

ECONOMICS, MANAGEMENT AND SOCIAL SCIENCES

(GLOBAL SCENARIO)



Amit Kumar Goel
Prof Asma Farooque
Prof Shumilova Iryna Fedorivna

Conference Proceedings

ECONOMICS, MANAGEMENT AND SOCIAL SCIENCES

(GLOBAL SCENARIO)

Editors

Amit Kumar Goel
Prof. Asma Farooque
Prof. Shumilova Iryna Fedorivna



AKG Global Support Services (OPC) Pvt. Ltd.

www.akgglobals.com

Published by



AKG Global Support Services (OPC) Private Limited

50, Vaishali Enclave, Sector-9, Indira Nagar
Lucknow-226016, Uttar Pradesh, India
Website: www.akgglobals.com

Copyright © Publisher

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical including photocopy, recording or by any information storage and retrieval system, without permission in writing from the copyright owner.

ISBN: 978-81-971286-8-4

First Published: July, 2024

All disputes are subject to Lucknow jurisdiction only.

Page Setting & Design by



karmakar

KARMAKAR

Kolkata, India | Ph: +91 9073808508

karmakar.print@gmail.com

Every effort has been made to avoid errors or omissions in this publication. In spite of this, some errors might have crept in any mistake, error or discrepancy noted may be brought to our notice which shall be taken care of in the next edition. It is notified that neither the Publisher nor the Author or Seller will be responsible for any damage or loss of action to anyone, of any kind, in any manner, there from. For binding mistakes, misprints or for missing pages etc., the publisher's liability is limited to replacement within one month of purchase by similar edition. All expenses in this condition are to be borne by the concerned purchaser.

MESSAGE

Dear Readers,



It is with great pride and excitement that we present this edited volume on “Economics, Management & Social Sciences”. This book brings together a diverse array of research that addresses key issues and innovations shaping the future of our global society.

In today’s rapidly changing world, the intersections between economics, management, and social sciences are more critical than ever. This volume showcases the work of scholars, practitioners, and thought leaders who are working to deepen our understanding of these interconnected fields, offering insights that are both timely and forward-thinking.

The chapters contained within this book cover a broad spectrum of topics from cutting-edge research in economic theory and management practices to social challenges that require innovative and sustainable solutions. Together, they reflect the importance of an interdisciplinary approach in addressing the complex issues that define the modern world.

We extend our sincere gratitude to the authors and contributors whose hard work and dedication have made this volume possible. Their contributions are not only a testament to their expertise but also to their commitment to advancing knowledge and fostering positive change.

We hope this book serves as a source of inspiration and a valuable resource for scholars, students, policymakers, and professionals who are passionate about shaping a better future through the combined lenses of economics, management, and social sciences.

Warm regards,

Viktor Osyka,

*Doctor of Sciences (Technical), Professor
Dean of the Faculty of Trade and
Marketing
State University of Trade and Economics*



MESSAGE

www.iiainline.in



INDIAN INDUSTRIES ASSOCIATION

AN APEX BODY OF MICRO, SMALL & MEDIUM ENTERPRISES

Lucknow Chapter

29th September, 2024

I am happy to know that “AKG Global Support Services (OPC) Pvt Ltd”, Lucknow is organising one day International Conference on “*Economics Management and Social Sciences (A Global Scenario)*” on 2 October 2024 in collaboration with many other universities of Ukraine and Uzbekistan.

I encourage all the participants to actively engage in these discussions, ask through provoking question and contribute to your unique ideas. Our collective efforts will undoubtedly lead us towards the innovation, solution and ideas that can shape the future of a new world.

Further more, I encourage you to take advantage of the network opportunities provided during the conference building, connections and for partnership, which not only embarrass our collective impact but also create a support system that will extend beyond the conference

I congratulate the organiser, Managing Director and Founder of AKG Global and convey my best wishes for the grand success of this conference.

