



ISU

INTERNATIONAL SCIENTIFIC UNITY

The organizing committee invites educators, students of education, scientists and all interested persons to join the participation in the **1st International Scientific and Practical Conference "Modern Challenges in Economic and Technological Innovation"**.

Venue: Bologna, Italy

Date: October 15-17, 2025

Form of participation: remote

Acceptance of materials: until October 14 (inclusive)

Publication on the website: October 15.

- The scientific and practical conference is registered in the database of scientific and technical events of Ukraine **UkrISTEI**. Certificate №557 June 16, 2025.
- The event is approved by **ResearchBib** and included in the catalog of international conferences on the official **Academic Research Index** website.
- Scientific materials are published in collections of scientific papers, which are provided with unique **DOIs from Crossref** with membership **prefix 10.70286**.
- Each collection is assigned an **ISBN**.
- Collections of scientific papers are published by a publishing entity officially registered in Ukraine. **Certificate ДК №7980 dated 03.11.23**.

Scientific sections

- | | |
|---|---|
| 1. Automation and Robotics | 21. Art History and Literature |
| 2. Architecture and Construction | 22. Oil and Gas Technologies,
Engineering and Thermal Power
Engineering |
| 3. Biology and Biochemistry | 23. Accounting and Taxation |
| 4. Botany and Forestry | 24. Occupational Health |
| 5. Veterinary medicine | 25. Pedagogy, Philology and Linguistics |
| 6. Military Affair | 26. Politics and Sociology |
| 7. Geography and Natural Science | 27. Psychology |
| 8. Geology and Geodesy | 28. Agricultural Sciences |
| 9. Economy | 29. Technical Sciences |
| 10. Journalism | 30. Transport Technologies and Logistics |
| 11. Information Technology &
Cybersecurity | 31. Tourism and Hotel Restaurant
Business |
| 12. History | 32. Chemistry and Pharmaceuticals |
| 13. Computer Engineering | 33. Physics and Astronomy |
| 14. Culturology and Philosophy | 34. Physical and Mathematical Sciences |
| 15. Marketing and Advertising | 35. Physical Culture and Sports |
| 16. Medicine | 36. Finance and Banking |
| 17. Management and Public
Administration | 37. Food Technologies |
| 18. Mechanics and Electrical Engineering | 38. Jurisprudence |
| 19. International Relations | |
| 20. Microbiology and Ecology | |

Requirements for registration of articles

1. **Number of authors:** No more than four.
2. **The recommended length of abstracts of the report:** from 2 to 6 pages (the terms of publication of a larger number of pages are discussed with the editors).
3. **Language:** English, Ukrainian, other EU languages
4. **File format:** .doc or .docx
5. **Page orientation:** portrait.
6. **Font: Times New Roman. Size:** 14 pt. Paragraph: 1 cm. Spacing: single.
7. **At the beginning of abstracts, it is necessary to indicate (in red font):**
 - name of the conference;
 - section **(required)**.
8. **Title of the article:** size 18, CAPITAL LETTERS, font – bold, center alignment.
9. **Information about the authors:**
 - Name of the author(s): font size 14, font – semi-bold, alignment on the right edge;
 - academic degree, academic rank, position: size 14, alignment on the right edge;
 - place of work or study: size – 14, alignment on the right edge;
 - e-mail of the author(s): size – 14, alignment on the right edge.
10. **Margins:** left/right, top/bottom – 2 cm;
11. **Tables:** signature of the name above the table, size – 12, spacing – single, alignment on the left edge.
12. **Pictures:** must be grouped into a single graphic object, name signature under the picture, size – 12, spacing – single, center alignment.
13. **Formulas:** printed in the MS Word editor and numbered on the right side.
14. **List of used sources:** drawn up in accordance with the requirements of ДСТУ 8302:2015 or in APA style.

