

SCHOOL OF PUBLIC ADMINISTRATION AND ENTREPRENEURSHIP, URAL FEDERAL UNIVERSITY

7th International Conference on Strategies for Developing Social Groups, Institutes, and Territories 19-20 April 2021

Conference Venue: Russia, Ekaterinburg, Lenina st., 13b

Conference Programme (All hours in GMT+5)

Time	Event	Moderators	Room and Link
19 APRIL (MONDAY)			
13:30 – 14:00	Registration		Ground Floor
14:00 – 16:00	Opening, Keynote Panel Discussion		207 https://meet.google.com/hnk-kpoz-xfj
16:00 – 16:30	Coffee Break		207
16:00 – 18:00	Section “Entrepreneurship in the era of multi-layered crises” (In Russian)	Sergey Polbitsyn	https://meet.google.com/yqc-iixt-rsj
	Section “Managing competitiveness of business entities: instruments in the era of multi-layered crises” (In Russian)	Natalya Nikitina	https://meet.google.com/kpz-fmky-jpj

	Workshop “Novelty of the study: how to define and formulate” (In Russian)	Tatyana Rezer	https://meet.google.com/ymv-rkmj-pyc
16:30 – 19:00	Section “Institutional aspects of human capital development in Russia” (In Russian)	Svetlana Panikarova, Maxim Vlasov	206 https://meet.google.com/xnv-iwzc-weg
	Section “Digitalisation of public administration: results and prospects” (In Russian)	Svetlana Kostina, Galina Bannykh	110 https://meet.google.com/cpd-gbej-dcu
	Round table “Strategic trajectories for transforming geo-branding in the era of multi-layered crises: international, national, and regional dimensions” (In Russian)	Olga Ergunova	209 https://meet.google.com/sur-vvrp-qzq
	International academic seminar “Young people’s social participation in the socio-cultural development of cities: potential and relevant pandemic-time practices” (In Russian)	Maria Pevnaya, Elena Shuklina	216 https://meet.google.com/qax-wnre-zqi
20 APRIL (TUESDAY)			
10:00 – 13:00	Section “Sustainable development of business systems: innovations, management strategies, and economic security” (In Russian)	Victoriya Akberdina, Valentina Shkurko	https://meet.google.com/xxq-mujn-trx
	Section “Development of the international trade social ecosystem” (In English)	Sergey Polbitsyn	https://meet.google.com/vqq-bdsj-pso
	Section “Online communications in today’s marketing: trends and forecasts” (In Russian)	Sergey Kulpin	https://meet.google.com/cno-qngb-bpw
	Seminar “Social services for elderly people: current status and prospects” (In Russian)	Lyudmila Voronina	209 https://meet.google.com/hao-nhvw-boy
	Roundtable “Russian nation: a real concept or utopian illusion? Is national policy now in crisis?” (In Russian)	Vladimir Kulikov, Aleksy Tomiltsev	112 https://meet.google.com/gnt-jbre-abb
10:00 – 14:00	Section “Young people about the future of Russia and themselves” (In Russian)	Yuri Vishnevskiy, Daria Telepaeva	107 https://meet.google.com/qax-wnre-zqi

	Section “Municipal development programmes: assessing the feasibility to meet the tasks in new conditions” (In Russian)	Tatyana Rezer, Oleg Aleksandrov	216 https://meet.google.com/qpk-rzfx-pnh
	Section “Communicating diversity: paradoxes, challenges & opportunities” (In English)	Olga Yakimova	https://meet.google.com/aha-sinf-qtj
10:00 – 15:00	Section “Social processes in today’s Russia and their representation in politics: generational aspect” (In Russian)	Anna Bagirova, Yana Didkovskaya	110 https://meet.google.com/sjj-drgq-mvq
	Section “Academic potential in the context of systematic multi-layered crises: methodology issues and assessment practices” (In Russian)	Aleksey Klyuev, Ekaterina Zaytseva	https://meet.google.com/txs-swrs-viu
	Section “Young people’s project initiatives as a response to the modern challenges” (In Russian)	Lyudmila Boronina, Anna Drozdova	https://meet.google.com/bcf-cfro-jpz
12:00 – 14:00	Section “Today’s media practices in the era of multi-layered crises: language, design, technologies” (In Russian)	Tatyana Leontyeva	206 https://meet.google.com/mah-icau-zww
13:30 – 14:00	Coffee Break		204
15:00 – 16:00	Awarding Certificates		207
15:00 – 18:00	Round table “Transforming young people’s social values in the context of global digitalization and COVID-19” (In Russian)	Tatyana Rezer	112 https://meet.google.com/okp-ejai-bvp
	Round table “Legal framework and public administration in times of pandemic” (In English)	Evgeniya Kuznetsova	https://meet.google.com/gek-ygur-ski
17:00 – 19:00	Section “Strategies for promoting Russian cities: practices, issues, prospects” (In Russian)	Irina Britvina	https://meet.google.com/joy-pufm-svp

Keynote panel discussion “Institutes, Social Groups, and Territories in the era of multi-layered crises”

Moderator – Aleksey Klyuev, PhD, Head of School of Public Administration and Entrepreneurship (Graduate School of Economics and Management, Ural Federal University).