(Vikas Khanna)

Chairman- Lucknow Chapter
Indian Industries Association

Chapter Office	Head Office	Contact Us
Indian Industries Association, Lucknow Chapter, DIC Bhawan, Talkatora Industrial Estate, Lucknow. -226011 Mobile : 9451974738	IIA Bhawan, Vibhuti Khand, Gomti Nagar, Lucknow- 226010, Uttar Pradesh, India	Toll Free No. 1800-309-5455 IIA Virtual MSME Help Center Zoom ID: 7376616526 Passcode: MYIIA
chairman.ikg@iiainline.in iiakochapter@gmail.com www.iialucknow.com	National Office Thakkar Bapa Smarak Sadan, Dr. Ambedkar Marg, Link Road, Jhandewalan, New Delhi- 110055, India	(2PM - 3PM, All working days)

MESSAGE



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАВЧАЛЬНО-РЕАБІЛІТАЦІЙНИЙ ЗАКЛАД ВИЩОЇ ОСВІТИ
«КАМ'ЯНЕЦЬ-ПОДІЛЬСЬКИЙ ДЕРЖАВНИЙ ІНСТИТУТ»



вул. Годованця, 13, м. Кам'янець-Подільський,
Хмельницька обл., Україна, 32300
тел. (03849)3-26-51, факс (03849)3-26-51
email: info@kpd.edu.ua

р/р UA248201720343170001000185025.код ЄДРПОУ 44370030, МФО 820172, ДКСУ
м. Київ

Від № 10 2024 р. № 134
На № _____ від 202 р.

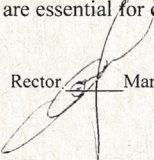
Message

The International Conference on Economics, Management, and Social Sciences on a Global Scale is a significant event that brings together leading scholars, researchers, practitioners, and policymakers from around the world to exchange knowledge, experience, and cutting-edge ideas in the fields of economics, management, and social sciences. This collection of papers features the most relevant scientific reports presented during the conference, reflecting advanced achievements and contemporary trends in addressing global challenges.

The conference serves as a vital platform for interdisciplinary dialogue, where experts from various fields explore complex issues of economic development, financial management, social reforms, and technological innovations. The topics discussed cover a wide range of pressing issues, including macroeconomic policy, addressing economic inequality, regional development strategies, and sustainable economic growth in the context of globalization. Special attention is given to financial innovations, risk management, market stability, corporate governance, and strategic decision-making practices.

Gender equality, diversity management, social welfare policy, and social entrepreneurship are also of particular importance. A special focus is placed on the impact of technological innovations on the economy and business, particularly digital transformation, artificial intelligence, machine learning, and the Internet of Things (IoT). Speakers analyze the potential application of innovative technologies in digital marketing, e-commerce, and their influence on modern organizations.

This collection of papers is a valuable resource for researchers, students, professionals in economics, management, and social sciences, as well as business and government representatives seeking new solutions to contemporary global challenges. The conference materials contribute to the further development of interdisciplinary research, the introduction of innovative ideas, and the establishment of international cooperation, which are essential for creating sustainable economic and social systems in today's world.

Rector  Maryan TRIPAK

Editorial Desk...!

Dear Readers!

We are pleased to present this edited volume, which compiles some of the most insightful research and findings shared at the *International Conference on Economics, Management & Social Sciences*. This conference brought together leading scholars, practitioners, and thought leaders to discuss emerging trends, innovative strategies, and impactful solutions across a wide range of topics within the realms of economics, management, and social sciences.

The contributions in this volume represent a diverse spectrum of ideas, from the theoretical to the applied, addressing critical challenges and opportunities faced by industries, governments, and societies globally. These papers reflect a deep commitment to advancing knowledge and fostering interdisciplinary dialogue on issues that are shaping our world in the 21st century.

We would like to extend our heartfelt gratitude to all the authors, participants, and contributors whose efforts have enriched this book. Their research is a testament to the power of collaboration and intellectual exchange in driving progress and innovation.

As you explore the pages of this volume, we hope you find inspiration, new perspectives, and practical insights that will further enrich your understanding of the dynamic interplay between economics, management, and social sciences.

We also look forward to continuing the dialogue and advancing research that can help us address the complex challenges of our time.

