IT&M 2024 Programme and Timetable, 2024 April 25 - 26

April 26	ISMA University of Applied Sciences	
Section 1 Nano Technologies, Computer Modelling. *Aud 5-215*		
The Head of the Session Professor Viktors Gopejenko		
12.00	Aleksejs Gopejenko,	Development of the model for yttrium monoxide *ab initio* calculations
12.15	Alytis Gruodis	Modeling of Branched Fluorenylidene Derivatives. Structure and Energetics using Quantum Chemistry Approach
12.30	Armando Jesus Ventura, José Jasnau Caeiro	An experimental approach to securing servers by the port knocking method with RouterOS
12.45	Juris Roberts Kalnins	Effective diffusion coefficient and effective media theory for random walking on 2d lattice with inclusions
13.00	Anton Poroshenko, Andriy Kovalenko	Special features of implementing QoS in network-based audio analytics systems
13.15	Aravindan Varadarajan, Viktors Gopejenko	Development of a distributed enterprise information system using multidimensional databases
13.30	Mahendra Pratap Singh, Viktors Gopejenko	Impact of Artificial Intelligence on Strategic and Operational Decision Making
13.45	Tairov Temur-Malik	Innovation training centerBusiness automation
14.00	Umarjon Khamidullaev	Testing automatisation in modern web-applications
14.15	Mert Bahce	Privacy and Security in the Internet of Things Era

Section 2 Information and Communication Technologies. *Aud 5-215*		
The Head of the Session Professor Viktors Gopejenko		
11.00	Maxim Koka, Timur Yeshenkulov, Yekaterina Kim	Development of a unified information system for payment of transport services
11.15	Mashkhurbek Maksudov	The Role of Cybersecurity and Data Privacy in Uzbekistan: Safeguarding Digital Landscapes in the 21st Century
11.30	Mashkhurbek Maksudov, Abdusamiyev Asadbek	Cloud Computing and Its Impact on Business Operations
11.45	Daria Kravchenko	Transformative Power of Generative AI: Business Applications and Emerging Challenges
12.00	Liubimov Oleksandr, Khotunov Vladyslav, Sukhenko Andrii	Intelligent System for Analyzing User Search Queries Using Convolutional Neural Network with Deep Learning
12.15	Makarenko Pavlo, Khotunov Vladyslav, Falchenko Natalya	Exploring the Application of Cryptographic Protection Methods in Information Networks Using Crypto Wallets
12.30	Malyy Anton, Khotunov Vladyslav, Zabolotny Serhii	Automated Drone Control System
12.45	Semenov Daniil, Khotunov Vladyslav, Breus Roksolana	Research and Synthesis of a Computerized Control System for Moving Objects
13.00	Zatserklyany Oleksandr, Khotunov Vladyslav, Marchenko Stanyslav	A predictive model based on artificial neural networks for effective data analysis
13.15	Andrii Osipov, Maiia Liuta, Mariia Zakharova	Reliability criteria of software tools for remote administration
13.30	Oleg Pasko, Maiia Liuta, Viktoriia Nemchenko	Modern methods of project management
13.45	Olha Shevchuk, Maiia Liuta, Mariia Zakharova	Analysis of Data Protection Mechanisms in Cloud Environments
14.00	Roman Shpylovyi, Maiia Liuta, Marharuta Medolyz	Methods of Protecting Information Data
14.15	Serhii Tsybrovskyi, Maiia Liuta, Stanislav Marchenko	Structure of an Automated Risk Assessment System

Section 3 Information Systems and Business Management. *Aud 5-302*
The Head of the Session Professor Alexander Mrochko

