

**IX INTERNATIONAL
SCIENTIFIC AND PRACTICAL CONFERENCE**

**MANAGERIAL SCIENCES
IN THE MODERN WORLD**

09 - 10 November 2021



	9 November
Time	Events
14:00-17:00	Corporate governance and social responsibility of business
14:00-17:00	Operational management and business process management
14:00-17:00	Strategic financial management
14:00-17:00	Business strategies and sustainable development
14:00-17:00	Theory and practice of project management
	10 November
14:00-17:00	Investment management in the real sector
14:00-17:00	Management of large cities and urban agglomerations
15:00-18:00	Formation of an innovation strategy in the context of the Fourth Industrial Revolution
14:00-17:00	Digital marketing and marketing communications
14:00-17:00	Innovation and Technological Entrepreneurship

9 November

Corporate governance and social responsibility of business	
Moderators	Bataeva Bela Izmailova Marina
Authors	Paper Title
Ashurov Zufar Abdullayevich Doctor of Philosophy in Economic Sciences (PhD), Deputy Director of the Center for Research on Privatization, Competition Development and Corporate Governance, Tashkent, Uzbekistan	Ensuring the principle of transparency in the corporate Governance system of Uzbekistan: analysis and conclusions
Izmailova Marina Professor of the Department of Corporate Finance and Corporate Governance, Faculty of Economics and Business, University of Finance Goal-setting of Sustainable Development based on consideration of ESG factors	Goal-setting of Sustainable Development based on consideration of ESG factors
Kozhevina Olga Doctor of Economics, Professor of Bauman Moscow State Technical University	Ethics of Intellectual Property Management in Corporations
Neizvestny Sergey Doctor of Technical Sciences, Senior Researcher, Professor of the Department of Business Informatics, Faculty of Taxes, Audit and Business Analysis, Financial University	Why Sber need Corporate University?
Paskevskaya Victoria Specialist in the field of Interventional Radiology of PHILIPS LLC	Prospects for managing the production system of the medical device industry in the concept of sustainable development
Švagždienė Biruta Lithuanian sport university (Lithuania)	Project management in the sports and entertainment industry: theory and practice

Operational management and business process management

Moderators	Trifonov Pavel Vladimirovich Gumerova Guzel Isaevna
Authors	Paper Title
Dreher Andrey Consultant KAIZEN INSTITUTE RUSSIA	The problem of reducing the productivity of industrial enterprises (based on research by GARTNER GROUP)
Malyshko Anna Donetsk National Technical University (Ukraine)	Methodological foundations of the mechanism of formation of the marketing product strategy of industrial enterprises
Rzhavin Georgy Mikhailovich Vice President of the Association of BPM Professionals ABPMP-Russia	The role of BPM in digital business Transformation
Seryshev Roman Ph.D. in Economics, Associate Professor of the Department of Management and Innovation of the Faculty of Higher School of Economics, University of Finance	Production Management in the links of the supply chain: methods and Automation tools
Trifonov Pavel Vladimirovich Ph.D. in Economics, Associate Professor of the Department of Management and Innovation of the Faculty of Higher School of Finance, University of Finance	Transformation of the Industrial Policy of the state in Modern Russia
Srdjan Krco CEO of DunavNET	IOT solutions for smart cities

Strategic financial management	
Moderators	Pogodina Tatiana Kharitonova Ekaterina
Authors	Paper Title
Alexey V. Grishchenko Doctor of Economics, Managing Partner of Bank Banking Consulting, Head of the private expert bureau	Specifics of the application by business entities of the experimental tax regime - the tax on professional income
Grishchenko Yulia Associate Professor, Department of Financial and Investment Management, Faculty of Higher School of Economics, Financial University	Assessment of disclosure of non-financial information by mining companies
Konstantinov Vyacheslav Sergeevich Senior Researcher JSC "NIIME" Klevtsov Vitaly Vladimirovich JSC NIIME	Comparative analysis of Fintech development in Russia and the world
Morozko Natalia Iosifovna Doctor of Economics, Professor of the Department of Financial and Investment Management of the Faculty of Higher School of Economics Financial University Didenko Valentina Yurievna Ph.D., of Economics, Associate Professor of the Department of Banking and Financial Markets of the Faculty of Finance, Financial University	Strategy for improving the efficiency of companies based on the methodology of digital management
Plavčan Peter PhD, , Rector of Danubius High School, (Slovakia)	Development of social economy and its impact on society in the period of COVID-19
Popova Elena Transport and Telecommunication Institute (Latvia)	Analysis of X5 Group in modern conditions of company development

