



**Ural Federal
University**

named after the first President
of Russia B.N.Yeltsin

**Graduate School
of Economics
and Management**

THE PROGRAM

of the International round table

«STRATEGIC VECTORS OF DEVELOPMENT OF SOCIETY AND TERRITORIES IN THE CONTEXT OF NEW ECONOMIC CHALLENGES: ECONOMIC MODELS, NEW TECHNOLOGIES AND MANAGEMENT PRACTICES»

April 18, 2024

Ural Federal University named after the first President of Russia B.N. Yeltsin
Ekaterinburg, Lenin Ave., 13b (+ online)



ABOUT THE INTERNATIONAL ROUND TABLE

The international round table “Strategic vectors of development of society and territories in the context of new economic challenges: economic models, new technologies and management practices” is held within the conference **“Strategies for the Development of Social Communities, Institutions and Territories”**.

The main focus of the round table discussions is aimed at structural changes in society and the economy in the context of the new geopolitical realities.

Among the priorities of the discussion there are the following topics:

- society development strategy;
- problems of supranational entities integration efficiency;
- population life quality;
- digital infrastructure development;
- search for new markets;
- formation of logistics chains;
- business management models, technologies and practices.

Based on the results of the conference, participants whose reports will be presented in offline or online formats will be given the opportunity to publish in the collection of conference materials (in abstract format) and partner journals.

Languages: Russian, English.



Requirements of the report materials can be found in [the Information Letter](#)

MODERATORS OF THE INTERNATIONAL ROUND TABLE

Astratova Galina Vladimirovna, Doctor of Economics, Professor of the Department of Integrated Marketing Communications and Branding of the Ural Federal University named after the first President of Russia B.N. Yeltsin (UrFU), Member of the American Marketing Association (AMA), Member of the European Association of International Education (EAIE), Corresponding Member of the Academy of Management in Education and Culture, Corresponding Member of the Russian Guild of Marketers, Honorary Worker of Higher Professional Education of the Russian Federation

Victoria Eduardovna Tronina, assistant of the Department of Integrated Marketing Communications and Branding of the Ural Federal University named after the first President of Russia B.N. Yeltsin (UrFU)



General information about the conference is available on [the website:](https://gsem.urfu.ru/strategies/)
<https://gsem.urfu.ru/strategies/>

SPEECH PROGRAM

14.00-14.10	ASTRATOVA Galina Vladimirovna , Doctor of Economics, Professor of the Ural Federal University (Ekaterinburg, Russia): <i>“Strategic vectors of social development in the first quarter of the 21st century in the context of the Union State and current problems of Russian-Belarusian integration”</i>
14.10-14.20	GNEVASHEVA Vera Anatolyevna , Doctor of Economics, Associate Professor, Head of the Department of Reproduction of Labor Resources and Employment of the Population of the Institute of Demographic Research of the Federal Research Sociological Center of the Russian Academy of Sciences (Moscow, Russia): <i>“Digital Employment Platforms”</i>
14.20-14.30	SIMCHENKO Natalia Aleksandrovna , Doctor of Economics, Professor of the Department of Economic Theory and History of Economic Thought. at St. Petersburg State University (St. Petersburg, Russia): <i>“Socio-technological nature of labor organization in the digital environment”</i>
14.30-14.40	BRYUKHANOVA Natalya Vladimirovna , Doctor of Economics, Professor of the Department of Management of the Russian State University for the Humanities (Moscow, Russia): <i>“Social entrepreneurship: international practice and the Russian vector of development”</i>
14.40-14.50	ZHELEZKO Boris Aleksandrovich , Ph.D., Associate Professor of the Department of Marketing of the Belarusian National Technical University (Minsk, Belarus): <i>“Transformation of the labor market in the conditions of digital transformation of the economy”</i>
14.50-15.00	CHERNENKO Ilya Mikhailovich , Ph.D., Associate Professor, UrFU (Ekaterinburg, Russian Federation): <i>“Risks of the development of Russian human capital in conditions of geo-economic fragmentation”</i>

