

STATE UNIVERSITY OF
INFORMATION AND COMMUNICATION
TECHNOLOGIES
MARMARIS CHAMBER OF COMMERCE



II INTERNATIONAL
SCIENTIFIC AND PRACTICAL
CONFERENCE

"Strategic Imperatives of
Digital Transformation and
Innovations For Sustainable
Development"

October 6-7 2026, Marmaris, Turkey

We invite scholars, researchers, postgraduate students, doctoral candidates, students, and business representatives.

Conference working languages: Ukrainian, Turkish, and English.

The aim of the conference is to establish an international scientific and practical platform for discussing current trends, strategic challenges, and prospects regarding digital transformation, innovation, and the sustainable development of the economy, enterprises, and society, as well as for exchanging scientific findings, practical experience, and innovative solutions among representatives of the academic community, business, government agencies, and civil society organizations.

The conference will cover the following thematic areas:

1. Management and strategic management in the context of digital transformation
2. Marketing, digital communications, and consumer behavior
3. Economics, entrepreneurship, and innovative development
4. Public administration and governance in a digital society
5. Cybersecurity and artificial intelligence in the digital transformation of the state, business, and society
6. Education, digital competencies, and socio-humanitarian challenges of sustainable development

ORGANIZING COMMITTEE

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Oksana ZHURSKA – Doctor of Economic Sciences, Associate Professor, Head of the Department of Economics and Entrepreneurship, SUICT
Kateryna KHAVROVA – Doctor of Economic Sciences, Professor, Professor at the Department of Economics and Entrepreneurship, SUICT
Tetiana SYDORENKO – Doctor of Pedagogical Sciences, Associate Professor, Head of the Department of Journalism and Information Activity, SUICT
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Cengiz AYGUN – President of the South Aegean Touristic Hoteliers Association
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Simge EREN – Education, Projects and Consultancy Department Manager, Marmaris Chamber of Commerce

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PARTICIPATION TERMS AND SUBMISSION GUIDELINES:

To participate in the conference, you must register by **October 5, 2026**, submit your abstract via the following link:

https://docs.google.com/forms/d/e/1FAIpQLSe2757v4ebuYKps9f-CesY9uTABVjNPZnr4IRhDzk95aQ_rYQ/viewform?usp=preview

and pay the registration fee.

The registration fee for participation in the conference is 500 UAH (this covers the publication of abstracts in the conference proceedings and a personalized participation certificate indicating the professional development hours/credits: 15 hours – 0.5 ECTS credits).

An electronic copy of the payment receipt must be sent to the email address l.pariy@duikt.edu.ua.

The conference proceedings will be published on the website of the State University of Information and Communication Technologies; a link to the electronic version of the proceedings and a personalized participation certificate will be sent to each participant.

Conference materials will be included in the proceedings in the form submitted by the authors. Authors bear responsibility for the content of the submitted materials, adherence to principles of academic integrity, and the accuracy of the data presented and source references.

REQUIREMENTS FOR ABSTRACT FORMATTING:

- materials must be submitted in Ukrainian or English in electronic format (.doc or .docx) using Microsoft Word;
- abstract length: 2–5 pages, A4 format;
- font: Times New Roman, size: 14 pt, line spacing: 1.5, margins: 20 mm;
- each illustration, diagram, or scheme must have a caption, and each table must have a title;
- formulas should be typed using the Microsoft Equation editor and numbered in parentheses;
- the list of references must include only those sources cited in the text; citation format example: [1, p. 77]. Multiple citations within the same set of parentheses should be separated by a semicolon: [1; 2].

The list of references must be formatted in accordance with DSTU 8302:2015 "Information and documentation. Bibliographic reference. General requirements and rules of compilation."

EXAMPLE OF ABSTRACT FORMATTING

1. Management and strategic management in the context of digital transformation

TRANSFORMATION OF DOMESTIC BUSINESS UNDER MARTIAL LAW

Stetsiuk P.A., Doctor of Economic Sciences, Professor,
Babushkin Y.S., postgraduate student
State University of Information and Communication
Technologies (Kyiv, Ukraine)

Throughout the history of human development, innovations—as sources of economic progress—have been and remain the foundation of the intellectualization of social reproduction. Innovation and innovation-driven development serve as the driving force behind Ukraine's economic advancement.

Artificial intelligence is being applied, production processes are being robotized, Internet of Things (IoT) technology is being utilized, and smart home systems are in operation. The financial sector employs cryptocurrencies—such as Bitcoin, Namecoin, NXT, Litecoin, Ripple, Peercoin, and Quark—and has adopted blockchain concepts for electronic financial transactions [1].

References

1. Chaliuk Yu. O. Determinants of the digitalization of the economy and society. *Intellect XXI*. 2020. Issue 5. P. 138–143.
2. Sustainable Development and Digital Innovations: Monograph / Ed. by B. V. Burkynskyi et al.; NAS of Ukraine, MES of Ukraine, SI "Institute of Market Problems and Economic-Ecological Research," State University of Intellectual Technologies and Communications. Odesa: SI "IMPEER NASU", 2024. 543 p.

We look forward to your participation!
See you at the conference!

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