

Scientific program

XX International Scientific Conference

"Management of the XXI century: economy, society and education in a new normality"

First day of the conference

Date: 24 November 2021

Plenary session
09.30 -12.15 (Moscow time GMT+3)

Language: Russian, English

New normalcy and its impact on the economy, society and education

Stream link in Zoom: <https://us02web.zoom.us/j/81347822077> Stream link in YouTube: https://youtu.be/cl_LZTpgVpY

No.	Speaker details	Title of the report
1	Laktionova Elena Borisovna Doctor of Psychology, Associate Professor, Acting Vice-rector for scientific work of the Herzen State Pedagogical University of Russia (St. Petersburg)	Opening of the conference
2	Kolyshkin Alexander Viktorovich Director of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia (St. Petersburg)	Greeting
3	Ignateev Kirill Borisovich Chairman of the Board of Directors of the Russian Investments Group of Companies, Head of the Technical Progress and Economy of the Future Project (Ivanovo)	Technical progress and anthroponymics of the future
4	Simonova Alevtina Alexandrovna, Doctor of Pedagogy, Professor, Director of the Scientific and Educational Center for Innovation Activity, Ural State Pedagogical University (Yekaterinburg)	Management of changes in education in the context of the new normality.
5	Veselov Yury Vitalievich Doctor of Sociology, Professor, Head of the Department of Economic Sociology, St. Petersburg State University, St. Petersburg State University (St. Petersburg)	Digital transformation of trust in modern society
6	Dr. Klaus Mainzer professor TUM Emeritus of Excellence, Technical University of Munich, Senior Professor, Carl Friedrich von Weizsäcker Center, University of Tübingen, president of the European Academy of Sciences and Arts	"Innovation dynamics and management in the XXI century: challenges for science, technology, economy, society and education."

Section # 1 Economy, society and education in the new normalcy

12.30 - 17.30

Stream link: <https://us02web.zoom.us/j/81347822077> Stream link in YouTube: https://youtu.be/cl_LZTpgVpY

Russian language

Brief description of the section:

The economic and social impact of the global COVID-19 pandemic defines the "new normal", implying that not just reality is changing, but its perception. Most likely, some changes will be difficult to recognize and people will feel that this has always been the case. Changes occur for other reasons, and it will be difficult to establish causal relationships between phenomena. But this is the inevitable goal of science - to analyze conditions, identify trends, justify decisions. At the site of the first section, a discussion of the characteristics of the atypical situation that has arisen, the associated risks and possible future scenarios will be organized.

Track 1: "Society and the New Normal" 12.15 -13.30		
Moderators: Viktor Timchenko, PhD in Pedagogy, Associate Professor of the Department of Education Management and Personnel Management of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia Zharova Marina Vladislavovna, PhD in Physical and Mathematical Sciences, Associate Professor of the Department of Education Management and Personnel Management of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia		
No.	Speaker details	Title of the report
1	Viktor Timchenko , PhD, Associate Professor of the Department of Education Management and Personnel Management of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia (St. Petersburg)	Education risks in the new normal
2	Kuznetsova Natalia Petrovna , Doctor of Economics, Professor of the Department of Risk Management and Insurance, St. Petersburg State University (St. Petersburg) Pisarenko Zhanna Viktorovna , Doctor of Economic Sciences, Associate Professor, Department of Risk Management and Insurance, St. Petersburg State University (St. Petersburg) Nguyen toan Canh , Dr. of Economics, professor Vietnamese Academy of Social Science Nguyen Can Toan , Doctor of Economics, Professor, Vietnam Academy of Social Sciences (Vietnam, Hanoi)	Sustainable Development Values and Modifying the Meanings of the Welfare State
3	James M. Quirk - PhD., American University, Washington James M. Kirk - PhD, American University, Washington	Future of education in a time for change The future of education in times of change
4	Fedorov Petr Mikhailovich , PhD in Sociological Sciences, Associate Professor, Volga Region Institute of Management. P.A. Stolypin - branch of RANEPA (Saratov)	Research on the social capital of a university
5	Ivanova Olga Ernstovna , PhD in Philosophy, Associate Professor, Head of the Department of General Humanitarian and Socio-Economic Disciplines, Federal State Budgetary Educational Institution of Higher Education "South Ural State Humanitarian and Pedagogical University" (Chelyabinsk)	Making sense of work in the new normality

