

International Scientific Conference
Global Challenges of Digital Transformation of Markets

GDTM-2022

28-29 September 2022

CONFERENCE PROGRAM

SEPTEMBER 28

- 09:30 – 10:00 Registration of participants. 50 Novorossiyskaya str., office 2402 or Zoom*
10:00 – 10:20 Conference opening ceremony
10:20 – 12:00 Keynote
12:00 – 13:00 Coffee break (2nd floor, hall)



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	Anatoly Zherelo, PhD (math), Vice-chief of Information Technology Center, Belarusian State University, Belarus	On Weak Approximations in Modeling of Stochastic Systems
10:45-11:10 Live Streaming	Sudaporn Sawmong, Assoc. Prof. Dr. Sudaporn Sawmong Dean - KMITL Business School King Mongkut's Institute of Technology Ladkrabang, Thailand	Benefits and Challenges for Entrepreneurs
11:10-11:35 Live Streaming	Anna Svirina, Doctor of Economics, Professor, Head of Projects Expertise at the Accelerator «Sprint» of Internet Initiatives Development Fund, Russia	Developing Framework for Startup Development: the Test of Periodic Hypothesis
11:35-12:00 Live Streaming	Reena Mehta, Dr. Sc., Professor, K J Somaiya Institute of Management, Mumbai, India	Transformation of Consumer Markets in the Context of Global Challenges

TRACK: INDUSTRIAL MANAGEMENT IN THE DIGITAL ERA

50 Novorossiyskaya str., office 1338

- 13:45 – 14:00 Registration of participants (on site or via Zoom*)
14:00 – 16:00 Track reports

Moderator:

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



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

50 Novorossiyskaya str., office 1432

16:45 – 17:00 Registration of participants (on site or via Zoom*)

17:00 – 19:00 Track reports

Moderator:

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

Coordinator:

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



SEPTEMBER 29

TRACK: FUNCTIONAL MANAGEMENT IN AGE OF DIGITALIZATION

50 Novorossiyskaya str., office 1432

09:45 – 10:00 Registration of participants (on site or via Zoom*)

10:00 – 12:00 Track reports

Moderator:

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

Tatiana Kharlamova, 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



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

Round Table Discussion: "Marketing Competencies Building in the Context of Global Education Trends"

50 Novorossiyskaya str., office 1501

12:45 – 13:00 Registration of participants (on site or via Zoom*)

13:00 – 15:00 Track reports

Moderator:

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

Coordinator:

Aleks Krasnov, PhD (Ec.), Associate Professor, Deputy Director of Institute of Industrial Management, Economics and Trade



TRACK: METHODOLOGICAL ASPECTS AND BEST PRACTICES IN ECONOMICS IN DIGITAL ERA

50 Novorossiyskaya str., office 1414

15:45 – 16:00 Registration of participants (on site or via Zoom*)

16:00 – 18:00 Track reports

Moderator:

Svetlana Golovkina, PhD (Ec.), Associate Professor, Head of the Department of Economic Theory

Coordinator:

Elena Lobova, Assistant of the Department of Economic Theory

