

## EFFECTIVE PR, GR AND IR METHODS IN HIGHER EDUCATION

### Organizers



We kindly invite academic and research staff of higher education institutions and scientific establishments, practitioners, postdoctoral, postgraduate and undergraduate students, and all interested in the topic to take part in the advanced training.

*The professional advanced training program is developed taking into account the latest scientific achievements of general theoretical jurisprudence, constitutional law of Ukraine and foreign countries, administrative law. The program is aimed at the development of academic qualifications, general and professional competencies of scientific and pedagogical workers to ensure their training and teaching of state and legal disciplines at a high scientific, theoretical and methodological level.*

All participants will be provided with a *collection of abstracts* and an electronic certificate.

The workload of advanced training consists of **6 credits ECTS (180 hours)** and distributes 6 hours each day for 6 business weeks.

## Members of the Organizing Committee

**Halych Oleksandr Anatoliiovych** – PhD in Economics, Professor, Rector of Poltava State Agrarian University, *Head of the Organizing Committee*;

**Aranchii Valentyna Ivanivna** – PhD in Economics, Professor, First Vice Rector, Poltava State Agrarian University, *Deputy Head of the Organizing Committee*;

**Horb Oleh Oleksandrovyh** – PhD in Agriculture, Associate Professor, Vice Rector for Academic Affairs and Research, Poltava State Agrarian University, *Deputy Head of the Organizing Committee*;

**Diachkov Dmytro Volodymyrovych** – Doctor of Economics, Professor, Director of the Educational and Scientific Institute of Economics, Management, Law and Information Technologies, Poltava State Agrarian University;

**Voronko-Nevidnycha Tetiana Viktorivna** – PhD in Economics, Associate Professor, Head, Senior Lecturer at the Department of Management named after I. A. Markina, Poltava State Agrarian University;

**Vakulenko Yuliia Valentynivna** – PhD in Agriculture, Associate Professor, Head of the Educational and Research Center of Information and Communication Technologies in Education and Adult Education, Poltava State Agrarian University;

**Dudnyk Volodymyr Vasylovych** – PhD in Engineering, Associate Professor, Head of the Department of Adult Education and Innovative Development, Poltava State Agrarian University.

## Academic integrity

The Organizing Committee of the All-Ukrainian Advanced training guarantees high-quality anonymous peer-review of each contribution. All papers are subject to check for plagiarism using [StrikePlagiarism.com](https://www.strikeplagiarism.com) by the Polish company [Plagiat.pl](https://www.plagiat.pl).

## The event includes three ZOOM lectures

**27th February, 14:30**, lecture “Methods of developing critical thinking and communication and teamwork skills in university students”.

**5th March, 14:30**, lecture “Project based learning and role playing”.

**12<sup>st</sup> March, 14:30**, lecture “Effective assessment and systematic reflection”.



Speakers – **Ihor Liadskyi**, PhD in Agriculture, Postdoctoral Student at the Department of Management named after I. A. Markina, Assistant Professor at the Department of Marketing, Leading Expert of the Department of Marketing, Poltava State Agrarian University; **Inna Senko**, Assistant Professor at the

Department of Humanities and Social Disciplines, Head of the Marketing Department, Poltava State Agrarian University.



A link to the online lecture will be sent to all participants after paying participation fees. Online lectures will be saved.

## Registration Procedure

**Participation form:** remote. Persons who are interested in participation should **before January 31, 2024 (inclusively)**:

- 1) **fill an application form**;
- 2) send a copy of **payment confirmation** to Organizing **advanced training@cuesc.org.ua** (the coordinator provides you with payment details when you fill in an application).

**NB!**

From **February 5 to March 17, 2024 (inclusively)**, during the advanced training, participants should send **research-methodological abstracts** to **advanced training@cuesc.org.ua**. RE: **PSAU ADVANCED TRAINING**.

Participation in the scientific and pedagogical advanced training without research and methodological report is impossible.

**After May 3, 2024**, every participant will receive a collection of abstracts and a certificate via e-mail indicated in the participation form.

## Requirements for Abstracts

Volume – from 2 to 5 pages, A-4, Microsoft Word.

Font – Times New Roman, size – 14; line spacing – 1,5; the first line indentation – 1,25 cm; margins – 2 cm.

**Sequence of materials in abstracts:** title (semi-bold capitals); the author's surname and initials (semi-bold); academic degree, rank (if any), post, place of employment (study); text.

**A file should be titled** in accordance with the participant's surname and initials (for example: Shevchenko T.H.\_abstracts).

**References (without repetitions)** are at the bottom of the text taking into account the National Standard of Ukraine [DSTU 8302: 2015 “Information and documentation. Bibliographic reference. General principles and rules of composition”](#). Citations in the text should be marked with numerical order of a source according to the list and page (pages) number, for example [7, p. 16]. **Languages:** Ukrainian, English.

## Prohibition on using the aggressor state's scholarly papers

Languages: Ukrainian and English. It is prohibited citing and including in the reference list Russian-language publications published in any country, including papers written in other languages but published in Russia and Belarus.

## Contacts

### Center for Ukrainian and European Scientific Cooperation

Contact person: **Liashchova Anastasiia Oleksandrivna**,  
Coordinator of the All-Ukrainian scientific and pedagogical  
advanced training.

Contact number: + 38 (095) 653 40 42

**Email:** [advanced\\_training@cuesc.org.ua](mailto:advanced_training@cuesc.org.ua)

**Web-site:** [cuesc.org.ua](http://cuesc.org.ua)

**Facebook:** [facebook.com/cuescinfo](https://facebook.com/cuescinfo)

**YouTube:** [youtube.com/channel/cuescinfo](https://youtube.com/channel/cuescinfo)



**CENTER**  
for Ukrainian and European  
Scientific Cooperation

## Sample of Abstracts

### Самомотивація як невід’ємна складова ефективності особистості

**Сазонова Т. О.**

*кандидат економічних наук, доцент,  
доцент кафедри менеджменту імені І.А. Маркіної  
Полтавський державний аграрний університет  
м. Полтава, Україна*

Самомотивація особистості є важливою складовою частиною її успішного життя... [1, с. 85].

<...>

#### **Література:**

1. Золотарьова О.В. Самомотивація як важливий чинник індивідуальної діяльнійшої мобільності. *Проблеми економіки та політичної економії*. 2016. № 1. С. 85–98.