6	<p>Irina Legostaeva Senior Lecturer, Federal State Budgetary Educational Institution of Higher Education "Tyumen Industrial University"</p> <p>Khalina Daria, student, Federal State Budgetary Educational Institution of Higher Education "Tyumen Industrial University"</p>	Measuring social capital: world and domestic experience
<p><i>Coffee break 13.30 - 13.45</i></p>		
<p>Track 2: "Education" 13.45 - 15.45</p>		
<p>Moderators: Kravtsov Alexey Olegovich, PhD in Pedagogy, Associate Professor of the Department of Education Management and Personnel Management of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia Viktor Timchenko, PhD in Pedagogy, Associate Professor of the Department of Education Management and Personnel Management of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia</p>		
7	<p>Kravtsov Alexey Olegovich, PhD in Pedagogy, Associate Professor of the Department of Education Management and Personnel Management of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia</p>	
8	<p>Melnikov Vladimir Leonidovich PhD in Biological Sciences, Associate Professor, West Kazakhstan Innovation and Technological University (Kazakhstan, Uralsk)</p>	Education in a Pandemic: Problems and Solutions
9	<p>Gabdrakhmanov Niyaz Kamilevich, PhD in Geography, Research Fellow, Institute of Education, Higher School of Economics, Project and Study Laboratory "Development of Universities" (Moscow)</p>	Student-centered digital solutions for the university
10	<p>Piskunova Elena Vitalievna, doctor ped. Sci., Professor, Head of the Department of Didactics, Herzen State Pedagogical University of Russia (St. Petersburg)</p>	Management of innovation processes in the secondary education system of St. Petersburg
11	<p>Arzhanova Kristina Alexandrovna, Ph.D. in Psychology, Associate Professor of the Department of Marketing of Services and Brand Management, Institute of Marketing, State University of Management (Moscow)</p> <p>Dovzhik Galina Vladimirovna, Ph.D. in Psychology, Associate Professor of the Department of Marketing of Services and Brand Management, Institute of Marketing, State University of Management (Moscow)</p>	Higher education in the period of COVID-19
12	<p>Igor Osokin, Head of the Department of Monitoring Research, Statistics and Forecasting, AOU VO DPO "Vologda Institute for the Development of Education" (Vologda)</p>	Individual educational route as a means of continuing professional education of a teacher
13	<p>Nikulina Nadezhda Alexandrovna, Tyumen Industrial University (Tyumen)</p>	The Practice of Normality in Online Learning of Russian as a Foreign Language: Experience and Prospects

