

## POST-RELEASE

### On holding an international round table

# "STRATEGIC VECTORS OF TERRITORIAL DEVELOPMENT AND A NEW QUALITY OF LIFE IN THE FIRST QUARTER OF THE XXI CENTURY: ECONOMIC MODELS, NEW TECHNOLOGIES AND MANAGEMENT PRACTICES"

November 19, 2022 from 12.00 to 16.00

As part of the UrFU online conference "Russian Regions in the Focus of Change", an international round table was held at the Institute of Economics and Management on November 19, 2022, moderated by Doctor of Economics, Professor of the Department of Integrated Marketing Communications and Branding Galina V. Astratova.

The round table session lasted about 4 hours, more than 25 people took part in its work – representatives of business, science and students, including from countries far and near abroad: Belarus, China, Peru, Turkey, Uzbekistan.

12 reports were heard, including:

1. The session was opened by Prof. **Galina Vladimirovna ASTRATOVA (Yekaterinburg, Russia)** with a report on the topic: "Strategic vectors of territorial development and a new quality of life", in which she reflected the main directions of the Spatial Development Strategy of the Russian Federation for the period up to 2025: 1) reduction of interregional differences in the level and quality of life of the population; 2) acceleration of economic growth and technological development; 3) ensuring the national security of the country. Special attention was paid to the key problem of our time – the choice of an alternative to further development: a liberal economy or a mobilization economy. It is noted that the above issues are described in more detail in the collective monograph, which was made under a grant from the GUiP InEU School: "The effects of the coronacrisis and new economic sanctions in the digital economy: higher education and the labor market": monograph / G. V. Astratova, E. B. Bedrina, V. V. Klimuk, I. B. Britvina, V. A. Larionova, G. V. Poshekhonova, T. K. Rutkauskas, G. A. Savchuk, E. V. Sinitsyn, A.V. Tolmachev, A. A. Yashin / under the general editorship of prof. G.V. Astratova; The Ministry of Science and Higher Education of the Russian Federation. – Ural Federal University — Yekaterinburg: Ural Publishing House university, 2022. – 310 p.

2. **Denis Viktorovich NEZH DANOV (Yekaterinburg, Russia)**, President of the NEZH DANIV-GROUP Business Training Corporation, Candidate of Political Sciences, Business Coach of the Year in Russia, was heard on the materials of the portal Forbes.ru (2014) and based on the materials of the All-Russian study The Best Business Coaches in Russia; the author of the first and

only officially deposited by the Russian Authors' Society under the President RF "THE SKILL OF A NEW METHOD OF BUSINESS TRAINING FaISEQ: THE APPROACH of DENIS NEZH DANOV", author of more than 10 long-sellers "Trouble-free management", "Strategic management", "Team for a million" and others. In his report, D.V.Nejdanov spoke about the features of strategic management, the specifics of goal management and other aspects of modern business management.

3. A speech was heard by **Sergey Ivanovich BAZHENOV**, Doctor of Economics, Professor, corresponding member of the MANEB, Professor of the Department of Socio-Economic Disciplines of the Ural Law Institute of the Ministry of Internal Affairs of the Russian Federation (**Yekaterinburg, Russia**) on the topic: "Program-project approaches in regional economic security". In his report, S.I.Bazhenov spoke about the development of approaches to determining the management decision on regional management in the system of economic security, including: 1) The need to apply solutions already created and proven in practice for managing the region and ensuring economic security; 2) Tools and methods of decision-making to the changing conjuncture and the emergence of threats in the economy and management of the regional level of government.

4. A video report was viewed in Spanish by **Almanza Luis MOLINA**, Vice-Rector for International Relations of S. Bolivar State Technological University (**Lima, Republic of Peru**): "The use of distance learning technologies in universities in Peru: experience, problems, trends". The report highlights the features of digital education, as well as the impact of the Covid-19 pandemic on the organization of education in Latin America in general and in Peru in particular.

5. There was a speech by **Evgeny Gennadievich SHAPOVICH**, Chairman of the Council of Young Scientists of Baranovichi State University (**Baranovichi, Republic of Belarus**) on the topic: "Determination of programming abilities using logical thinking tests". The report examines the issues of effective teaching of digital technologies to university students; interesting examples of the use of tests in the learning process are given.

6. A video report was viewed by **Natalia Aleksandrovna SIMCHENKO**, Doctor of Economics, Professor of the Department of Economic Theory, V. I. Vernadsky Crimean Federal University (**Simferopol, Russia**) on the topic: "Actual problems of socio-economic development of the Crimea". The report highlights the main problems of the theory and practice of modern economics, as well as outlines the ways of its further development.

7. A presentation report was read out in English by professors of the Department of Agricultural Economics of Akdeniz University (**Antalya, Turkey**) **OZKAN Burhan and VASIU Favole Olayinka**: "Studying the degree of food

insecurity during the COVID-19 pandemic in southwestern Nigeria". The report presents the results of the application of modern methods of food security research and its latest indices, as well as the results of the study of the control and experimental groups of the population of Nigeria. It is shown that in both groups the level of food security indicates the presence of a crisis and the threat of total hunger in the country.

8. A video report was viewed in English by Elina NURLABAYEVA, a graduate student of INEU UrFU (Yekaterinburg, Russia) on the topic: "The use of business games in the learning process". The report examined examples of the use of business games in the process of teaching students economic disciplines in English.

9. A speech in English by Jennifer RANCHES, a graduate student of InEU UrFU (China), was heard on the topic: "Gastrodiplomacy: A case study". The report presented very illustrative examples of using the peculiarities of national cuisines and cooking dishes of various countries in the process of foreign economic and diplomatic communications.

10. Olga Titovna ERGUNOVA, Ph.D. in Economics, Associate Professor of the Department of Management of the Higher School of Economics of the Research University (St. Petersburg, Russia) gave a speech on the topic: "Geobranding as a new vector of strategic development of territories". The report reviewed the experience of positive and negative branding of territories, as well as presented colorful, illustrative examples of the use of the brand of cities and territories in the Russian Federation and abroad.

11. A speech by Vladimir Vladimirovich KLIMUK, First Vice-Rector of Baranovichi State University (Baranovichi, Republic of Belarus) was heard on the topic: "Quality of life in Belarus and prospects for the implementation of the University 3:0 concept". The report examines the features of attracting young talents to the science of the Republic of Belarus; special attention was paid to the problem of youth entrepreneurship and the issues of financial incentives for scientific research.

12. A speech by Ayrat Maratovich IZMAILOV (Samara, Russia), Ph.D. in Economics, Associate Professor of Samara State Medical University was heard on the topic: "Pharmaceutical industry in Russia: actual problems in the new geopolitical realities". The report presents a strategic analysis of the development of the industry, interprets data on the dynamics of the development of the domestic pharmaceutical market, including the dynamics of the release of medicines in the federal districts of Russia. The levels of problems of the development of the domestic pharmaceutical industry, as well as industry problems of pharmaceutical manufacturers are highlighted.

The speakers' reports were accompanied by active listening and questions. The discussion turned out to be very interesting and informative.

It was recommended to hold annual online round tables in UrFU on the problems of strategic development of territories and quality of life.