Business strategies and sustainable development	
Moderators	Abdikeev Niyaz
Authors	Title of the report
Basova Maria Mikhailovna Ph.D. of Economics, Associate Professor of the Department of Business Analytics of the Faculty of Economics, Financial University	Gender Equality as a factor of sustainable development of an economic entity
Zharkova Marina Aleksandrovna Ph.D., Associate Professor, Department of Management and Innovation, Faculty of Higher School of Economics, Financial University	Application of a synergetic approach in customer relationship management (using the example of the Travel Agency "Youlovetravel")
Maximov Konstantin Head of the Department of Computing Complexes of LLC "PRIME GROUP"	Methods of decision-making on the use of cloud computing services based on expert assessments
Matkovskaya Yana Sergeevna Professor, Department of Management and Innovation, Faculty of Higher School of Economics, University of Finance; Leading Researcher, V.A.Trapeznikov IPU RAS	Innovative Aspects of Ecosystem Business Models Development in Russia
Solesvik Marina Professor Of Innovation and Management at Nord University (Norway)	Regional innovation in Norway
Tominc Polona Professor at the Faculty of Economics and Business at University of Maribor	Effective business research techniques and specific features of small business management

Theory and practice of project management	
Moderators	Polevoy Sergey Koryakov Alexey
Authors	Paper Title
Aksenov Pavel Chief Expert of the Design and Estimate Control Department of PJSC "Rosseti" Aksenov Vyacheslav Doctor of Technical Sciences, Professor	Digital Management of Investment Projects
Bashmakov Danil RTU MIREA	The role of the reputation of a socially responsible company as an asset in its projects
Grigorieva Valentina Viktorovna Candidate of Economics, Associate Professor of the Department of Management and Innovation of the Faculty of Higher School of Economics, Financial University	Features of Media Project Management
Zamkov Konstantin Member of the Board of the Moscow Branch of PMI	Organization Transformation and Project Management
Joseph Sarkis Professor of Management at the Foisy Business School at Worcester Polytechnic Institute (USA)	Sustainability, technology, operations and supply chain management
Irwin Rauch Professor of the Department of Production Technologies and Systems of the Free University of Bolzano, Italy	Smart Mini Factory for Industry 4.0

10 November

Investment management in the real sector	
Moderators	Tyutyukina Elena Karpunin Vyacheslav
Authors	Paper Title
Danilov Anatoly Department of Corporate Finance and Corporate Governance of the Faculty of Economics and Business, Financial University	Venture Investment Market in Russia: analysis and development directions
Egorova Darya Ph.D. of Economics , Department of Corporate Finance and Corporate Governance, Faculty of Economics and Business, Financial University	Tools for attracting private capital within the framework of the national project "Ecology"
Zhuravleva Irina Ph.D., Candidate of Economics, Associate Professor of the Department of Tax and Tax Administration, Faculty of Taxes, Audit and Business Analysis, Financial University Member of IFZ, Academician of the Russian Academy of Sciences	Simplified Taxation System: Investment aspect for the development of Small Businesses
Melnikov Roman Professor of the Department of State Regulation of Economics Institute of Public Administration and Management Russian Academy of National Economy and Public Administration under the President of the Russian Federation	Financial Development as a factor of Investment activity in the Real Sector of the Russian Economy
Polyakova Ellona Ph.D. of Economics, Associate Professor of the Department of Economics and Marketing, Donetsk National Technical University (Ukraine)	New Approaches to Marketing Research: online panels and online communities
Shcherbina Tamara Candidate of Economics, Associate Professor of the Department of Corporate Finance and Corporate Governance, Faculty of Economics and Business, Financial University	Study of savings and Credit behavior of the population in the financial market
Tsanka Zlateva-Petkova Lecturer Technical University – Gabrovo (Bulgaria)	Why and how should business models be transformed?

Management of large cities and urban agglomerations	
Moderators	Popadyuk Nikita Rozhdestvenskaya Irina
Authors	Paper Title
Alexander Brem Professor at the Institute of Entrepreneurship and Innovation of the University of Stuttgart	Artificial Intelligence as enabling technology for innovation management
Kirillova Ariadna Doctor of Economics, Professor, Chief expert Higher School of Economics Musinova Nina Associate Professor of the Department of State and Municipal Administration of the Faculty of Higher School of Economics	Urban Economy in the system of agglomeration development of Territories
Makarov Andrey Researcher at the Laboratory of Infrastructure and Spatial Research IPEI RANEPA	Renovation of dilapidated and dilapidated housing and the Institute of Integrated Development of Territories - features and risks
Popadyuk Nikita Professor of the Department "State and Municipal Administration of the Faculty of Higher School of Economics, Financial University	Urban Agglomerations in the economic space of the region
Elena G. Popova Doctor of Economics, Professor, Transport and Telecommunication Institute (Latvia) Zagulova Diana Transport and Telecommunication Institute (Latvia)	UTAUT model for Smart City implementation: Residents' use of web applications for everyday operations
Sheozhev Khasanbi Doctor of Economics, Professor, Deputy Director of the Institute of Regional Economics and Inter-Budgetary Relations, Financial University	Development of theoretical and methodological approaches to the study of spatial development