14	Kurganova Ekaterina Borisovna , Associate Professor, Voronezh State University (Voronezh) from 15.10 A.S. Schernet	Gamification as a tool for motivating personnel in the conditions of telecommuting
15	Smirnova Irina Aleksandrovna Marine Technical College named after Admiral D.N. Senyavin	Forecasting the future development of society, economy and education in the context of the new normality.
<i>Coffee break 15.45 - 16.00</i>		
Track 3: "The Economy and the New Normal" 16.00 - 17.00		
Moderators: Moderators: Rozhdestvenskaya Nadezhda Vasilievna , Ph.D. in Economics, Associate Professor of the Department of Sectoral Economics and Finance of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia		
16	Petrenko Larisa Dmitrievna Associate Professor of the Department of Construction and Housing and Utilities Management (USiZHKH), Institute of Service and Sectoral Management, Tyumen Industrial University (Tyumen)	Hydrogen strategy: economic growth points
17	Shakhovskaya Larisa Semyonovna , Doctor of Economics, Professor, Volgograd State Technical University (Volgograd) Klimkova Ksenia Olegovna , PhD in Economics, Lecturer, Volgograd State Technical University (Volgograd)	Labor market transformation in the context of the global economic crisis caused by the pandemic
18	Marina Vechkasova , Senior Lecturer of the Department of Management in the Fuel and Energy Sectors, Tyumen Industrial University (Tyumen)	
19	Olga Evdokimova , Executive Director of ANO "Evolution and Fioanthropy"	Monitoring and Evaluation as the Basis of NPO Governance
20	Nikulina Yulia Nikolaevna , PhD, Head of the Center for Employment and Career, Associate Professor of the Department of Personnel Management, Service and Tourism, Viktor Ishchenko Orenburg State University (Orenburg)	Modern tools for improving quality in the service sector
21	Smirnova Veronika Vladimirovna , Associate Professor, PhD in Psychological Sciences, Associate Professor of the Department of Advertising and Public Relations, St. Petersburg State University of Industrial Technologies and Design (St. Petersburg)	Resistance to change in organizations in a situation of new normality

Section # 2 Digital transformation: a new stage, consequences, solutions
12.15-15.30

Stream link: <https://zoom.us/j/7710428670?pwd=ZzhjQlpwbEcyV0VMdnFKanJ6WHJYQT09> **Stream link in YouTube:** https://youtu.be/fdpXW_RDdtk

Russian language

Brief description of the section:

The term "digital transformation" has steadily entered the modern scientific and journalistic discourse. The opinion that new information technologies will inevitably lead to global changes in social relations has become almost consensus. At the moment, we are beginning to realize the onset of the next stage of digital transformation. This stage is characterized by a decline in euphoria regarding bonuses and benefits brought by new technologies, and an increase in fears regarding potential threats. Threats associated with the segmentation of society in terms of access to information resources are clearly visible. At the moment, the scenarios of the impact of new information capabilities on the functioning of traditional political institutions are very vague. In particular, on the mechanisms of public choice.

What models and methods can we be guided by when trying to predict trajectories and scenarios of development? How to assess the realism or, on the contrary, the unrealism of these scenarios?

We invite everyone who is concerned about the development of information technologies, instrumental models and methods in the context of the "new normality" to take part in this section.

Moderator: Konyukhovskiy Pavel Vladimirovich , Doctor of Economics, Professor of the Department of Sectoral Economics and Finance of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia		
Track 1: 12.30 - 14.00		
No.	Speaker details	Title of the report
1	Konyukhovskiy Pavel Vladimirovich, Doctor of Economics , Professor of the Department of Sectoral Economics and Finance, Institute of Economics and Management, Herzen State Pedagogical University of Russia, Alipov Alexey Sergeevich , PhD in Economics, Associate Professor of the Department of Economic Cybernetics, Faculty of Economics, St. Petersburg State University (St. Petersburg)	Problems of development and improvement of assessment systems in the context of digital transformation of the educational sphere
2	Polyanskaya Svetlana Vladimirovna , PhD in Technical Sciences, Associate Professor of the Department of Business Informatics, North-West Institute of Management, RANEPA, Ulzetueva Darima Damdinovna , PhD in Technical Sciences, Associate Professor, Department of Business Informatics, North-West Institute of Management, RANEPA, (St. Petersburg)	Simulation of situations at automobile checkpoints based on real data
3	Sharac M. (Marko Šarac) Singidunum University (Belgrade, Serbia) Afonina E.N. North-West Institute of Management RANEPA Konchagina T.I. North-West Institute of Management RANEPA (St. Petersburg)	Comparative analysis of Internet marketing on the example of the markets of Russia and Serbia during the COVID-19 pandemic
4	Zakharova Olesya Sergeevna , graduate student, Institute of Economics and Management, North Caucasus Federal University (Stavropol)	Digitalization and its role in the non-profit sector
5	Kuznetsova Valentina Petrovna Institute of Economics and Management, Department of Sectoral Economics and Finance, Herzen State Pedagogical University of Russia Vardomatskaya Lyudmila Petrovna , PhD in Economic Sciences Associate Professor of the Department of Economic and Social Theory, Rostov State Medical University (St. Petersburg)	Digital dentistry in the context of increasing the medical and economic efficiency of the industry
6	Dolmatov Alexander Vasilievich Doctor of Pedagogy, Professor of the Department of Education Management and Personnel Management, Department of Education Management and Personnel Management, Herzen State Pedagogical University of Russia (St. Petersburg)	Blockchain Applications and Regulatory Issues

