



DIGITAL BUSINESS TRANSFORMATION

CHALLENGES AND OPPORTUNITIES
FOR PARTNERSHIP

International Scientific and Practical Conference
"Digital Business Transformation: Challenges and
Opportunities for Partnership"

CONFERENCE SECTIONS

1. Digital business models and tools to implement in marketing and entrepreneurship
2. Big Data usage in entrepreneurship
3. Digital outbreak for One belt, One way
4. Digital, analytic, and accounting support for entrepreneurship sustainable development
5. Features of the modern digital economy in the services industry.

September 10, 10.00-12.00

Plenary session program

Introduction	Doctor of Agricultural Sciences, Professor, Vice-Rector for Research, Dmytro Motornyi Tavria State Agrotechnological University	Oksana Eremenko
Introduction	Doctor of Technical Sciences, Vice-Rector on international issues, Dmytro Motornyi Tavria State Agrotechnological University	Elena Titova
Invitation	Doctor of Economics, Professor, Rector of the University of Bucharest Artifex	Alexander Manole
Invitation	Doctor of Economics, Professor, Senior Researcher, Vice-Rector of the University of Bucharest Artifex	Gennady Chobanu
Invitation	Doctor of Economics, Professor, Head of the Department of Marketing, State Biotechnological University	Natalia Savitskaya
report: <i>The potential for digitalization of the school feeding system</i>	Doctor of Economics, Associate Professor of the Department of Marketing, Dmytro Motornyi Tavria State Agrotechnological University	Anastasia Konovalenko
report: <i>Methodology for teaching the digital economy in the context of inclusive education</i>	Candidate of Pedagogical Sciences, Associate Professor, Vinnytsia City Organization of Social Development and Formation of Certain Low-income Categories of Youth "Parostok", Vinnytsia State Pedagogical University named after Kotsyubynsky	Irina Sarancha
report: <i>Digital tools for determining the dependence of globalization and localization after the COVID-19 pandemic</i>	Doctor of Economics, Professor of the Department of Finance, Accounting and Taxation, Dmytro Motornyi Tavria State Agrotechnological University	Oleg Sokil
report: <i>Information systems in business</i>	Doctor of Economics, Professor of the Department of Business Consulting and Landing Tourism, Dmytro Motornyi Tavria State Agrotechnological University	Denis Eremenko
report: <i>Technologies for effective project management in the agricultural sector</i>	Candidate of Economic Sciences, Associate Professor, Aktobe University named after Zhubanov	Esbergan Raushan