An example of design of the list of used sources
in APA style

for books: Author(s). (Year). The title of the book. Publishing house.

for journals: Author(s). (Year). Title of the article. Name of the magazine, Volume (Number), pages. DOI or URL (if available).

for internet link: Author(s). (Year). Name of the page or document. The name of the website. URL

Inclusion in the list of used sources of links without indicating the title of the article, the author (if any), the year - will be sent for revision!

Requirements for articles submission

1. **Preparing an email:**
 - indicate the [name of the conference](#) in the subject of the letter;
 - attach 2 files to the letter (theses and organizational fee)
2. **File Name:** Thesis_Name and Organizational fee_Name.
3. **E-mail submission:** Please send documents and e-mail, completed according to the requirements, to **info@isu-conference.com**

Payment

The organizational fee for participation in the international scientific and practical conference is **\$6** for each scientific materials submitted and issued according to the requirements.

If you need a paper version of the certificate with a wet seal and signature, please contact the email address **info@isu-conference.com**. The cost of producing such a certificate is not included in the organizational fee and is **\$2** (per certificate). The cost of delivery is not included and is negotiated separately.

If you need to assign a **DOI from Crossref** to a separate scientific work, the organizational fee is **\$4** and can be paid in a single payment together with the organizational fee for publication.

Please make the organizational contribution only through the [WayForPay](#) international payment system.

In the purpose of payment, please be sure to specify “Payment for participation in the conference from *NAME*”.

An example of design of scientific materials

Conference name – «Modern Challenges in Economic and Technological Innovation»

Section name – Economy

DYNAMICS OF PRICE COMPETITION AND ITS IMPACT ON MARKET TRANSFORMATIONS: ANALYSIS AND PERSPECTIVES

Example 1 (provided that the higher educational institution/department/faculty is the same and all authors)

Zhovtenko Petro

Ph.D., Associate Professor
petro1975@gmail.com

Kirpa Maria

Postgraduate student
kirpa1992@ukr.net

Department of Management and Law

Aurora Global University of Innovation and Excellence, Ukraine

Example 2 (provided that the higher educational institution/department/faculty is different for all authors)

Zhovtenko Petro

Ph.D., Associate Professor

Department of Management and Law

Aurora Global University of Innovation and Excellence, Ukraine

petro1975@gmail.com

Kirpa Maria

Postgraduate student

Department of Economics

State University of Economics and Law, Ukraine

kirpa1992@ukr.net

The dynamics of price competition play a crucial role in shaping market landscapes and influencing economic transformations. This study delves into the intricate interplay between businesses engaged in price-based competition and the resulting effects on market structures. Through a comprehensive analysis of pricing strategies, market behavior, and consumer responses, this research aims to uncover the underlying mechanisms that drive competition in various sectors. By examining the implications of price fluctuations, promotional tactics, and demand elasticity, we seek to provide valuable insights into the broader economic implications and potential pathways for sustainable market development. Through this exploration, we hope to contribute to a deeper understanding of the intricate relationship between price competition and its transformative influence on contemporary markets [1-4].

Table 1. Price Competition and Its Impact on Market Transformations: Analysis and erspectives

1	2	3	4

Understanding the intricate mechanisms behind price competition is essential for businesses aiming to thrive in dynamic market environments. This study also explores the repercussions of such competition on consumer behavior, examining how price fluctuations and promotional strategies influence purchasing decisions. By examining real-world case studies and utilizing empirical data, this research seeks to shed light on the intricate relationship between pricing strategies and their effects on market dynamics. Furthermore, by delving into the role of technology and digital platforms in shaping pricing competition, this study aims to provide valuable insights for companies navigating the challenges of the modern business landscape Fig.5.



Figure 5. Price Dynamics: Unveiling Market Competitions.

References

in APA style

1. for books: Author(s). (Year). The title of the book. Publishing house.
2. for journals: Author(s). (Year). Title of the article. Name of the magazine, Volume (Number), pages. DOI or URL (if available).
3. for internet link: Author(s). (Year). Name of the page or document. The name of the website. URL

More information at the link:

<https://isu-conference.com/en/scheduled-conferences/>

Send questions and suggestions to the e-mail address:

info@isu-conference.com