	Dolmatov Evgeny Alexandrovich, Head of Department , Central Research and Testing Institute of the Ministry of Defense of the Russian Federation (Mytishchi)	
7	Winter O.I. Department of Sectoral Economics and Finance, Institute of Economics and Management, Herzen State Pedagogical University of Russia (St. Petersburg)	The digital yuan: new opportunities and implications
8	Yakovleva Tamara Vladimirovna Department of Sectoral Economics and Finance, Institute of Economics and Management, Herzen State Pedagogical University of Russia (St. Petersburg) Malykhina V.S. Department of Sectoral Economics and Finance, Institute of Economics and Management, Herzen State Pedagogical University of Russia (St. Petersburg)	The digital yuan as a tool for transforming the financial and economic sphere
9	Litvina Kristina Yakovlevna Department of Sectoral Economics and Finance, Institute of Economics and Management, Herzen State Pedagogical University of Russia Ivanova E.A. Department of Sectoral Economics and Finance, Institute of Economics and Management, Herzen State Pedagogical University of Russia (St. Petersburg)	Environmental Implications of the Development of Digital Financial Instruments

Second day of the conference

Date: 25 November 2020

Section # 3. Actual economic education for sustainable development

11.00 - 15.00

Stream link: <https://us02web.zoom.us/j/3629344023?pwd=NzRFeHN0ZGc5bkMrL2dldjJxcG9hUT09> **Stream link in YouTube:** <https://youtu.be/prndoxSgclw>

Russian language

Brief description of the section: Economic education is addressed and in demand by a wide range of people: from schoolchildren to officials. The section will consider the problems of content, form, structure and features of economic education in the context of digitalization and a number of other factors of the new normality.

Moderator: Vakhitova Lidia Rustamovna , PhD in Economic Sciences, Associate Professor, Head of the Department of Economic Theory and Economic Education of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia		
1.	Fedorov Valery Petrovich , Doctor of Economics, Professor of the Department of Regional Governance and National Policy, MGIMO (Moscow)	To be or not to be? Economics for Non-Economists in Graduate School
2.	Rubtsova Olga Leonidovna PhD in Economic Sciences, Associate Professor of the Department of Economic Theory and Economic Education, Institute of Economics and Management, Herzen State Pedagogical University of Russia Tikhonova Anastasia Mikhailovna , Senior Lecturer, Department of Economic Theory and Economic Education, Institute of Economics and Management, Herzen State Pedagogical University of Russia	Experience in teaching the economic foundations of education

3.	<p>Pertaya Maria Vladimirovna, PhD in Economic Sciences, Associate Professor of the Department of Economic Theory and Economic Education, Institute of Economics and Management, Herzen State Pedagogical University of Russia</p> <p>Soloveykina Maria Pavlovna, PhD in Economic Sciences, Associate Professor of the Department of Economic Theory and Economic Education, Institute of Economics and Management, Herzen State Pedagogical University of Russia</p> <p>Zhurkina Olga Andreevna Assistant, Department of Economic Theory and Economic Education, Institute of Economics and Management, Herzen State Pedagogical University of Russia</p>	Financial literacy as part of the new literacy of Russian adolescents in the context of international studies.
4.	Lukicheva Tatiana Alekseevna , PhD in Economics, Associate Professor of the Department of Economic Theory, Faculty of Economics, St. Petersburg State University	The role of the business community in improving the educational process: the experience of the Faculty of Economics, St. Petersburg State University
5.	Koroleva Lada Alexandrovna PhD in Economic Sciences, Associate Professor of the Department of Economic Theory and Economic Education, Institute of Economics and Management of the Herzen State Pedagogical University of Russia.	Potential of the online learning format: student assessment and selection
6.	Gulyaeva Valeria Borisovna PhD in Economic Sciences, Associate Professor of the Department of Economic Theory and Economic Education of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia	The Third Mission of Universities: Role in Sustainable Urban and Regional Development
7.	Mayorova Maria Alexandrovna . 2nd year undergraduate student (PD-20), Department of ET&EO. Scientific adviser: N.A. Shapiro - Doctor of Economics, prof. Department of ET and EO RGPU named after A.I. Herzen	Economy in the conditions of the new normality and professional training of entrepreneurs.

