

The All-Ukrainian scientific and pedagogical advanced training

Socially Responsible Marketing for University Teachers

October 6 – November 16, 2025

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 and International Affairs, Poltava State Agrarian University, *Deputy Head of the Organizing Committee*;

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.

Registration Procedure

Participation form: remote. Persons who are interested in participation should **before September 30, 2025**:

- 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 October 6 to November 16, 2025 (inclusively), during the advanced training, participants should send **research-methodological abstracts** to **advanced_training@cuesc.org.ua**.

RE: Advanced training on socially responsible marketing

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

After January 30, 2026, every participant will receive a collection of abstracts and a certificate via e-mail indicated in the participation form.

The event includes three ZOOM lectures

15th October, 14:30, lecture “Basics and Principles of Socially Responsible Marketing”.

22th October, 14:30, lecture “Developing Competencies and Soft Skills for Implementing Socially Responsible Marketing”.

29th October, 14:30, lecture “Practica Implementation and Assessment of the Effectiveness of Initiatives of Socially Responsible Marketing”.

Speaker – **Liadskyi Ihor Kostiantynovych**, PhD in Agriculture, Assistant Professor at the Department of Marketing, advisory service expert, 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.



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** by the Polish company **Plagiat.pl**.

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 indention – 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

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Facebook: facebook.com/cuescinfo

YouTube: youtube.com/channel/cuescinfo



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Sample of Abstracts

Ефективність комунікацій в закладах вищої освіти

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

Текст... [1, с. 85].

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Література:

1. Шищенко І. Деякі аспекти впливу цифрових технологій на освітній процес закладів вищої освіти: огляд проблем та викликів. *Освіта. Інноватика. Практика*. 2022. Т. 10. № 5. С. 42–47.