



Co-funded by
the European Union



forthem.

Fostering Outreach
within European Regions,
Transnational Higher Education
and Mobility

JOHANNES GUTENBERG
UNIVERSITÄT
MAGDEBURG



VNIVERSITAT
D VALÈNCIA



UC
UNIWERSYTET
OPOLSKI



Uia
University
of Agder



2nd FORTHM Annual conference 2025 - PRESENTER's badge



Badge Awarded to

MYKHAILENKO Halyna

This badge recognizes the attendee's valuable contributions, active involvement in the academic community, and significant input towards advancing knowledge and innovation in the field.

#conference #FORTHM #research

Issued on: 2025-03-15

Issuer



FORTHem

forthem@u-bourgogne.fr

<https://www.forthem-alliance.eu>

Criteria

About the conference:

2nd Annual FORTHem Conference – Connecting Worlds of Science and Society took place on **January 29-31, 2025**. It was organized and attended by the academic community of **9 universities** of the FORTHem Alliance:

- Jyväskylän yliopisto, Finland
- Université de Bourgogne, France
- Johannes Gutenberg-Universität Mainz, Germany
- Università degli Studi di Palermo, Italy
- Latvijas Universitāte, Latvia
- Universitetet i Agder, Norway
- Uniwersytet Opolski, Poland
- Universitatea Lucian Blaga din Sibiu, Romania
- Universitat de València, Spain

as well as *external partners of the FORTHem Alliance*.

General sessions:

- Navigating the challenges and opportunities of diversity and migration
- Enhancing multilingualism and learning in schools and universities
- Ensuring safety, nutrition, and sustainability
- Shaping the future through digital transformation
- Climate Change and resource management: strategies for a sustainable future
- Cultural exchanges and integration in the 21st century Europe
- Improving life quality and resilience amid demographic shifts
- Art and Aesthetics as critical infrastructure in an uncertain world
- Preserving cultural heritage - balancing tradition and modernity
- AI-driven realities: embracing the future of human and machine synergy

Cross-disciplinary sessions specially targeted for Early-Stage researchers:

- Social Sciences, Humanities and Arts: insights from next-gen researchers
- Natural and Life Sciences: insights from next-gen researchers

Conference in numbers:

The conference spanned **3 days**, offering **12 thematic sessions** with over **100 presentations and posters**, totaling **15 hours** of engaging content attended by more than **350 participants**.

The recipient of this badge was selected based on fulfilling the following criteria:

1) Attendance: The individual must have attended the conference sessions or events as well as at least one of the following:

2) Active Participation: Demonstrated engagement through asking questions, contributing to discussions, or participating in workshops.

3) Contribution to Community: Showcasing efforts to foster a sense of community by networking, collaborating with peers, or sharing insights.

4) Feedback and Reflection: Providing constructive feedback or reflections on the conference content or organization.

additionally:

5) Knowledge Sharing: Demonstrating knowledge sharing through presentations, posters, or discussions

by presenting:

[MYKHAILENKO, Halyna]"Art and Aesthetics as Critical Infrastructure in an Uncertain World"

within session

"Art and Aesthetics as critical infrastructure in an uncertain world, chaired by Dr. Marius L. Igland (Universitetet i Agder, Norway) and Dr. Elżbieta Nieroba (Uniwersytet Opolski, Poland)"

For more information, please access the CONFERENCE PLATFORM <https://conferences.lu.lv/event/604/>

View badge online:

<https://openbadgefactory.com/v1/assertion/cc42c61bd05e5027ed74e2f96b562a965118e814>



This PDF file is a standard Open Badge. The validity of this badge can be checked with a validator service:

<https://openbadgefactory.com/validator?id=cc42c61bd05e5027ed74e2f96b562a965118e814>



Digital Tools, Archetypes and Implications in Marketing Educational Products: A Path to Global Competitiveness

Mykhailenko Halyna,

Poltava State Agrarian University, Poltava, Ukraine

Background: Modern education faces challenges such as globalization, competition, and the need for integrating new technologies. Marketing strategies based on archetypes and implications show significant potential. Their combination with digital capabilities and the prospect of incorporating neuromarketing opens new pathways for enhancing the effectiveness and improving the communication strategies of educational institutions.

Aim: Development of innovative approaches to promoting educational products using archetypes, implicit associations, and digital technologies, as well as exploring the potential of neuromarketing for further enhancing emotional engagement with the audience.

Methods: Theoretical methods: Analysis of literature on marketing, psycholinguistics, digital technologies. Study of using archetypes in marketing communications. Empirical methods: Conducting surveys among specialists at Poltava State Agrarian University to identify key archetypes and implication, influencing their choice on educational products (using the example of EMI teaching). Analysis of the effectiveness of digital platforms in engaging the audience (social media, websites).

Results: Archetypes in digital communications: The use of archetypes in text and visual content enhances the emotional appeal of educational products. "The Sage" builds trust in educational programs, especially for international students, while "The Hero" works effectively with the domestic audience. Dominant archetypes among PSAU specialists (according to their responses) are "The Innovator," "The Seeker," "The Realist," and "The Caregiver." Digital opportunities: Social media serves as a platform for testing marketing messages. Analytics tools like Google Analytics help better understand audience preferences and behavior, allowing strategies to be adapted to their needs. Neuromarketing prospects: The use of emotion analysis technologies can improve content adaptation to the individual needs of the audience. Attention tracking technologies help structure materials more effectively. AI and automation allow for the personalization of marketing strategies. EMI as an international perspective: EMI courses, combined with archetypes and digital approaches, attract international students, enhance the prestige of the university, strengthen its brand, increase its competitiveness.

Conclusion: Integrating digital opportunities into marketing strategies significantly improves the effectiveness of promoting educational products. Archetypes and implications create emotional value, neuromarketing prospects offer new research opportunities. Further directions: development of interactive educational products using VR/AR; integration of AI for the personalization of educational programs; using

of AI for analyzing target audience behavior and personalizing content. All these advancements are explored through the lens of archetypes and implications, enhancing emotional resonance and audience engagement.

Acknowledgements: Thank the participants for their support. There are no conflicts of interest. The project was carried out without external funding, as part of my educational initiatives.

References:

1. Bowles H., Murphy A. C. EMI and the Internationalization of Universities: An Overview. *English-Medium Instruction and the Internationalization of Universities. International and Development Education* . Palgrave Macmillan. DOI: https://doi.org/10.1007/978-3-030-47860-5_1
2. Kim V., Kim J. Facilitative effects of feedback delivered via a social Q&A platform in the English-medium instruction context. *The Journal of Asia TEFL*. 2022. Vol. 19, iss. 3. PP. 852-870. DOI: 10.18823/asiatefl.2022.19.3.7.852.