Coffee break 12.50 -13.00

13.00 - 15.00

Round table: "Economic education and the responsibility of an economist", dedicated to the memory of the Honorary Worker of Higher Professional Education, Doctor of Economics, Professor of the Herzen State Pedagogical University of Russia Moisey Abramovich Sklyar

The professional responsibility of an economist is traditionally understood either as an economist's affiliation to a certain trend in economic science, or the connection of his theoretical views with economic practice (economic policy). What will be the interpretation in the new conditions, we will discuss at a round table.

The reason for discussing the topic of social responsibility of an economist was the life and intellectual biography of Professor M. A Sklyar (1935-2021).

The round table will be attended by: Ph.D. Tatiana Moiseevna Sklyar, Ph.D. Alla Grigorievna Sergeeva, teachers of the Department of ETiEO.

All interested participants of the conference "Management of the XXI century: economy, society and education in the new normalcy" are invited.

Round table moderator - prof. Department of EITER, Doctor of Economics Natalia Alexandrovna Shapiro

Section # 4. The future of the system of continuing education

11.00 - 13.00

Stream link: <https://us02web.zoom.us/j/3239633996?pwd=SUxHK0tkNWFMa1BQVVRzK2lLUFFOUT09> **Stream link in YouTube:** <https://youtu.be/2XcY6qjCUNY>

Russian language

Brief description of the section:

Within the framework of the section, it is expected to discuss the most pressing and problematic issues of the development of the system of additional education in the context of the new normality.

The event will be attended by heads and leading specialists of continuing education organizations who will share best practices and best practices in the implementation of educational projects and programs.

Moderator:		
Panfilova Alvina Pavlovna Doctor of Pedagogy, Professor of the Department of State, Municipal and Social Management of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia		
Pasholikov Mikhail Sergeevich Senior Lecturer at the Department of State, Municipal and Social Management Institute of Economics and Management, Herzen State Pedagogical University of Russia		
No.	Speaker details	Title of the report
1.	Panfilova Alvina Pavlovna Doctor of Pedagogy, Professor of the Department of State, Municipal and Social Management of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia	"Talent-management" in the system of additional education.
2.	Bavina Polina Alexandrovna Deputy Director State budgetary general educational institution of secondary school No. 253 of the Primorsky district of St. Petersburg named after captain 1st rank P.I. Derzhavin, Associate Professor of the Departmentstate, municipal and social management of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia Fursova Nadezhda Anatolyevna Director of the State Budgetary General Educational Institution of Secondary School No. 253 of the Primorsky District of St. Petersburg named after Captain 1st Rank P.I. Derzhavin	Integration of basic and additional education in new normal conditions
3.	Shumova Marina Vadimovna Director of the State Budgetary Institution of Additional Education of the Palace of Children's (Youth) Creativity of the Kirovsky District of St. Petersburg Mukhlynina Tatiana Valerievna methodologist of the methodological department of the State budgetary institution of additional education of the Palace of children's (youth) creativity of the Kirovsky district of St. Petersburg	Attractive Palace: from quality management to quality education
4.	Kovaleva Ulyana Yurievna Deputy Director for Educational Activities of the State Budgetary Non-Standard Educational Institution "Academy of Talents" St. Petersburg	"Formation of a technological motivating environment in pre-educational programs in media arts: new experience and recommendations."
5.	Lyashko Anna Vladimirovna Head of the Service for the Preservation and Study of Cultural Heritage Monuments of the State Museum-Reserve "Peterhof", PhD in Cultural Studies, Associate Professor. Elena Andreevna Novikova-Kitaeva head of the Museum Center "New Farm" State Museum-Reserve "Peterhof"	Educational center in the museum: from complementary to favorite. Experience of the New Farm GMZ "Peterhof"

