

NATIONAL TECHNICAL UNIVERSITY OF UKRAINE "IGOR SIKORSKY KYIV POLYTECHNIC INSTITUTE"

FACULTY OF LINGUISTICS

Department of English for Humanities №3

Dear 1st and 2nd-year Students!

We are delighted to invite you to participate in the XII International Student Conference

Ukrainian and Foreign Science: Yesterday, Today, Tomorrow

which will be held on December 11, 2024



- The program of the conference includes **online** plenary and working sessions.
- Participation in the conference is **free of charge**.
- The language of the conference is **English**.
- The conference proceedings will be posted on the conference website as **open access publications**.
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To participate in the conference:

- **Fill in the application form** (co-authors should submit a single joint form):
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- Submit your paper to
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according to the requirements (see below).

Areas of interest include, but not limited to:

Engineering Sciences

Electronics
Energy Saving
Informatics & IT
Instrument Making
Material Science
Mechanical Engineering
Metallurgy
Power Engineering
Radio Engineering
Welding

Social Sciences

Communication studies
Economics
Education
History
Law
Political science
Psychology
Sociology





Natural Sciences

Astronomy
Biology
Chemistry
Earth science
Medicine
Physics

Deadline for abstract submission: 15.11.2024

Feedback on abstract selection results: by 25.11.2024

Submission Guideline

-  The author's contribution should be no less than **85%** of the total volume of the abstract.
-  Papers should be written in English, saved in DOC format, and include the author's last name and initials in the file name (e.g. PetrenkoM_tezy).
-  Abstracts should be 1-3 pages long and can have up to 3 co-first authors. Please submit in Microsoft Word format (A4, *.doc or *.docx) using the following formatting: Times New Roman, 14 pt font, single line spacing, 2 cm margins, 1.25 cm paragraph indentation, 0 cm spacing before and after paragraphs, and justified alignment.
-  All reference list entries should be formatted according to the requirements of the APA style.
<https://www.grafiati.com/en/>

We strongly emphasise the importance of academic integrity.

Any violation of academic standards will result in disqualification.

UNACCEPTABLE CONTENT:

- Citations exceeding 15% of the total volume of the abstract.
- Use of generative AI applications without human contribution.
- Information that is restricted from publication by the 'Summary of State Secrets,' approved by SSU Order No. 440 dated 12.08.2005 and registered at the Ministry of Justice of Ukraine No. 902/11182 on 17.08.2005, as well as the 'List of Official Information, which is the property of the state in the field of education and science of Ukraine,' approved by the Ministry of Education and Science of Ukraine Order No. 319 dated March 18, 2015.
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- Missing or incorrect references or citations, or sources without proper citation.

Sample Paper

DIGITAL HR AND WHY COMPANIES SHOULD INVEST IN IT

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In the age of digital transformation, Digital HR has emerged as a crucial trend, reshaping the way human resources management operates. It involves automation, advanced technology, and a focus on effective information utilization. Digital HR has broken down geographical and communication barriers, streamlined processes, and allowed HR managers to concentrate on talent development and strategies (Khatri et al., 2010). It enhances accessibility and simplifies data collection and analysis.

Moreover, it emphasizes a customer-centric approach, serving both external customers and internal clients (employees). Speed is a hallmark of digitization, influencing all aspects of work procedures. To adapt to these changes, new HR methods like recruitment funnels and innovative practices such as hackathons are becoming common. Companies like Royal Bank of Canada and Deutsche Telekom have even established digital design teams within their HR departments (HR Digital Transformation Trends, 2022).

In response to this digital shift, HR suppliers have introduced new products and solutions, focusing on mobile apps, artificial intelligence, and enhancing client experiences. Chat-bots, for instance, are being used for various HR tasks, such as polls, onboarding, and scheduling interviews, and are widely embraced by HR professionals (Sharma, 2023).

Another key tool in Digital HR is gamification, which applies game elements to real work activities, improving engagement, reducing stress, and fostering a healthier work environment (Lucas, 2022). Examples like Deloitte's "Chosen_Analyst" game and Marriott's "My Marriott Hotel" game demonstrate the effectiveness of gamification in HR practices.

In conclusion, Digital HR is the prevailing global HR trend of the modern era. It encourages experimentation with digital platforms, tools, and methods to harness the opportunities presented by digital transformation.

References:

1. Khatri, P., Gupta, S., Gulati, K., & Chauhan, S. (2010). Talent Management in HR. *Journal of Management and Strategy*, 1(1). <https://doi.org/10.5430/jms.v1n1p39>
2. Lucas, S. (2022). Gamification in HR: A New Approach to Employee Engagement. *Personnel Psychology Review*, 18(2), 201-217.
3. *HR Digital Transformation Trends*. (2022). Olive Technologies. <https://olive.app/blog/the-future-of-hr-is-here-5-digital-transformation-trends-to-look-out-for-in-2023/>
4. Sharma, S. (2023). Revolutionizing HR: The Role and Potential of Chatbots in Human Capital Management. *International Journal of Computer Trends and Technology*, 71(3), 41-49. <https://doi.org/10.14445/22312803/ijctt-v71i3p107>