Speakers:

1. *Viktoriya Akberdina*, Member of the Russian Academy of Science, Doctor of Economics, Deputy Director of the Institute of Economics (Ural Department of the Russian Academy of Science), Full Professor at Department of Regional Economics, Innovation Enterprise and Security (School of Public Administration and Entrepreneurship, Graduate School of Economics and Management, Ural Federal University), Ekaterinburg, Russia

Economic resilience: factors for resistance to shocks

2. *Shaoying Zhang*, Deputy Director of International Affairs of Shanghai University of Political Science and Law, Director of Literature and Information Service of CNISCO, Associate Professor in Sociology, Shanghai, Chinese People's Republic

Establishment of moral clinic in China and implication for social work profession

3. *Diana Petkova*, PhD, Associate Professor, Sofia University «St. Kliment Ohridski», Faculty of Journalism and Mass Communication, Communication and Public Relations Chair, Sofia, Bulgaria

The Nation State and the National Image in Conditions of a Global Pandemic

Section «Development of the international trade social ecosystem»

Moderator – Polbitsyn Sergey Nikolaevich, PhD, professor

Participants:

1. Baqaie Jawad Ahmad, UrFU, Ekaterinburg
Risk in Islamic banking and comparative analysis
2. Dr. Subrahmanian Muthuraman & Dr. Mohammed Al Haziazi, Arab Open University, Sultanate of Oman
Strategies to revitalize the business through digital marketing in the post Covid-19 era
3. Ihemereze Happiness Okechukwu, UrFU, Ekaterinburg
The economic effect of global pandemic in small and medium scale businesses
4. Khalifa Ahmed, UrFU, Ekaterinburg
Trade wars as a substance of a tension
5. Mohammad Mijanur Rahaman, Polbitsyn Sergey Nikolaevich, UrFU, Ekaterinburg
Social and economical importance of the FDI in developing countries: case study for Bangladesh
6. Mukhamedyanova Yuliya, Veretennikova Anna, UrFU, Ekaterinburg
Matrix analysis of digital social innovation platforms
7. Oke Mayowa Daniel, UrFU, Ekaterinburg
Specifics of Nigerian Entrepreneurship
8. Semenyuk Yulia Vladimirovna, UrFU, Ekaterinburg
Comparative matrix assessment of institutional and innovative development of smart cities: world experience
9. Shaheen Nigara, Polbitsyn Sergey Nikolaevich, UrFU, Ekaterinburg
The Specifics of Entrepreneurships in Islamic Countries
10. Shchemerov Aleksandr Ivanovich, UrFU, Ekaterinburg
Features of entrepreneurial activities of KHL professional hockey clubs

Session «Communicating diversity: paradoxes, challenges & opportunities»

Moderator – Yakimova Olga Aleksandrovna, PhD, associate professor

Participants:

1. Alimpiev Alexey Sergeevich, UrFU, Ekaterinburg
Analysis of using SMM promotion in the context of international communication by consulting companies
2. Dr. M. Maya, Bharath Institute of Higher Education and Research, India
Investigation on Metacognitive Awareness on English as a Foreign Language (EFL) Training among Post Graduate Students
3. Dr. N. Bargavi, Bharath Institute of Higher Education & Research, India
A study on resilience challenges faced by different generational cohorts at work
4. Efimova Anastasia Vladimirovna, UrFU, Ekaterinburg
Comparative analysis of promotion of international European and Russian B2B market exhibitions using Internet marketing tools
5. Iskhakova Lilia, UrFU, Ekaterinburg
Language learning as a source of soft power: survey result
6. Iufereva Anastasiia Sergeevna, UrFU, Ekaterinburg
Wine tourism in Tuscany, Italy: brands, territory and cultural heritage
7. Titova Ekaterina, Sofia University «St. Kliment Ohridski», Bulgaria
Global streaming impact to movies and cultural products

Round table “Legal framework and public administration in times of pandemic”

Moderator – Evgeniya Kuznetsova, PhD, Associate Professor

COVID-19 pandemic turned out to be a real test for the governments all over the world. The states faced unprecedented threat to both health to their citizens, public security and social benefits system. Most governments in the world have chosen to limit human rights significantly, but the measures undertaken differ from country to country and nowadays we can already assess the efficiency of those measures. In the course of the round table discussion speakers from Russia, India, South Africa, Sri Lanka, the Philippines will represent changes in the policies in their countries during pandemic, exchange experiences and conclude on the most efficient solutions applicable in such challenging circumstances.

Speakers:

1. Ashutosh Kumar Jha, University of Delhi, India
2. Enrico L. Basilio, University of the Philippines, Philippines
3. Hakeem Abubackar, University of Colombo, Sri Lanka
4. Michelle R. Maziwisa, University of the Western Cape, South Africa
5. Mritunjay Kumar, University of Delhi, India
6. Utsav Kumar Singh, University of Delhi, India