6.	<p>Bakhtina Irina Sergeevna Director of the Federal State Budgetary Institution of Continuing Professional Education "St. Petersburg Center for Postgraduate Education of Healthcare Workers of the Federal Medical and Biological Agency of Russia", PhD in Medical Sciences, Chief Freelance Specialist of the FMBA of Russia.</p> <p>Garderobova Larisa Vladimirovna Deputy Director for NMR FGBU DPO "St. Petersburg Center for Postgraduate Education of Health Workers of the Federal Medical and Biological Agency of Russia"</p>	Additional professional medical education - modern challenges
7.	<p>Olga Morozova Director, Senior Researcher, Scientific and Educational Center for Continuing Education of Children and Youth Federal State Budgetary Educational Institution of Higher Education "Novosibirsk State University of Architecture, Design and Arts named after A.D. Kryachkova". PhD in Architecture</p> <p>Daria Berdonosova Lecturer of the Department of Architecture of the Federal State Budgetary Educational Institution of Higher Education "Novosibirsk State University of Architecture, Design and Arts named after A.D. Kryachkova " master of urban planning member of the Union of Architects of Russia</p>	Digital design in architectural supplementary education for children
8.	<p>Mazaleva Elina Sergeevna Ivanova Violetta Alexandrovna 4th year students of the direction of training Pedagogical education, Additional education (management of educational services), Institute of Economics and Management, Herzen State Pedagogical University of Russia</p>	Training "Stalking" for the prevention of burnout of teachers of additional education.
9.	<p>Osipova Sofia Igorevna Zapesochnaya Alina Alexandrovna 2nd year students of the direction of training Pedagogical education, Additional education (management of educational services), Institute of Economics and Management, Herzen State Pedagogical University of Russia</p>	Students' readiness to work in the new normalcy

Section # 5. Institutions of state and local self-government in a situation of new normalcy

12.15-14.00

Stream link: <https://us02web.zoom.us/j/81347822077> **Stream link in YouTube:** <https://youtu.be/EL9TVtJQRAE>

Russian language

Brief description of the section:

Today, in the era of the COVID-19 pandemic, the content of many processes in state regulation of the economy and public administration is changing. The changes affect not only the external side, but also the quality of a number of processes inherent in public administration in the context of the new normalcy. The pandemic and the resulting acceleration of digital transformation are changing the world and leading to a range of process changes, new challenges and new opportunities. This also applies to the problems of economic growth and new factors of competition, new standards and new approaches to the quality of life.

