns and provide recommendations for making more relevant decisions	Making faster, more accurate data-driven decisions, which allows quickly adapt to market changes

Source: compiled by the author.

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According to the data provided in the Artificial Intelligence Index Report 2024 volume of global investments in AI over the past decade has increased by 13 times (Fig. 1).

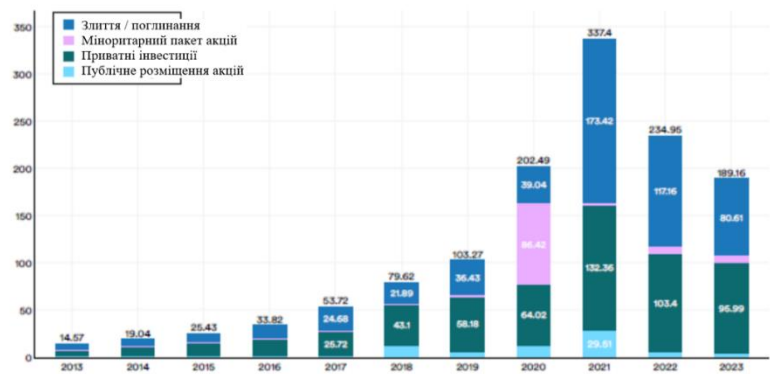


Fig. 1. Global corporate investments in AI, USD billion

Source: compiled by the author based on [1].

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Also, for the successful integration of AI into professional and everyday activities, it is necessary to take into account the possible risks that can caused by this integration.

References

1. Artificial Intelligence Index Report 2024. URL: https://aiindex.stanford.edu/wp-content/uploads/2024/05/HAI_AI-Index-Report-2024.pdf

2. Azizi, V.; Hu, G. A Multi-Stage Stochastic Programming Model for the Multi-Echelon Multi-Period Reverse Logistics Problem. *Sustainability* **2021**, 13, 13596. <https://doi.org/10.3390/su132413596>

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