With Regards,

Editors
Amit Kumar
Prof. Asma Farooque
Prof. Shumilova Iryna Fedorivna

CONFERENCE ORGANIZING COMMITTEE

PATRON

Vadym Tkachuk – Rector

National University of Life & Environmental Sciences of Ukraine

Co-Patron

Dr. Smita Jadhav

Pro Vice-Chancellor

Dr. D Y Patil Vidyapeeth University, India

Oksana Tonha – Vice-Rector

Research and Innovation

NULES of Ukraine

Inna Savytska – Dean

Faculty of Humanities and
Pedagogy, NULES of Ukraine

Amit Kumar

Founder & Managing Director
AKG Global Support Services (OPC)
Pvt. Ltd.- India

Prof. Asma Farooque

Marketing Head & Legal
Advisor, AKG Global- India

Svitlana Kharchenko

– Dy. Dean
Humanities and Pedagogy for
Research at the NULES of Ukraine

Advisory Board Member

Prof. Kubitskyi Serhii Olegovych

Head of the Department Management
and Educational Technologies- NULES of
Ukraine

Prof. Safia Farooqui

Director
Dr. D Y Patil Vidyapeeth
University- India

Prof. Samina Rafat

Director & Professor
Institute of Productivity &
Management- India

Bogdan Nazarov – Deputy Dean

Faculty of Humanities and Pedagogy
for Educational Work NULES of
Ukraine

Dr. Shobhit Goel

Head of Department Students Affair &
Support Services Amity University
Uzbekistan

Prof. Shumilova Iryna Fedorivna

Doctor of pedagogical sciences,
Department of Management and
Educational Technologies NULES of
Ukraine

Prof. Hrechanyk Nataliia

Doctor of pedagogical sciences, Department
of Management and Educational Technology,
NULES of Ukraine

Irina Valentinovna Godniuk

Associate Professor Educational and
Rehabilitation Institute of Higher
Education, Kamianets-Podilskyi state
Institute, Ukraine

Prof. Inna Irtysheva

*Management
Admiral Makarov National University of
Shipbuilding, Mykolaev, Ukraine*

Dr. Anuradha Sharma

*Assistant Professor
National PG College- India*

Humeniuk Iryna Leontiivna

*– Acting Dean
Educational and rehabilitation Institution of
Higher Education “Kamyants-Podilskyi State
Institute” Ukraine*

Prof. KATERYNA YAHESKA

*Department of Marketing State University of
Trade & Economics- Ukraine*

Ljudmyla Anatoliivna KUSHNIR

*PhD, Associate Professor,
Department of Finance, Accounting and
Taxation im. S. Yuriy, Educational and
Rehabilitation, Institution of Higher Education,
“Kamenets-Podilskyi State Institute”*

Prof. Viktoriia Bokovets

*Professor & Head,
Dept. of Entrepreneurship,
Logistics and Management- Vinnytsia
National Technical University, Ukraine*

Igor Butsyk – Deputy Dean

*Faculty of Humanities and Pedagogy,
Academic Affairs NULES of Ukraine*

Oleg KORKUSHKO

*Associate Professor Educational and
Rehabilitation Institution of Higher
Education
“Kamianets-Podilskyi State Institute”
Ukraine*

Prof. Iryna Nadtochii

*Associate Directors, Education and
Research Kherson Educational-
Scientific Institute of Admiral Makarov
National University of Shipbuilding.*

Andrii Tymkiv

*PhD, Lecturer in Educational and
Rehabilitation Institute of Higher Education
“Kamianets-Podilskyi State Institute”*