Moderators: Pashkus Vadim Yurievich , Doctor of Economics, Professor of the Department of Economic Theory and Economic Policy, St. Petersburg State University Strekalova Natalia Dmitrievna , Doctor of Economics, Professor, Head. Department of State, Municipal and Social Management, Institute of Economics and Management, Herzen State Pedagogical University of Russia		
Track 1: 12.30 - 14.00		
No.	Speaker details	Title of the report
1	Strekalova Natalia Dmitrievna , Doctor of Economics, Professor, Head. Department of State, Municipal and Social Management, Institute of Economics and Management, Herzen State Pedagogical University of Russia	Greetings to the participants of the section Model for the formation of professional competencies of civil servants in the field of project activities in the context of digital transformation
2	Smetanina Tatiana Vladimirovna , PhD in Economics, Associate Professor of the Department of State, Municipal and Social Management, Institute of Economics and Management, RGPU im. A.I. Herzen	Synergetic approach in the theory of penetration of international quality standards into the activities of socio-economic systems
3	Volkova Anna Vladimirovna , Doctor of Political Science, Professor of the Department of Political Management, Faculty of Political Science, St. Petersburg State University	Governance and manageability in the new normalcy (German experience)
4	Pashkus Vadim Yurievich , Doctor of Economics, Professor of the Department of Economic Theory and Economic Policy, St. Petersburg State University	Proactive industrial policy, competitiveness and government regulation in a new (in) normality
5.	Maltseva Yulia Mikhailovna , PhD in Philosophy, Associate Professor of the Department of Culturology, Philosophy of Culture and Aesthetics, Faculty of Philosophy, St. Petersburg State University	Building strong "imperial" brands as a factor in increasing the competitiveness of cities in the era of digital transformation
6	Terekhov Vitaly , Ph.D. in Economics, Ph.D., Professor Marianopolis Colledge, Montreal (Canada)	Quality of life, economic growth amid digital transformation and pandemic

7	Koshkin Andrey Vyacheslavovich , Bachelor of Political Science, 1st Master's student at the Faculty of Economics, St. Petersburg State University	On the issue of municipal reform in St. Petersburg: prerequisites, state, prospects
8	Frolova Natalia Nikolaevna , Ph.D. in Economics, Associate Professor of the Department of State, Municipal and Social Management, Institute of Economics and Management, Herzen State Pedagogical University of Russia	Science cities as a basic element of the regional educational system
	Panelists , students specializing in the State Medical University, Institute of Economics and Management, RGPU named after A.I. Herzen Gochua V.D., Gubenko K.S., Dikova D.N., Evseeva S.D., Kazakova A.A., Mikhailov S.G., Strokova A.M., Stupak M. Yu., Khalilov I O., Grib A.M.	

Section # 6 The hospitality industry: new reality and challenges
13.30 - 15.30

Stream link: <https://us02web.zoom.us/j/3239633996?pwd=SUxHK0tkNWFma1BQVVRzK2lUUFFOUT09> **Stream link in YouTube:** https://youtu.be/2K_eEsXLk1c

Russian language

Brief description of the section:

The section is supposed to discuss the current problems of the tourism industry, its functioning in a new normalcy. The hospitality industry has suffered more than other sectors of the national economy from the COVID-19 pandemic, which makes this issue especially relevant.

The event will be attended by researchers, leaders and leading experts in the tourism and hospitality industry in Russia, who will share their results and experience of working in the changed conditions.

Moderators: Churilina Irina Nikolaevna , PhD in Economic Sciences, Associate Professor, Head of the Department of tourism, service and hospitality of the Institute of Economics and Management of the Herzen State Pedagogical University of Russia Chernenok Maria Alexandrovna , Assistant of the Department of Tourism, Service and Hospitality of the Herzen State Pedagogical University of Russia		
No.	Speaker details	Title of the report
1.	Skobeltsyna Anna Sergeevna - Director of the Russian-Indian Information Center (RIITs LLC), PhD in Cultural Studies, Associate Professor.	Transformation of international tourism in the modern world in the context of a pandemic (on the example of tourist relations between Russia and India)
2.	Lupinova Anna Lvovna - General Director of the Serebryanoye Koltso Group of Companies.	Transformation of the tourism services market in the context of the new normality
3.	Churilina Irina Nikolaevna - PhD in Economic Sciences, Associate Professor, Head of the Department of Tourism, Service and Hospitality of the Russian State Pedagogical University named after A. I. Herzen, head of the OPOP "Hotel business".	Transformation of the profile of tourists in St. Petersburg in the context of the coronavirus pandemic