10.00	Anastasiia Bobokalo, Nataliya Kuznetsova	The main challenges of establishing export relations of food industry enterprises of Ukraine in the conditions of martial law
10.15	Shcherbatiuk B., Klescevnikova Zanna, Zdir Viktor	Pet store customer service: features and incentive methods.
10.30	Paula Vilenska, Zaiga Oborenko	Tallinas Kvartals Competitive Analysis
10.45	Aleksandrs Anancenko, Zaiga Oborenko	Aleksandrs Anancenko, Zaiga Oborenko
11.00	Viktorija Gogole, Zaiga Oborenko	SWOT analysis of LTD Eiromiks
11.15	Lohinova Iryna, Marina Celika, Sergii Poliakh	Evaluation of the market of consulting services of Ukraine in the conditions of changes
11.30	Viktoriia Riashchenko, Oleksandra Vietrova, Mykhailo Kryvoruchko	Build-learn-measure feedback loop approach in IT project management
11.45	Anastasiia Zubrytska, Victoriia Riashchenko	Ukraine's agricultural sector in modern conditions: state and prospects of development
12.00	Maryna Tertyshna, Diana Zmicerevska, Sergii Poliakh	A Feature of the Wood Processing Industry of Ukraine and the Countries of the European Union
12.15	Golia Artem, Valentina Djakona , Sergii Poliakh	Analysis of Development Trends of the Financial Services Market of Ukraine
12.30	Anita Olishevich, Nataliia Khliebnikova	Means of ensuring a rational assortment at the enterprise
12.45	Nadiya Azmuk	Benefits of Human-Centered Digitalization in the Context of Ukrainian Labor Market
13.00	Diana Shuduria, Irina Dernova	Theoretical Foundations of Enterprise Competitiveness
13.15	Snizhana Hrinchenko, Nataliia Khliebnikova	Strategies and mechanisms for ensuring financial stability in the water supply industry amidst economic instability
13.30	Serhii Kochmar, Nataliia Khliebnikova	Development of positioning and advertising campaign for "Papir-Mal"
13.45	Olha Kozak, Nataliia Khliebnikova	Development and implementation of a marketing complex

Section 4 Problem of Innovative Education and Decision Making. *Aud 5-102*
The Head of the Session assist. Professor Catherine Koryuhina

10.00	Nataliya Kuznetsova	The Phenomenon of Creative Innovation
10.15	Viktor Zdir	Economic Security of Ukraine
10.30	Catherine Koryuhina, Tatyana Shamshina	On the Problem of Using Artificial Intelligence in Education
10.45	Tatiana Kasian	Academic Drawing as a Basis for Training Web Designers
11.00	Kateryna Zaslavska, Maryna Salun	Navigating turbulent times with Pragmatic Agile
11.15	Alla Tkachenko	Risk Management Under the Influence of Destructive Factors and Digitalization at Economic Entities
11.30	Jolanta Baronaitė	Overview of UAB "Kesko Senukai Digital" online stores in the Baltic countries
11.45	Taomila Zalozna, Olha Voloshchenk	Growth Forecasts and Peculiarities of Using Artificial Intelligence in Marketing
12.00	Svitlana Kukol	Artificial Intelligence in the Creation of Book Design
12.15	Olha Vakulenko	The Use of Information and Digital Technologies in Design Education
12.30	Tetiana Borovyk	Artificial Intelligence Value in Marketing
12.45	Iryna Ivanova	Nature of Knowledge Management in Education
13.00	Azizbek Tulanboyev, Mashkhurbek Maksudov	The Role of Artificial Intelligence in Learning and Education
12.45	Mashkhurbek Maksudov, Rushana Kuchkorova	Leveraging Artificial Intelligence in Marketing Research: Paradigms, Potentials, and Pitfalls
13.00	Dilfuzakhon Kuchkorova	The role of artificial intelligence in making financial decisions in business
13.15	Khilola Sattarova	Importance of Artificial Intelligence in management of human capital development in industrial enterprises
13.30	Khamzakhoja Abdurakhmonov	Foreign experience of tax incentives for innovative activities

