

State University
of information and communication technologies



International Telecommunication Union

Co-organized by:

State University
of information and communication
technologies

International
Telecommunication
Union

**INTERNATIONAL CONFERENCE
FOR EUROPEAN COUNTRIES**

**«Advanced Digital
Transformation Technologies
and Problems of their Implementation
in the World and in Ukraine»**

December 14, 2023

Kyiv, Ukraine
State University of information and communication
technologies
online

International Conference for European Countries

ADVANCED DIGITAL TRANSFORMATION TECHNOLOGIES AND PROBLEMS OF THEIR IMPLEMENTATION IN THE WORLD AND IN UKRAINE

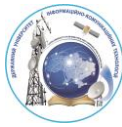
AGENDA

14 December, 2023

09:30-15:00

Virtual-Kiev

Co-organized by ITU and the State University of information and communication technologies of Ukraine



AGENDA

Morning sessions

14 December 2023

[09:30 – 10:00]

Registration of onsite participants and virtual networking for online participants

Moderators:

Andrii BONDARCHUK, Director Educational and Scientific Institute of Information Technologies of the State University of information and communication technologies, Ukraine

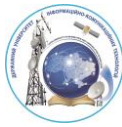
Kamila STORCHAK, Head of the Department of Software Engineering of Automated Systems of the State University of information and communication technologies, Ukraine

Viktoriia ZHEBKA, Head of the Department of Digital Development Technologies of the State University of information and communication technologies, Ukraine

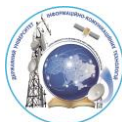
[10:00 – 10:15]

OFFICIAL OPENING OF THE CONFERENCE

- **Volodymyr TOLUBKO**, rector of the State University of Information and Communication Technologies, Ukraine
- Greetings from the Head of the European Office of the International Telecommunication Union, **Yaroslav PONDER**, will be read by the official representative of the Communications Administration of Ukraine in ITU **Viktor KATOK**, Ukraine
- **Oleksandr Savchuk**, Chairman of the Board of Ukrainian Internet Association, Director of Atracom LLC, Ukraine



[10:15 – 11:15]	SESSION 1: « The latest technologies of digital transformation »
[10:15 – 10:30]	<i>«Introduction of promising digital technologies in Ukraine»</i> Volodymyr TOLUBKO , Rector of the State University of information and communication technologies, Ukraine
[10:30 – 10:45]	<i>«Europe's Digital Decade: Digital Goals for 2030. Physical infrastructure of telecommunications for digital transformation»</i> Viktor KATOK , Official representative of the Communications Administration of Ukraine in ITU, Chief Science & Technology Policy Adviser of the JSC Ukrtelecom, Ukraine
[10:45 – 11:00]	<i>«Issues of managing identifier properties and identification processes in IoT systems»</i> Yurii KARGAPOLOV , General Director of Consortium “ Ukrainian numbering naming and addressing operation center”, Ukraine
[11:00 – 11:15]	<i>«The impact of Blockchain technology on the development of the digital economy: new opportunities for technological startups and innovative projects»</i> Viktoriiia ZHEBKA , Head of the Department of Digital Development Technologies of the State University of information and communication technologies, Ukraine
[11:15 – 11:40]	Break
[11:40 – 12:55]	SESSION 2: "Problems of implementing new technologies for digital transformation"
[11:40 – 11:55]	<i>«Technologies of digital transformation of the Hewlett Packard Enterprise company and new opportunities for their study and application»</i> Viktor VYSHNIVSKY , Head of the Department of Computer Sciences of the State University of information and communication technologies, Ukraine
[11:55 – 12:10]	<i>«The use of artificial intelligence technologies in the digital transformation of the state»</i> Olga ZINCHENKO , Head of the Department of Artificial Intelligence of the State University of information and communication technologies, Ukraine
[12:10 – 12:25]	<i>«Prospects and problems of implementation of fifth generation technologies in Ukraine»</i> Anatolii MAKARENKO , Professor of the Department of Mobile and Video Information Technologies of the State University of information and communication technologies, Ukraine



[12:25 – 12:40]	<p><i>«The role of computer engineering in the implementation of digital transformation technologies: impact, prospects and challenges»</i> Nataliia LASHCHEVSKA, Head of the Department of Computer Engineering of the State University of information and communication technologies, Ukraine</p>
[12:40 – 12:55]	<p><i>«Using the Scrum software development methodology in the educational process»</i> Iryna ZAMRII, Head of the Department of Software Engineering of the State University of Information and Communication Technologies, Ukraine</p>
[12:55 – 13:20]	Break

Afternoon session

[13:20 – 14:50]	SESSION 3: «Digital transformation: cyber security, service provision»
[13:20 – 13:35]	<p><i>«Digital transformation and social engineering: Will we be more secure in the future?»</i> Vitalii SAVCHENKO, Director Educational and Scientific Institute of Information Protection security of the State University of information and communication technologies, Ukraine</p>
[13:35 – 13:50]	<p><i>«Digital transformation of Ukrainian enterprises: stages, challenges, effects»</i> Olga GUSEVA, Head of the Department of Economics of the State University of information and communication technologies, Ukraine</p>
[13:50 – 14:05]	<p><i>«Problems of implementing digital technologies in the marketing activities of Ukrainian companies»</i> Olena VYNOHRADOVA, Head of the Department of Marketing, Ukraine</p>
[14:05 – 14:20]	<p><i>«New horizons of opportunities and problems of managing organizations based on modern technologies of digital transformation»</i> Olena GUDZ, Professor of the Department of Management of the State University of information and communication technologies, Ukraine</p>
[14:20 – 14:35]	<p><i>«Digitalization of business in the conditions of modern challenges»</i> Oksana ZHURSKA, Head of the Department of Entrepreneurship, Trade and Exchange Activity, Ukraine</p>
[14:35 – 14:50]	<p><i>«Promising technologies for managing modern mobile networks based on a program-oriented approach»</i> Larysa DAKOVA, Associate Professor of the Department of Mobile and Video Information Technologies of the State University of Information and Communication Technologies, Ukraine</p>
[14:50 – 15:00]	<p>CLOSING OF THE CONFERENCE Volodymyr TOLUBKO, Rector of the State University of information and communication technologies</p>