CONFERENCE THEME

<p>Theme1- Economic Development and Growth:</p> <ol style="list-style-type: none"> 1. Macroeconomic policies 2. Economic inequality and poverty alleviation 3. Regional development strategies 4. Sustainable economic growth 	<p>Theme 2- Financial Management and Markets:</p> <ol style="list-style-type: none"> 1. Financial innovations and technologies 2. Investment strategies and portfolio management 3. Risk management and financial stability 4. Corporate finance and governance
<p>Theme 3- Marketing</p> <ol style="list-style-type: none"> 1. Marketing Management 2. Digital Marketing 3. Brand Management 4. Advertising Business 5. Trade Marketing 	<p>Theme 4- Organisational Behaviour and Management:</p> <ol style="list-style-type: none"> 1. Leadership and organisational culture 2. Human resource management practices 3. Strategic management and decision-making 4. Organisational change and innovation
<p>Theme 5- Social Issues and Policy:</p> <ol style="list-style-type: none"> 1. Social entrepreneurship and innovation 2. Social welfare policies 3. Gender equality and diversity management 4. Healthcare management and policy 	<p>Theme 6- Globalisation and International Trade:</p> <ol style="list-style-type: none"> 1. Trade policies and agreements 2. Global supply chain management 3. Cross-cultural management challenges 4. International business strategies
<p>Theme 7- Environmental Sustainability:</p> <ol style="list-style-type: none"> 1. Green technologies and sustainable development 2. Climate change mitigation and adaptation 3. Corporate social responsibility 4. Environmental economics and policy 	<p>Theme 8- Technological Innovation and Digital Transformation:</p> <ol style="list-style-type: none"> 1. Digital economy and e-commerce 2. Innovation management 3. Artificial intelligence and machine learning applications 4. Information technology adoption and impact on organisations
<p>Theme 9- Political Economy and Governance:</p> <ol style="list-style-type: none"> 1. Public policy analysis 2. Political economy of development 3. Governance and institutions 4. Corruption and governance challenges 	<p>Theme10- Psychology</p> <ol style="list-style-type: none"> 1. Psychology and Personal Development in Management

TABLE OF CONTENTS

ПРОБЛЕМА ВИКОРИСТАННЯ ШТУЧНОГО ІНТЕЛЕКТУ У НАВЧАННІ ЕСТРАДНОМУ СПІВУ ЗДОБУВАЧІВ ВИЩОЇ ОСВІТИ	1
<i>Фоломеєва Наталія Аркадіївна</i>	
ПРОБЛЕМА ВИКОРИСТАННЯ ШТУЧНОГО ІНТЕЛЕКТУ У СУЧАСНОМУ МУЗИЧНОМУ ПРОДАКШЕНІ	7
<i>Корякін Олексій Олексійович</i>	
ІННОВАЦІЙНІ СТРАТЕГІЇ РОЗВИТКУ ПІДПРИЄМСТВ В УМОВАХ НЕСТАБІЛЬНОЇ ЕКОНОМІКИ	13
<i>Шварц І. В.</i>	
Promotion Of The Educational Program in the Service Market	14
<i>Kateryna Yahelska</i>	
Економіка країни в період воєнного стану	19
<i>Ірина ГУМЕНЮК Володимир ХАЗАНОВ</i>	
Штучний інтелект і технології машинного навчання.	20
<i>Anastasia OKHOTSKA</i>	
Аутстафінг, як модель управління персоналом підприємства	22
<i>Oleg KORKUSHKO</i>	
Вплив воєнного стану на управління ризиками та фінансову стабільність держави	24
<i>Боковець Вікторія Григорук Ірина</i>	
Особливості розвитку людського капіталу в Україні	28
<i>Ірина ГОДНЮК</i>	
Brand Strategy through the Lens of the International Product Life Cycle Theory: A Case Study of Ruslan Baginskiy	34
<i>ILNYTSKYID. CHEPELENKO Anzhelika</i>	
University Brand Strategy For Strengthening Regional Economic Partnerships	37
<i>LYTVYNENKO Y. CHEPELENKO Anzhelika</i>	