	Section 5 Information Technology Trends and Innovations. *Aud 7-214*	
	The Head of the Session assist Professor Amit Joshi	
10.00	Anwin Varghese, Amit Joshi	Revolutionizing Advertising Efficiency: The Role of AI and ML in Marketing
10.15	Gaurang Divyakant Patel, Amit Joshi	Advancing People Management: Leveraging AI for Organizational Success
10.30	Bekzod Kuziev, Amit Joshi	Fraud app detection software
10.45	Abhijith Mohanan, Amit Joshi	Navigating the Business Landscape: AI and ML Opportunities and Challenges
11.00	Abbos Juraev, Amit Joshi	Enhancing Business Capabilities with Artificial Intelligence
11.15	Bakhodir Abdumajidov, Amit Joshi	Safeguarding Digital Frontiers: Navigating Cybersecurity and Data Privacy in the Modern Era
11.30	Parth Vimalbhai Nakrani, Amit Joshi	Empowering Youth: Learning and Consciousness Enhancement via AI-Driven Bhagavad Gita Chatbots
11.45	Riad Ashrafov, Amit Joshi	Enhancing Customer Engagement and Retention in E-commerce Through Artificial Intelligence and Machine Learning: A Case Study of Personalized Recommendation Systems
12.00	Samandar Jumanazarov, Amit Joshi	Common challenges in implementing HTTP Authentication
12.15	Muhammad Noman Saif Bhatti, Amit Joshi	Optimizing Urban Space: IoT Solutions for Smart Car Parking Systems
12.30	Nursulton Karimov, Amit Joshi	The Evolution of Cloud Computing: Transforming Business Operations
12.45	Yogi Yashwanth Gopathi, Amit Joshi	Revolutionizing Money Transfer: How Blockchain speed up payments
13.00	Jomnumon Jose Scariya, Amit Joshi	The Future Unveiled: IoT's Role in Smart Cities and Industrial Evolution

	Section 6 ENGINEERING SYSTEM-BASED MAINTENANCE. *Aud 7-313*	
	The Head of the Session Professor Kopitovs Rostislavs, Vsevolods Karajevs	
16.00	Romans Djakons	Evaluation of University Position: Engineering System Approach
16.15	Rostislavs Kopitovs	Right to Design a New Version System
16.30	Romans Djakons, Vsevolods Karajevs, Dina Kelsina, Rostislavs Kopitovs	Disclosure of the Contents of a Engineering System
16.45	Vsevolods Karajevs	Value-Based BPO Enterprise Assessment
17.00	Olga Kamforina, Rostislavs Kopitovs, Sapargul Ordobaeva	Adopting DIKW Model: Using Requirements for Engineering System
17.15	Gulzar Ahammed	Improving ROI System: Using Organizational Lifecycle Methodology
17.30	Elvin Jafarov	Value Based Product Maintenance
17.45	Anwin Varghese	Using Engineering System Design: an Organizational Lifecycle Approach
18.00	Glebs Akimovs, Irina Kazina	Engineering System-Based on Approach to Performance Design
18.15	Shalitha Indika, Dinesh Pushpakumara, Tharaka Dilshan	Introduction to Engineering System Methodology
18.30	Sapargul Ordobaeva	Technology Development of Requirements for the Maintenance of Software Products
18.45	Jomnumon Jose Scariya	Implementing Engineering System Based Combination of the Reputation and Image
19.00	Nandalal Jeevanlal, Maninder Singh, Nishanth Shekar Shetty, Arun Mathew	ROI Methodology Maintenance Steps
19.15	Samandar Jumanazarov, Bakhodir Abdumajidov, Abbos Juraev	Development of Technology for Assessing the Value of an Information System
19.30	Arailym Ayazhan, Aray Amerkulova, Alina Akhmetova, Akerke Balabek, Raushan Muslimova, Shugyla Shokhaibai, Aizhan Tursynkyzy, Albina Zeinetula	Peculiarity of Engineering System: Comparison if System Products
19.45	Romans Djakons, Vsevolods Karajevs, Rostislavs Kopitovs	Approbation of the Engineering System Procedure

