

цифрової трансформації маркетингу українських підприємств та споживачів – тут наголошуємо на поданні заявки України на членство в ЄС 28.02.2022 р. та отримання статусу країни-кандидата на членство в ЄС 23.06.2022 р. В результаті цих рішень електронний ринок України може швидко стати важливим сегментом єдиного цифрового ринку ЄС.

### **Список використаних джерел**

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## **A RESEARCH AND EDUCATION COLLABORATION BETWEEN AN UKRAINIAN RESEARCHER AND THE UNIVERSITY OF NATURAL RESOURCES AND LIFE SCIENCES VIENNA (BOKU) – EXPERIENCES OF THE JESH-UKRAINE SCHOLARSHIP PROGRAM**

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Today many Ukrainian students, researchers, and professors unfortunately must live in Europe because of the war that Putin is waging

against the peaceful people of Ukraine. Europe does a lot of things to help and support them and offers different projects and programs. And I want to share my experience.

Mariia Mykhailova had a great opportunity to take part in the JESH-Ukraine Program and improve her knowledge, conduct research, collect new materials, and do an internship. She strongly believes that the JESH-Ukraine Program had a positive impact both on her personally and on potential general reforms in the Ukrainian higher education sector.

In period 19/05/2022/-19/07/2022, I had the pleasure to host and collaborate with Mariia Mykhailova, PhD, for the duration of two months in the framework of the Academic Mobility Program "Joint Excellence in Science and the Humanities" (JESH) of the Austrian Academy of Sciences for Ukrainian Researchers. Due to the marketing research background of Mrs. Mykhailova the collaboration was effortless and synergistic.

I introduced her to my colleagues at our Department and Mrs. Mykhailova gave several presentations to faculty and students at BOKU. I found it very enriching that Mrs. Mykhailova was willing to join me in several of my lectures to talk to my students not only about the economic consequences of the Russian invasion but also about her personal experiences. My students were deeply touched, because they could feel the strong emotions and that it was not easy for Mrs. Mykhailova to talk about her war experiences and the loss of her home. Besides Mrs. Mykhailova giving presentations I also took her to my lectures to show her new didactic concepts, such as the flipped classroom concept, or how to involve students in role plays to simulate decision processes. I apply since many years an approach which encourages students to express their opinion and engage in lively discussions, which was a new form of teaching for Mrs. Mykhailova as well.

Concerning our research project, it was a pleasure to work with Mrs. Mykhailova. Due to her deep knowledge about the Ukrainian agriculture and its trade relations, our collaboration laid the ground for a scientific article which will be published in the double blind, peer reviewed international journal "Die Bodenkultur".

And Mrs. Mykhailova used the opportunity also to gain a deeper understanding of the European Bachelor and Master programs, and especially the study programs we offer at BOKU. She was highly interested in seeing the structure and content of our international Master programs, and she told me that this helped her to gain a deeper conceptual

understanding of the Higher Education Systems in the EU and especially at BOKU. Together we initiated talks with the head of our International Relations Center about a possible Memorandum of Understanding between BOKU and the State Biotechnological University from Kharkiv. The Memorandum of Understanding (MoU) would serve the purpose of further research cooperation through both educational and academic exchange, to promote future exchanges of students and researchers of both universities.

Finally, Mrs. Mykhailova was interviewed by a representative of the BOKU Center of Agricultural Sciences and the interview was published in our regular newsletter to BOKU agricultural faculty, where Mrs. Mykhailova talked also about the opportunity the JESH scholarship gave her. The target group of this newsletter are agricultural researchers (BOKU) and stakeholders in the wider field of agriculture throughout Austria.

Before the war Ukraine was a major player in the global agricultural sector and it still is (although in a diminished form) and we believe it will be even more important after the war because climate change will increase pressure worldwide on global food producers. Deepening and extending our cooperation with State Biotechnological University of Kharkiv by collaborating with Mrs. Mykhailova is a strategic core interest of our institute. Mrs. Mykhailova represents a key connector for our Institute with the research community in the agricultural marketing field in the Ukraine. A prolongation of the cooperation with Mrs. Mykhailova would give us the opportunity to strengthen our ties with the Ukrainian research community.

All in all, we are grateful to collaborate with Mrs. Mykhailova. She is an example for the high-quality level of researchers from Ukraine, and she enriches our research team at our Institute of Marketing & Innovation at BOKU.

## **ОПТИМІЗМ ЯК ІНСТРУМЕНТ НОВОГО МАРКЕТИНГУ**

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Сьогодні, в час буремний і сповнений тривоги, оптимізм стає досить важливою складовою, не лише в повсякденному житті, але в маркетингу зокрема.