

Digital Economy and Information Society (DEIS2025)

7th International Scientific Conference

April 9-10, 2025

First day: **April 9, 2025**

Academy of Silesia, Senate Hall, 43 Rolna Street, 40-555 Katowice, Poland

Link to Zoom conferencing for remote participants:

<https://us02web.zoom.us/j/2035271403?pwd=Tm95RS9lU1ltbGtVb01ReFNmNDc5QT09>

Conference ID: 203 527 1403, Access code: 736052

PLENARY SESSION

Moderators: **Zhanna Czerniakova**, PhD., Associate Professor / **Tetyana Nestorenko**, PhD., Professor AS

10:00-10:15
(Warsaw
time) / 11:00
– 11:15
(Kyiv time)

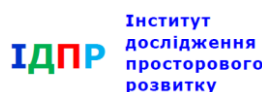
Welcoming conference participants:

Aleksander Ostenda, PhD., Professor AS, Rector
Academy of Silesia, Poland

Mykola Pryhodii, DSc., Professor, Corresponding Member of the NAS of Ukraine, Deputy
Director for Scientific Work
Institute of Vocational Education of the National Academy of Educational Sciences, Ukraine

Taras Danko, Professor, Ph.D., Director of the Economics, Management and International
Business Institute
National Technical University 'Kharkiv Polytechnic Institute', Ukraine

Yuriy Lyannoy, DSc, Professor, Rector
Sumy State Pedagogical University named after A. S. Makarenko



10:15-11:45 (Warsaw time) / 11:15 – 12:45 (Kyiv time)	FORMATION OF CAREER ORIENTATIONS OF FUTURE SPECIALISTS IN THE CONTEXT OF THE INFORMATION SOCIETY DEVELOPMENT ФОРМУВАННЯ КАР'ЄРНИХ ОРІЄНТАЦІЙ МАЙБУТНІХ ФАХІВЦІВ В УМОВАХ СТАНОВЛЕННЯ ІНФОРМАЦІЙНОГО СУСПІЛЬСТВА Valerii Orlov, DSc, Professor <i>Institute of Vocational Education of the National Academy of Educational Sciences of Ukraine, Ukraine</i>
	PURPOSEFUL USE OF AI TOOLS FOR THE DEVELOPMENT OF STUDENTS' LEARNING ABILITY IN HIGHER EDUCATION Gulnar Huseynova, PhD Student <i>Nakhchivan Teachers Institute, Azerbaijan</i>
	THE ROLE OF DIGITAL TOOLS IN SHAPING ENVIRONMENTAL POLICY РОЛЬ ЦИФРОВИХ ІНСТРУМЕНТІВ У ФОРМУВАННІ ІНВАНІРОНМЕНТАЛЬНОЇ ПОЛІТИКИ Maryna Mashchenko, DSc, Professor <i>National Technical University 'Kharkiv Polytechnic Institute', Ukraine</i>
	HOW BNPL APPLICATIONS ARE RESHAPING CREDIT CARD USAGE Tunahan Aslan, PhD Student <i>Yuzuncu Yil University, Van, Turkey</i> Turgud Valiyev, M.Sc. Data Science and Business Analytics <i>Faculty of Economics, University of Warsaw, Poland</i> Zafer Kanberoğlu, Professor <i>Yuzuncu Yil University, Van, Turkey</i>
	THE ROLE OF PHYSICAL REHABILITATION FOR THE TRAINING OF NURSES FOR REHABILITATION РОЛЬ ФІЗИЧНОЇ РЕАБІЛІТАЦІЇ ДЛЯ ПІДГОТОВКИ МЕДИЧНИХ СЕСТЕР З РЕАБІЛІТАЦІЇ Oksana Polianska, DSc., Professor Igor Polianskyi, DSc., Professor Olha Hulaha, PhD <i>Bukovinian State Medical University, Ukraine</i> Inna Moskaliuk, PhD <i>University of Opole, Poland</i>
11:45-12:00 (Warsaw time) / 12:45-13:00 (Kyiv time)	Break.
12:00-13:00 (Warsaw time) / 13:00-14:00 (Kyiv time)	THE INFLUENCE OF PHYSICAL CULTURE ON THE RECOVERY OF THE PHYSICAL AND PSYCHOLOGICAL STATE OF MILITARY PERSONNEL AFTER VISION LOSS ВПЛИВ ЗАСОБІВ ФІЗИЧНОЇ КУЛЬТУРИ НА ВІДНОВЛЕННЯ ФІЗИЧНОГО ТА ПСИХОЛОГІЧНОГО СТАНУ ВІЙСЬКОВИХ ПІСЛЯ ВТРАТИ ЗОРУ Olesia Perepechenko, PhD Student <i>Sumy State Pedagogical University named after A.S. Makarenko, Ukraine</i>
	DEVELOPMENT OF GRAPHIC TOOLS – FROM TRADITIONAL GRAPHICS TO DIGITAL REVOLUTION ROZWOJU NARZĘDZI GRAFICZNYCH – OD GRAFIKI TRADYCYJNEJ DO CYFROWEJ REWOLUCJI Jakub Zdejszy, DSc, Professor AS <i>Academy of Silesia, Poland</i>
	FROM STATIC VISUALIZATIONS TO IMMERSIVE EXPERIENCES – THE IMPACT OF AR AND VR TECHNOLOGIES ON THE PRESENTATION OF 3D MODELS OD STATYCZNYCH WIZUALIZACJI DO IMMERSYJNYCH DOŚWIADCZEŃ – WPLYW TECHNOLOGII AR I VR NA PREZENTACJĘ MODELI 3D Marcin Bochenek, MFA <i>Academy of Silesia, Poland</i>
13:00-13:30 (Warsaw time) / 14:00-14:30 (Kyiv time)	Break. After the break work will be in sessions at the conference co-organizer universities.