

**MINISTRY OF HEALTH OF UKRAINE  
MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
UKRAINIAN ASSOCIATION OF MARKETING**



**NATIONAL UNIVERSITY OF PHARMACY  
DEPARTMENT OF PHARMACEUTICAL  
MARKETING AND MANAGEMENT**



**VI INTERNATIONAL SCIENTIFIC AND PRACTICAL DISTANCE  
CONFERENCE OF "MANAGEMENT AND MARKETING AS PART OF THE  
MODERN ECONOMY, SCIENCE, EDUCATION, PRACTICE"**

**(registration certificate of Ukr INTEI MES Ukraine from 11.10.2017, №597,  
Materials of conference are included in the International Citation Index)**

*Dear colleagues!*

The Department of Pharmaceutical Marketing and Management of National University of Pharmacy of the Ministry of Health of Ukraine (Kharkiv) invites you to take part in the VI International Scientific and Practical Distance Conference **"MANAGEMENT AND MARKETING AS PART OF THE MODERN ECONOMY, SCIENCE, EDUCATION, PRACTICE "**, which will be held on **22-23 March 2018**.

**The purpose of the conference is** generalization the achievements and use of management and marketing in today's economy; summarizing activities and identification of priority directions of further development of pharmaceutical science and practice, forms and methods of teaching disciplines the organizational, economic and administrative direction based on management theory and marketing; development cooperation of scientists of Ukraine, foreign countries, representatives of pharmacies and pharmaceutical companies and marketing consulting companies in management and marketing.

**Invited to participate in the Conference:** organizers of health system and pharmacy, scientists, teachers of higher pharmaceutical (medical) schools and departments of educational institutions that train specialists in management and marketing, pharmacists, doctors, marketers and managers of wholesalers, retail and manufacturing firms, market analysis and research companies, representative offices of foreign companies, graduate students, undergraduates, students.

**The Organizing Committee invites you to attend the conference, scientists, teachers, students, undergraduates, graduate students and doctoral students of relevant departments of higher educational establishments of Ukraine**

**The main directions of Conference:**

- modern fundamental provisions of management and marketing;

- condition and prospects of management and marketing in health care and pharmacy;
- marketing management;
- social management;
- information technology in administrative activity of pharmaceutical organizations;
- pharmacoconomics;
- risk management and features of industry risks;
- personnel support execution of management tasks of pharmaceutical organizations;
- management of labor resources and personnel;
- marketing research;
- logistics;
- place of management and marketing in training professionals for industries and problems of teaching;
- practice postgraduate training of specialists in management and marketing;
- organization of search, development, research, registration and production of new medicines based on marketing;
- issue of import substitution of drugs from the standpoint of management and marketing;
- management of rational use of medicines and responsible self-medication;
- quality management in system of medical and pharmaceutical care.

**Conference languages: Ukrainian, English and Russian.**

Following the conference will be published electronic and paper collection of materials.

Conference materials will be posted in the electronic scientific collection of conference at: [www.nuph.edu.ua](http://www.nuph.edu.ua) and the WEB-resource of department ([mmf.nuph.edu.ua](http://mmf.nuph.edu.ua)).

**Requirements for materials:**

1. **Volume** of articles till 12 pages, theses up to 4 (**full pages**) pages, printed by **1,15 spacing** on one side of standard sheet of A-4 font **Times New Roman size 14 pt**. Text editor Microsoft Word. Margins: **left – 20 mm, top, right, bottom – 10 mm**, no page numbering. Word hyphenation – automatic.

2. **Requirements article.** The article begins with the following data: UDC, initials and last names of all authors (compare to the left), the name of the organization (s) in which (s) the work is done (if several authors, information on each submitted separate lines), italics, compare left, title, abstract (bold, equate to the left), annotations (center – SUMMARY, indented – text annotations, indented – keywords: list of key words (concepts) in an amount of 3-8), e-mail. More from paragraph (through empty line) article. **The structure of the article** must meet current requirements, and authors must follow the general plan of construction paper and allocate the required elements: "The problem definition", "The analysis of recent researches and publications", "The emphasis of unsolved earlier aspects of the problem, which is the article devoted to", "Formulation purposes of article", "The exposition of main material with argumentation of the obtained scientific results", "Conclusion", "Prospects for further research," "The list of sources of

information" (in two forms: in compliance with ISO and the international system of transliteration from Cyrillic APA sources). The article is accompanied by three abstracts: Ukrainian language (in the beginning of article), English and Russian (after the article). Abstracts should contain: UDC, initials and names of all authors, title, keywords.

**3. Structure of thesis**, reports the following: name in capital letters on the center sheet bold; names and initials in the center; full name of the organization, e-mail, single-spaced with a paragraph printed in the main text. **Mandatory following components:** in the introduction briefly problem definition and its relationship with the scientific, educational and practical tasks should be given, formulate goal; cite research methods; present the main content of the study of justification of scientific results; formulate conclusions and perspectives for further research in this area.

Text material articles or thesis should not have syntax and spelling errors, disagreements.

The reliability of the results the authors are responsible.

**On a separate sheet attached** information about the authors: surname, first name and patronymic, position and place of employment, academic status, academic degree, address, telephone number, e-mail.

The file name must be the first author (Ivanov P.M., doc). If some material is fed one author, the files are numbered in Arabic numerals (Ivanov P.M., 1, doc).

The materials submitted according to the above requirements, **please send** in electronic form to the **March 3, 2018** on e-mail: **veritas\_kh@ukr.net**, with the note "Materials of the Conference - 2018".

**Publication materials - free of charge.**

*Each participant will be sent an electronic certificate of participation Conference (on request).*

*Any questions please contact the Organizing Committee:*

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