СТРАТЕГІЧНИЙ МАРКЕТИНГ У В2В-СЕГМЕНТІ: КЛЮЧОВІ ВИКЛИКИ ТА РІШЕННЯ	42
<i>Ковальчук Анастасія Нечваль Євгенія</i>	
ЛІДЕРИ ДУМКИ У ФОРМУВАННІ РЕПУТАЦІЇ БРЕНДА	46
<i>Жулей Віталіна Дозорець Валерія</i>	
ЕТАПИ ФОРМУВАННЯ БРЕНД-СТРАТЕГІЇ ТЕРИТОРІЇ	50
<i>Левицька Ілона Володимирівна</i>	
ІНТЕГРАЦІЯ ЦИФРОВИХ ТЕХНОЛОГІЙ У СТРАТЕГІЧНИЙ МАРКЕТИНГ ЯК ОСНОВА КОНКУРЕНТНОЇ ПЕРЕВАГИ	54
<i>Іванець Анна Тенетюх Владислав</i>	
АРХЕТИП БРЕНДІВ	59
<i>Набок Вікторія</i>	
Basic concepts of Mobile Marketing in the modern context	63
<i>Shtanova Alona</i>	
Greenwashing in Eco-Branding of FMCG Enterprises	66
<i>Sergii Siazin</i>	
Brand Strategies and how they are Created in the Service Sector	70
<i>ВАНА К. СЕРЕПЕЛЕНКО Anzhelika</i>	
Directions for app Store Optimization in the Mobile Application Industry	75
<i>YUKHYMENKO Yuliana</i>	
ЦИФРОВІ ІНСТРУМЕНТИ ДЛЯ ПРОСУВАННЯ БРЕНДІВ ЛІКАРСЬКИХ ЗАСОБІВ НА ФАРМАЦЕВТИЧНОМУ РИНКУ	79
<i>Олександр Мельниченко</i>	
Development of the Business Planning Concept of Innovative Activities of Enterprises Based on the Functional Approach to Management	84
<i>Nadtochii Iryna</i>	
Optimizing Organizational Outcomes through Effective Strategic Planning	92
<i>Ms Jasminabonu Makhmudova Dr Shobhit</i>	

Sustainability in the Fashion Industry: Challenges and Opportunities	99
<i>Dr. Shamama Afreen Dr. Samina Rafat</i>	
Comparative Evaluation of Promotion and Advertising Strategies with Reference to Apple and Samsung	104
<i>Khadiya Bakaeva Dr Shobhit</i>	
ORganisation of Activities of the Children'S Development Centre «ANGel» At The Parish of the Mather of God of PERpetual help UKrainian GReek CATHolic CHURch In ZAPorizhzhia	113
<i>Zita Vorobiova Iryna Shumilova</i>	
Emotional Intelligence of the Head of the Educational Institution	117
<i>Nataliia Hrechanyk</i>	
Formation of an Integrated Innovation System as a Factor of the Attractiveness of the Innovation Environment of the Enterprise and A Form Of Implementation Of Radical Innovations	124
<i>Rusnak Alla</i>	
The Impact of Modern Technology on Traditional Pottery Firms: A Study of Khurja, Bulandshahar	134
<i>Shivdutt Sharma Dr. Shital Rajput</i>	
A study on impact of Natural Disasters w.r.t Odissa state	141
<i>Mr. Aditya Sharma Dr. Geeta Srinivas Rao</i>	
A systematic study on Education and Health SDG from Indian perspective	151
<i>Geeta Srinivas Rao</i>	
Exploring Strategic Human Resource Management Practices and Their Impact on Organizational Development	162
<i>Ms. Sneha Gupta Prof. (Dr.) Asma Farooque Dr. Priyanka Gupta</i>	

“From Screen to Shelf: The Impact of Celebrity Endorsements on FMCG Brand Perception and Purchase Intentions in Mumbai” 176

Ms. Aisha (Gauri) Kangokar | Ms. Mariam Masani

Economics, Management and Social Science in terms of Human Resource 182

Shahla Tabassum | Dr Shweta Goel

Gau Mata Economics on Aatmanirbhar Bharat – A CSR Preview 193

Rakesh Kumar Singh | Prof (Dr). Sidharth Jain

Review of Q-commerce Business Model: Explication, Challenges, and Affecting Parameters 206

