

The Economics and Management Faculty of Ternopil Ivan Puluj National Technical University invites you to take part in the IV International Scientific and Practical Conference: **“Business Transformation for Sustainable Future: Research, Digitalization and Innovation”** (ICBuTS-2025) with being awarded a

[certificate of participation](#)
[\(18 hours – 0,6 ECTS credit\)](#)

CROSS-SECTIONAL TOPICS:

1. Development of Accounting and Analytical Systems of Market Entities in the Digital Economy: Theory and Practice
2. A New Philosophy of Business: Contemporary Trends, Innovative Approaches, and Breakthrough Strategies
3. Financial Trends That Are Shaping the Future
4. The Digital Economy as a Factor of Sustainable Societal Development
5. Information Activity as an Element of Business Strategies: Current Trends, Challenges, and Prospects
6. Modern Management Processes in the Context of Socio-Economic and Digital Transformations
7. Strategic Decisions in Marketing and Logistics: Modern Approaches to Enhancing Business Efficiency
8. Psychology of Business and Management in the Dynamic Environment of the Modern World
9. The Hospitality Industry: Realities, Opportunities, and Priorities

WORKING LANGUAGES OF THE CONFERENCE:
Ukrainian, Polish, English

FORMAT OF THE CONFERENCE:
Hybrid

CONTACTS:
Ternopil Ivan Puluj National Technical University
46000, Ternopil, 56, Ruska Str.
Campus 2, room 44

Organizational matters of the conference:
+38(096) 725 33 95 **Ivanna Lutsykiv**
Publication of the Book of Abstracts:
+38(097) 943 55 79 **Olha Krause**
Participant certificates:
+38(050) 377 30 23 **Nataliia Habrusieva**

**Ministry of Education and Science of
Ukraine Ternopil Ivan Puluj National
Technical University (Ternopil, Ukraine)
Opole University of Technology
(Opole, Poland)
Wroclaw University of
Economics (Wroclaw, Poland)
Krakow University of Economics
(Krakow, Poland)
Jagiellonian University
(Krakow, Poland)**



ICBuTS
Business Transformation for
Sustainable Future: Research,
Digitalization and Innovations



IV International Scientific and Practical Conference

**«Business Transformation
for Sustainable Future:
Research, Digitalization and
Innovation»**

**December 4-5
Ternopil – 2025**

PARTICIPATION TERMS AND REQUIREMENTS

To participate in the conference, please follow these steps:
– Complete the participant registration form at the following link: <https://forms.gle/9Xhu6M7zyK5PhVZD8>
– By November 24, 2025, send the text of your conference abstract and a copy of the payment receipt confirming the participation fee to the Organizing Committee's e-mail address: nauka.fem.tntu@gmail.com
The file name should correspond to the surname of the first author. For example: Oliynyk_Abstract.docx; Oliynyk_Fee.pdf

ZOOM CONFERENCE LINK:

Zoom Meeting
https://us02web.zoom.us/j/84309678705?pwd=byXGyv8X8m_uUw4jTCSKZ97B6OgK8jz.1
Meeting ID: 843 0967 8705
Passcode: 2025

CONFERENCE PARTICIPATION FEE

The participation fee is 200 UAH.

This fee covers organizational expenses related to the conference; publication of the conference abstracts in the official proceedings; participant's certificate; other administrative costs.
The electronic the Book of Abstracts and participant certificates will be sent to the e-mail addresses provided in the application forms after December 6.

BANK DETAILS:

Beneficiary: Ternopil Ivan Puluj National Technical University
Beneficiary Code: 05408102
Bank: State Treasury Service of Ukraine (DKSU), Kyiv
Account Number (IBAN):
UA508201720313231010201008829
Purpose of Payment: Participation fee for the **ICBuTS 2025** Scientific Conference – Full Name and Contact Phone Number (please indicate).

ONLINE PAYMENT BY BANK CARD:

To pay online, please follow these steps:
Go to the link [Online Payment](#).
Select the option “Payment for participation in the scientific conference.”
Fill in the form fields – Full Name, phone number, and the conference title (choose **ICBuTS_2025** from the drop-down list).
Enter your card details and complete the payment transaction.

PROGRAMME COMMITTEE:

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Diana Rokita-Poskart, Dr Hab., Professor, Faculty of Economics and Management, Opole University of Technology (Opole, Poland)

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Olha Krause, Associate Professor, Candidate of Economic Sciences, Associate Professor of the Industrial Marketing Department, TNTU

Ivanna Lutsykiv, Associate Professor, Candidate of Economic Sciences, Associate Professor of the Management and Administration Department

REQUIREMENTS FOR ABSTRACT FORMATTING:

UDC (Times New Roman, 12 pt, bold), left alignment

Line spacing after: 10 pt.

TITLE OF THE ABSTRACT (Times New Roman, 12 pt, bold), centered.

Line spacing after: 10 pt.

Author's Name and Surname (Times New Roman, 12 pt, bold), centered.

Affiliation (with city and country) (Times New Roman, 12 pt), centered.

Line spacing after: 10 pt.

Main Text of the Abstract (Times New Roman, 12 pt), justified alignment, paragraph indent: 1.0 cm.

Line spacing after: 10 pt.

References: (in accordance with DSTU 8302:2015) (Times New Roman, 12 pt, bold), justified alignment.

LENGTH AND FORMAT

The abstract should be 2–5 full pages, with margins of 25 mm on all sides.

Font: Times New Roman, 12 pt.

Line spacing: single.

Paragraph indent: 1 cm.

Figures and illustrations must be prepared digitally in *.jpeg, *.tiff, or *.bmp formats.

ACADEMIC INTEGRITY

The Organizing Committee ensures anonymous peer review of every submitted abstract to maintain scientific quality.

Attention!

Authors are strictly prohibited from citing or including in their reference lists any sources published in russian, regardless of the country of publication; any other-language sources published within the territory of the russian federation.

The Book of Abstracts will be assigned an **ISBN** and published in **ELARTU** (the Institutional Repository of Ternopil Ivan Puluj National Technical University (TNTU)).