

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



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



**X INTERNATIONAL SCIENTIFIC AND PRACTICAL DISTANCE
CONFERENCE ON "MANAGEMENT AND MARKETING AS PART OF THE
MODERN ECONOMY, SCIENCE, EDUCATION, PRACTICE", which is
dedicated to the 30th anniversary of the Pharmaceutical management and
marketing Department**

**(registration certificate of Ukr INTEI MES Ukraine from 02.08.2021 № 571,
Materials of conference are included in the International Citation Index)**

Dear colleagues!

Department of the Pharmaceutical Management and Marketing of National University of Pharmacy of the Ministry of Health of Ukraine (Kharkiv) invites you to take part in the **X International Scientific and Practical Distance Conference "MANAGEMENT AND MARKETING AS PART OF THE MODERN ECONOMY, SCIENCE, EDUCATION, PRACTICE "**, which will be held on **17 March 2022**.

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, PhD.

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.

Proceedings of the Conference, certificates of participants will be posted on the official website of the National University of Pharmacy at the link www.nuph.edu.ua and the WEB-resource of department mmf.nuph.edu.ua.

Preparation of the manuscripts:

1. *Volume* of articles is up to 7-12, theses - up to 1-3 (**FULL PAGES**) of pages **printed by 1.15 spacing** on one side of a standard sheet of A-4 font Times New Roman, size 14 pt. Microsoft Word Text Editor. Margins: left, right, top and bottom - 20 mm, no page numbering.

2. *Structure of the article*. UDC, title of the article (in capital letters, bold), initials and surnames of all authors, affiliation, country, abstract (in the center - ANNOTATION, with a paragraph - the text of the annotation, with a paragraph - keywords: 3-8), e-mail. Further, from the paragraph (through an empty line) the text of the article. The text of the article must meet current requirements, and the authors must follow the general plan for constructing the article and highlight the required elements: introduction, purpose, methods and materials, research results, conclusions, literature (in accordance with GOST 7.1: 2006 or the international standard APA), annotations on Russian and English.

3. *Theses structure*: title of the work in capital letters in the center of the sheet, bold; surnames and initials of the authors in the center; affiliation, country, e-mail, after one interval from the paragraph the main text is printed. The following components are mandatory: in the introduction, briefly state the problem statement, formulate the goal; lead research methods; state the main content of the study with the justification of the scientific results; formulate conclusions.

The text material of the article or abstract should not have syntactic and spelling errors, inconsistencies.

The authors are responsible for the accuracy of the results.

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, form of participation (report, publication). 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).

To participate in the Conference, it is necessary to fill in the [electronic registration form](#) until March 1, 2022 with the obligatory attachment of abstracts in .docx format.

Results of registration and receipt of materials can be checked by [following link](#)

Publication of materials is free

Sample

**ЭФФЕКТИВНОСТЬ ФОРМ САМОПОДГОТОВКИ СОИСКАТЕЛЕЙ
ВЫСШЕГО ОБРАЗОВАНИЯ В ИЗУЧЕНИИ ДИСЦИПЛИНЫ
«ФАРМАЦЕВТИЧЕСКИЙ МАРКЕТИНГ И МЕНЕДЖМЕНТ»**

Иванов И.И.

Национальный фармацевтический университет, Украина

fmm@nuph.edu.ua

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text
Text

Any questions please contact the Organizing Committee:

Department of Pharmaceutical Management and Marketing

str. Valentynivska 4, c. Kharkiv, Ukraine;

Head of Department of PhMM – professor Vladimir V. Malyyi;

Responsible person – professor Iryna V. Pestun. Tel. (+38050) 133-05-79,

e-mail: irynapestun.nuph@gmail.com