Bijal Thaker | Dr. Shilpa Paralikar

A study on healthcare w.r.t Uttarakhand State 213

Ishita Tewari | Geeta Srinivas Rao

ПРОБЛЕМА ВИКОРИСТАННЯ ШТУЧНОГО ІНТЕЛЕКТУ У НАВЧАННІ ЕСТРАДНОМУ СПІВУ ЗДОБУВАЧІВ ВИЩОЇ ОСВІТИ

Фоломєєва Наталія Аркадіївна

Можна вважати, що штучний інтелект (ШІ) вперше був використаний у музиці в 1960-х роках, коли він застосовувався лише до клавішних електро- музичних інструментів (ЕМІ) для створення нового музичного інструменту. Але на той час розуміння технології ШІ були недостатньо глибокими, і більшість викладачів музики не були знайомі з цим новим інтелектуальним музичним інструментом. Хоча цей різновид ЕМІ використовується у навчанні музики, але не викликає особливої уваги, у багатьох закладах навчання музиці все ще відбувалося за традиційною системою навчання [1, с. 618]. Тому застосування ШІ на цьому етапі не відіграло значної ролі у навчанні. Проте ситуація змінилася.

Очевидно, застосування систем ШІ може спричинити зростання мотивації здобувачів ВО до вивчення естрадного співу в умовах традиційного навчання у ЗВО. Завдяки використанню системи ШІ поглиблюється диверсифікація музичної освіти. У музично-освітній діяльності здобувачів освіти молодшої та базової школи система ШІ використовується для підвищення мотивації здобувачів освіти та ініціативності. У ЗВО інтеграція ШІ у освітній процес допомагає не лише підвищити навчальну мотивацію, але і ефективніше опанувати компетенції.

Завдяки значній інтеграції ШІ може агрегувати різні медіадані, такі як зображення, звук, відео тощо. Використання

**кандидат педагогічних наук, доцент, Сумський державний педагогічний університет імені А. С. Макаренка (м. Суми, Україна)*



Mr. Amit Kumar Goel has two decades of experience of teaching in the field of commerce and management. He has been teaching courses at Graduate and Post graduate level. His area of specialisation is Finance, Economics and Accountancy. Mr. Goel has been a dedicated researcher and writer. He has published several national and international research papers and books to his credit. He has been a part of several significant committees in the University. He has also been associated with the promotion drive of the campus and represented University at various national and international forums. Mr. Goel is a seasoned academician and a learner by heart. Mr. Goel is frequently invited by various universities of Ukraine for delivering lectures and motivating students from time to time. He is also QS World Ranking expert and reviewer of Scopus journal. He has virtues of having a pleasing personality and a friendly behaviour and positive attitude.



Dr. Asma Farooque is a Professor in Marketing and Business Law in the Department of Business Management, Integral University, Lucknow. She has two decades of experience in teaching and research. She has published more than 30 research papers in journals of national and international repute. She has also published two patents and is an author of several books. Seven scholars have been awarded PhD Degree under her guidance and supervision. Dr. Farooque has also served as Head of the Department in two different tenures. She has also closely associated with NAAC related assignments and is also Managing Editor of Journal published by the Department. She is a voracious speaker, and mentor. She has also served as Incubation Centre of University as Incubation Manager. Dr. Farooque is a voracious speaker, mentor and active member of several University committees, panels and boards.



Iryna Shumilova is a Doctor of Pedagogical Sciences, Professor of the Department of Management and Educational Technologies at the National University of Life and Environmental Sciences of Ukraine. She has thirty years of experience in Ukrainian universities. She teaches courses for undergraduate and master's students in educational management. She works with postgraduate students from China.

Scientific interests: formation of a person's value worldview, development of professional competence, technology of Guidance in Ukrainian education.

Research directions for cooperation: public and educational activities of zemstvo activists (late XIXth – early XXth century), development of professional competence, the culture of Guidance in Ukrainian education, educational management.

Scientometric indicators:

<https://www.scopus.com/authid/detail.uri?authorId=57211215437>

<https://www.webofscience.com/wos/author/record/2444889>

<https://orcid.org/0000-0001-6132-5771>

Contacts: shumilova_i@nubip.edu.ua



AKG Global Support Services (OPC) Private Limited

50, Vaishali Enclave, Sector-9

Indira Nagar, Lucknow-226016

Uttar Pradesh, India

Website: www.akgglobals.com



ISBN: 978-81-971286-5-3



Price: ₹1500/-