SPEECH PROGRAM

15.00-15.10	ISKAKOV Izdevaldy Iskakovich , Doctor of Economics, Professor, Kyrgyz National University named after J. Balasagyn (Bishkek, Kyrgyzstan): <i>“Prerequisites for the formation of a market model of economic development of the Kyrgyz Republic”</i>
15.10-15.20	SYPCHENKO Vasilina Vitalievna , graduate student of the National Research Tomsk State University (Tomsk, Russian Federation): <i>“Economy of impressions and city identity (using the example of Tomsk)”</i>
15.20-15.30	UDEME Udoh , Research Fellow, of the University of Ibadan (Ibadan, Nigeria): <i>“Nigerian Economic Outlook 2022-2023”</i>
15.30-15.40	CALLISTUS Destiny Odeh , Lecturer at the Osun State University (Osogbo, Nigeria): <i>“The relationship between personality and job satisfaction in the teaching profession in South-Western Nigeria”</i>
15.40-15.50	KANYINSOLA Helen Cole , lecturer at Osun State University (Osogbo, Nigeria): <i>“Discrimination against women in Nigeria in the context of government regulation and digitalization of higher education”</i>
15.50-16.00	IZMAILOV Airat Maratovich , Ph.D., Associate Professor, Samara State Medical University (Samara, Russia): <i>“A study of the attitudes of medical university students to the prospect of their participation in R&D during and after graduation”</i>

SPEECH PROGRAM

16.00-16.10	SOKOLOVA Yulia Dmitrievna , research engineer, assistant, graduate student of UrFU (Ekaterinburg, Russian Federation): <i>“Development of exports of Russian regions in conditions of geopolitical tension: the case of transitional climate risks”</i>
16.10-16.20	MARCOS Belaihun , lecturer and researcher at the College of Business and Economics at Dire Dawa University (Dire Dawa, Ethiopia): <i>“Main problems of management in public administration in the real estate sector in Ethiopia”</i>
16.20-16.30	CHIGOZIRIM Ndubuisi Onwusiribe , lecturer at the Michael Okpara University of Agriculture in Umudike (Abia State, Nigeria): <i>“Assessment of the Role of Digital Marketing Platforms for Enhancing the Marketing Sustainability of Agribusiness SMEs in Russia”</i> and <i>“Nexus of Armed Conflicts and Food Price Index: Sahel Region and Russia-Ukraine War”</i>
16.30-16.40	ANDREEV Alexander Vladimirovich , Candidate of Legal Sciences, Associate Professor of the Ural Institute of Management - branch of RANEPa (Ekaterinburg, Russian Federation): <i>“Involvement in regional and municipal development projects”</i>
16.40-16.50	ERGUNOVA Olga Titovna , Ph.D., Associate Professor at the Peter the Great St. Petersburg Polytechnic University (St. Petersburg, Russia), Associate Professor Lovely Professional University (India): <i>“Noonomics and innovations in education»</i>
16.50-17.00	MAO Renjie , graduate student of the Ural Federal University (Ekaterinburg, Russia): <i>“The role of traditional Chinese medicine in the health care economy of China”</i>

SPEECH PROGRAM

17.00-17.10	LI Jiahui , graduate student of the Ural Federal University (Ekaterinburg, Russia): <i>"A Study of Consumer Online Purchase Intention Behavior Based on the SOR Model and the Puffery Context"</i>
17.10-17.20	PONOMAREV Yaroslav Richardovich , master's student of Tyumen State University (Tyumen, Russian Federation): <i>"The "Zemsky Doctor" program as a factor in the development of rural areas"</i>
17.20-17.30	GAO Xinru , postgraduate student of the Ural Federal University (Ekaterinburg, Russia): <i>"Information acquisition and decision-making of Chinese tourists' travel experience on Lake Baikal in Russia in the digital age"</i>
17.30-17.40	PARUSHINA Natalya Valerievna , Doctor of Economics, Professor of the Department of Economics and Economic Security of the Central Russian Institute of Management of the Russian Academy of National Economy and Public Administration (Orel, Russia): <i>"Strategy for organizing internal financial control to improve the efficiency of financial management in the public sector"</i>
17.40-17.50	BAZHENOV Sergey Ivanovich , Doctor of Economics Sciences, Professor, Associate Professor of the Ural Law Institute of the Ministry of Internal Affairs of the Russian Federation (Ekaterinburg, Russia): <i>"Program and design approaches in regional economic security"</i>
17.50-18.00	ALMANZA Luis Molina , Vice-Rector of International Relations of Bolivar State Technological University (Republic of Peru): <i>"The digital economy and business transformation strategy promoted by the government of Peru"</i>

Ural Federal University named after the first President of Russia B. N. Yeltsin



[Official website:](#)



[VKontakte:](#)



[Telegram:](#)