Formation of an innovation strategy in the context of the Fourth Industrial Revolution	
Moderators	Popadyuk Tatiana Udaltsova Natalia
Authors	Paper Title
<p>Kochetkova Olesya Ph.D. Associate Professor of the Department of Management and Innovation of the Faculty of Higher School of Economics, Financial University</p> <p>Kochetkov Sergey Professor of the Department of Management and Innovation of the Faculty of Higher School of Economics, Financial University</p>	Innovative Development of Russia: economic assessment and internalization issues
<p>Novikov Oleg Ph.D. of Technical Sciences, Associate Professor, Faculty of Market Technologies RANEPA</p>	The dilemma of the development strategy: innovation or continuous improvement?
<p>Popadyuk Tatiana Ph.D of Economics, Professor of the Department of Management and Innovation of the Faculty of Higher School of Economics, Financial University</p>	Innovative strategies of companies focused on multi-level competition
<p>Razinkina Irina Ph.D. of Economics, Associate Professor of the Department of Management and Innovation of the Faculty of Higher School of Economics, University of Finance</p>	The Paradigm of Open Science as the basis of the open innovation development model
<p>Rybnikova Galina Candidate of Economics, Associate Professor, Associate Professor Departments of Economic Theory and Public Administration Donetsk National Technical University (Ukraine)</p> <p>Slepneva Lyudmila Ph.D. in Economics, Associate Professor of the Department of Finance and Economic Security Donetsk National Technical University (Ukraine)</p>	Donetsk Basic principles of developing an innovative development strategy of the Donetsk People's Republic
<p>Jorg Geisler Head of Banking Control Department at S-Kredit partner (Germany)</p>	Managing Risks in times of digital innovation: insights from the banking industry

Digital marketing and marketing communications	
Moderators	Karpova Svetlana Rozhkov Ilya
Authors	Paper Title
Abaev Alan Doctor of Economics, Associate Professor, Russian State University for the Humanities Golova Anna Georgievna Candidate of Social Sciences, Associate Professor, Russian State University for the Humanities	Building a university entrant's CJM in the digital environment as a marketing tool in the educational sphere
Azarova Svetlana Ph.D. in Economics, Associate Professor of the Department of Logistics and Marketing of the Faculty of Economics and Business Financial University	Digital transformation of marketing in retail
Borodina Olga Senior Lecturer of the Department of Management and Innovation, Faculty of Higher School of Economics, University of Finance	Instagram as an advertising communication channel
Eremeeva Natalia Ph.D., Associate Professor, Moscow State Institute of International Relations (MGIMO) Panyukova Veronika Ph.D. in Economics, Associate Professor, Moscow State Institute of International Relations (MGIMO)	Digitalization of Cross-border Trade in the B2C market
Samo Bobek Dean of the Faculty of Economics and Business (FEB) of the University of Maribor and Professor of Business and Information Management (Slovenia)	Digital transformation impacts on business models
Bobojonov Azizjon Head of the International Project Office, Associate Professor of the Department "Digital Economy and Information Technologies" of Tashkent State University of Economics (Republic of Uzbekistan)	Reinventing the services in the digital age

Innovation and Technological Entrepreneurship	
Moderator	Titov Sergei
Author	Paper Title
Issam Moghrabi and Abdulrazzaq Alkazemi Professor of Management Information Systems Director of Graduate Studies and Research Office Fulbright Scholar College of Business, Gulf University for Science and Technology counting & Management Information Systems Department	Digital Transformation and its Opportunities for Sustainable Manufacturing
Gainochenko Tatiana Assistant prof., Department of management and Innovation, Finuniversity	B2G integrated planning solutions for transport sustainable performance
Khachatryan Mikhail Assistant prof., Department of management and Innovation, Finuniversity Evgeniia Klicheva Assistant prof Plekhanov Russian University of Economics	Aspects of risk management for digital innovation ecosystems at Russian companies in the modern conditions
Khasanov Rinat Assistant prof., Department of management and Innovation, Finuniversity	Assessment of management decisions using graphs. Financial University under Government of Russian Federation.
Titov Sergei Professor of the Department of management and Innovation, Finuniversity Titova Natalya Senior Lecturer, Project Management Department State University of Management	Entrepreneurship and Project Management: current state and future research in context of interdisciplinary cross-pollination
Raghuvar Dutt Pathak PhD Adjunct Professor & , Former Head of Graduate School of Business & Director, MBA Programme The University of the South Pacific, Private Mail Bag, Suva, Fiji	Enabling regulatory frameworks for green and social entrepreneurs
Gurdeep Singh Batra Phd Professor and Director of Centre for Business Policy, Research and Development At Pujabi University, Patiala, India	Transfers for sustainable development