	Anisimov Timur Yurievich - PhD in Historical Sciences, Associate Professor of the Department of Tourism, Service and Hospitality of the Russian State Pedagogical University named after A. I. Herzen, head of the OPOP "Tourism".	
4.	<p>Black Violetta - Associate Professor of the Department of MC&SMP at RyazGMU of the Ministry of Health of Russia, Chairman of the Russian Ecological Society, President of the Board of RyazRO CEPK LLC, member of the OSBO CIS for environmental education.</p> <p>Baikova Irina- Doctor of Geographical Sciences, an expert in the field of modeling modern climate changes and forecasting the climate of the future, a member of the organizing committee of the annual International Environmental Forum "Baltic Sea Day" under the auspices of HELCOM; member of the expert group on sustainable development BALTICA 21.</p> <p>Zyukina Svetlana - Senior Lecturer of the Department of GiRB FSTiG, St. Petersburg State University of Economics, member of the Committee for Gastronomic Tourism of the PCT, expert on social design at the Public Council for the Development of Small Business in St. Petersburg, General Director of the Agency for Museum Communications.</p>	The relevance of protected areas as comfortable "green" landscapes in the public health system during a pandemic
5.	Musakin Alexey Alexandrovich - Vice President of the Russian Hotel Association, member of the Management Board and Chairman of the Committee for Infrastructure Projects of the Russian Union of Travel Industry, member of the Public Expert Council for the National Project "Tourism and Hospitality Industry" under the Government of the Russian Federation, member of the Public Council for the Development of Tourism in the North Caucasus Federal District under the Ministry of Economic Development of the Russian Federation, Managing Partner of Cronwell Hospitality Group, PhD in Economic Sciences, Associate Professor of the Department of Hotel Business, St. Petersburg State University of Economics.	The Impact of Gen Z on Changing Hospitality and Industry Training
6.	Trifonova Zoya Alekseevna. Head of the Department for the Development of Tourism and Crafts of the Ministry of Economic Development of Chuvashia, Associate Professor of ChSU named after IN Ulyanova Russian Federation, Chuvash State University named after IN Ulyanov. Cheboksary Ministry of Economic Development of Chuvashia	Structural analysis of collective accommodation facilities in the Chuvash Republic and new safety requirements.
7.	Ignatievna Irina Fedorovna - Doctor of Philosophy, Professor of the Department of Tourism, Service and Hospitality of the Russian State Pedagogical University named after A. I. Herzen	The use of interactive technologies in distance learning for students of tourism destinations
8.	<p>Digin Kirill Dmitrievich - 1st year undergraduate student, direction: "Pedagogical education", profile: "Inclusive educational tourism".</p> <p>Chernenok Maria Alexandrovna- Assistant of the Department of Tourism, Service and Hospitality of the Herzen State Pedagogical University of Russia.</p>	Creative technologies in the development and promotion of a tourist product
9.	<p>Kalacheva Olesya Vladimirovna - General Director of LLC "SMART STUDIO", Head of the Committee for Children and Family Tourism of the Russian Union of Travel Industry.</p> <p>Kuvshinova Yulia Nikolaevna - Director of ANO "Center for Support of Social Initiatives and Projects".</p>	Children's tourism product: features and prospects
10.	Troitskaya Anna Alekseevna - PhD in Art Criticism, Associate Professor of the Department of Tourism, Service and Hospitality of the Russian State Pedagogical University named after A. I. Herzen.	Rethinking the Local Myth in Contemporary Local Lore: the Tourist Aspect
11.	Kolesnikova Natalia Vladimirovna - PhD in Economic Sciences, Associate Professor of the Department of Tourism, PetrSU.	Wellness Tourism Development in the Border Region: Experience of the Republic of Karelia and Finland

12.	Stolbunova Zlata Vladimirovna Student of St. Petersburg State University.	Tax support for tourism in the Altai Republic in the context of a pandemic.
13.	Zhilinskaya Anna - 2nd year student of St. Petersburg State University of Economics, direction "Hospitality". Boldyreva Lyubov - 2nd year student of St. Petersburg State University of Economics, direction "Hospitality".	The role of culinary ambassadors in the development of the territory