

International Scientific Conference
Global Challenges of Digital Transformation of Markets

GDTM-2021

29-30 September 2021

CONFERENCE PROGRAM

SEPTEMBER 29

- 09:30 – 10:00 **Registration of participants (Zoom*)** [click](#)
- 10:00 – 10:20 **Conference opening ceremony**
- 10:20 – 12:00 **Keynote**

Moderators:

Lukashevich Nikita, PhD (Ec.), Deputy Head of Institute of Industrial Management, Economics and Trade, Associate Professor of Graduate School of Industrial Management

Kozlova Nelly, PhD (Ec.), Associate Professor, Deputy Head of Graduate School of Service and Trade

Time	Speaker	Theme
10:20-10:45	William P. Wall, Professor, Doctor of Philosophy in International Business Management, Stamford International University, Thailand	Improving the quality of life in the context of digital transformation
10:45-11:10	Ed Overes, Professor in Strategic Management, Institute of Human-Data Interaction, Zuyd University, The Netherlands	Visual intelligence, data accessibility via visualisation
11:10-11:35	Monica Khanna, Doctor, Dean of Faculty of Management Studies, Somaiya Vidyavihar University, India	Using the Digital Revolution for Integration, Inclusivity and Sustainability of Humanity - Experiences from India
11:35-12:00	Alexey Fadeev, Doctor of Economic Sciences, Executive Director of the Association of Polar Explorers of Murmansk region, Russia	Digitalization of Oil & Gas Complex as a Driver for Economic and Technological Development of the Projects in the Arctic

SEPTEMBER 29

TRACK: QUALITY OF LIFE: THEORY AND PRACTICE IN THE CONTEXT OF DIGITALIZATION

13:45 – 14:00 Registration of participants (Zoom)*

[click](#)

14:00 – 16:00 Track reports

Moderator:

Sergey Barykin, Doctor of Sciences (Ec.), Professor, Deputy Head of Graduate School of Service and Trade

Coordinator:

Boris Lyamin, PhD (Ec.), Senior lecturer, Deputy Head of Graduate School of Service and Trade

SEPTEMBER 30

TRACK: HUMAN-CENTERED TECHNOLOGIES AND MARKETING STRATEGIES IN THE DIGITAL AGE

09:45 – 10:00 Registration of participants (Zoom)*

[click](#)

10:00 – 12:00 Track reports

Moderator:

Svetlana Bozhuk, Doctor of Sciences (Ec.), Professor of Graduate School of Service and Trade

Coordinator:

Aleks Krasnov, Senior lecturer, Deputy Director of Institute of Industrial Management, Economics and Trade

TRACK: INDUSTRIAL MANAGEMENT IN THE DIGITAL ERA

12:45 – 13:00 Registration of participants (Zoom)*

[click](#)

13:00 – 15:00 Track reports

Moderators:

Aleksandr Ilyinsky, Doctor of Sciences (Ec.), Professor of Graduate School of Industrial Management

Yurij Nurulin, Doctor of Sciences (Tech.), Professor of Graduate School of Industrial Management

Coordinator:

Natalia Alekseeva, Senior lecturer of Graduate School of Industrial Management

TRACK: FUNCTIONAL MANAGEMENT IN AGE OF DIGITALIZATION

15:45 – 16:00 Registration of participants (Zoom)*

[click](#)

16:00 – 18:00 Track reports

Moderators:

Olga Kalinina, Doctor of Sciences (Ec.), Head of Graduate School of Industrial Management

Aleksandr Kozlov, Doctor of Sciences (Ec.), Professor of Graduate School of Industrial Management

Coordinator:

Maria Livintsova, PhD (Ec.), Associate Professor, Deputy Head of Graduate School of Industrial Management