Chernivtsi Institute of Trade and Economics of Kyiv National University of Trade and Economics (Ukraine)

Ştefan cel Mare University of Suceava (Romania)

AWARD THIS

CERTIFICATE

OF PARTICIPATION

TO

Vovchanska Olga

for taking part in the

International Scientific and Practical Conference

«MARKETING AS A BASIS FOR FORMING A STRATEGY FOR SOCIO-ECONOMIC DEVELOPMENT OF CROSS- BORDER REGIONS»,

November, 11-12, 2020, Chernivtsi – Suceava

Kyrek Vasyl, Dr., Prof
Deputy Director on Scientific Methodological Work, International Relations and Innovation Activity

Nastase Carmen, Dr., Prof
Dean of the Faculty of Economics and Public Administration

During the scientific and practical internship the following types of works were carried out:

Module 1. International scientific-practical conference "Marketing as a basis for forming a strategy for socio-economic development of cross- border regions" (12 h)
Participation in a panel discussion:
- Formation and management of branding technologies of enterprises in the region in terms of European integration
- Marketing tools for sustainable development of cross-border regions
- Innovative approaches to tourism development in cross-border regions
- Accounting and analytical support for marketing strategy management of socio-economic development of cross-border region
- Financial aspects of ensuring the implementation of enterprise development strategies in cross-border region
- Digital technologies are the dominant of socio-economic development of cross-border areas
- Foreign language competence of the specialist and its influence on socio-economic development of cross-border region
- Marketing in cross-border economic cooperation
- Use of marketing technologies in the field of hotel and restaurant business.

Module 2. Science and higher education: current trends (8 h)
- The system of higher education in Romania. Training programs and organization of educational process.
- Acquaintance with the structure of Stefan cel Mare University in Suceava (Romania).
- Internationalization of educational process and educational opportunities.
  European Academic Practices - Experience in implementing European educational projects (ERASMUS +..., etc.)
- Use of innovative pedagogical technologies and their efficiency.
- ESP in highly-quality training of economic specialists.
- Peculiarities of educational process under the terms of pandemic.

Module 3. Modern economic challenges of small and medium business development in the context of expanding cooperation between Ukraine and the European Union (8 h)
- To get acquainted with the activities and business opportunities of the Union of Industrialists and Entrepreneurs in Romania.
- Experience of Romanian enterprises for business development in Ukraine in a competitive EU environment and state support in creating a favorable business climate.
- Financial and economic incentives for small and medium business development in border regions.
- Marketing tools to ensure the development of small and medium enterprises.
- The main priorities of the Horizon Europe Framework Program (2021-2027): opportunities for the development of education and Ukrainian business.

Module 4.
Scientific-practical seminar "Requirements of domestic and foreign employers to the professional competencies of graduates of higher educational establishments majoring in economics" (6 h)
Preliminary preparation and publication of abstracts in the manual of the conference (26 h).
Individual work of interns, preparation of scientific articles, work on projects, online discussions (30 h).

Total amount of hours **90 hours/ 3 credits ECTS**
(conference, workshops, lectures, discourses, round table discussion, individual work)