5

Section 7 IT Project Management and Governance Antonina *Aud 5-217*		
The Head of the Session Professor Antonina Djakon		
10.00	Alina Lytvynenko, Olena Lytvynenko	Formation of the strategy of the subjects of entrepreneurial activity in international business
10.15	Iryna Levchenko	International Experience in Utilizing Mechanisms of State Governance for Environmental Safety
10.30	Alona Buriak	Institutional provision of economic, information and ecological security
10.45	Abdumalik Matkarimovich Kadirov, Hilola Burkhanovna Sattorova, Abbosjon Ismoiljon ugli Komilov	Models of Management of Economic Sustainability of Industrial Enterprises
11.00	Oleksandr Umanskyi	Theoretical Foundations of The Concept of Smart Economy in the Global Space
11.15	Kaspars Kikste	The Current Context of Increasing Militarisation of Countries
11.30	Wladimir Gottmann	Modelling of Investment Processes in a Construction Corporation
11.45	Iryna Kalenyuk, Maksym Bohun	Smart city ecosystem: evolution, approaches to definition and components
12.00	Liudmyla Tsymbal, Tymur Natsvlishvili	Regulation of the development of smart cities in China
12.15	Petro Bannikov	Corporate volunteerism born of war: the case of Ukraine
12.30	Olena Grishnova, Ivan Kondratiuk	System of Indicators for Assessing the Efficiency of Using the Newest Technologies in Human Capital Management

Section 8 Emerging Trends in Tourism Management *Aud 5-217A*		
The Head of the Session assist Professor Julia Mironova		
10.00	Laurencija Budrytė-Ausiejienė, Gita Šakytė-Statnickė	Artificial Intelligence in the tourism industry: a situation analysis
10.15	Kevin de Paz	Sustainable tourism
10.30	Amit Joshi	Understanding the Entrepreneurship Ecosystem: A Comprehensive Analysis
10.45	Zaiga Oborenko	Factors Influencing employment of people with disabilities
11.00	Dariia Drozd, Diana Zmicerevska, Nataliya Kuznetsova	Modern marketing information technologies and their use in the restaurant business
11.15	Viktoria Riiascshenko, Jūlija Mironova, Valentina Djakona	Strategic Differentiation and the Fourfold Collaboration: Driving Innovation and Holistic Advancement
11.30	Jasur Usmonov	Development of Measures To Increase Efficiency of Marketing Activities of the am Sushi Enterprise
11.45	Mashkhurbek Maksudov, Abdusamiyev Asadbek	E-Tourism and Online Travel Management. Opportunities in Central Asia.
12.00	N.V.Bakalo	Tourism in Ukraine during the war
12.15	Viktoriia Makhovka	Development of Digital Technology in Tourism: Online-Booking, Virtual Traveling, Mobile Apps
12.30	Stanislava Pasieka	Modern trends in tourism and hospitality research: methodological aspect
12.45	Inna Kochuma	International cooperation of Ukraine in the field of tourism as an effective direction of post-war development
13.00	Angelina Volka, Jūlija Mironova	Sustainable Tourism: Balancing Economic, Socio-Cultural, and Environmental Impacts
13.15	Bahar Sahin, Jūlija Mironova	A Journey through Gastronomic Tourism
13.30	Azizbek Olimjonov, Name Surname	Improvement of Marketing Activities of The Posco International Textile Company
13.45	Eleonora Doronina, Julija Mironova	Tourism Business and Information
14.00	Jeroným Effenberk, Jūlija Mironova	New Tourism trends in Czech Republic
14.15	Murodjon Mukhiddinov, Julija Mironova	Factors Influencing Motivation and Job Satisfaction of Employees within the Hospitality Industry in the Republic of Uzbekistan
14.30	Umid Nizamov	Development of Measures to Promote Riga Car Detailing Company

WORKSHOP *International & Multidisciplinary Pedagogy, Aud 5-302*		
The Head of the WORKSHOP Professor Viktoriia Riashchenko		
13.00	Michael A Radin	Opportunities, Innovations & Challenges