

MODERATOR OF THE INTERNATIONAL ROUND TABLE :

Astratova Galina V., Doctor of Economics, Professor of the Department of Integrated Marketing Communications and Branding (IMCB) of the Ural Federal University named after the First President of Russia B.N. Yeltsin (UrFU), Member of the American Marketing Association (AMA), Member of the European Association of International Education (EAIE), Corresponding Member of the Academy of Management in Education and Culture (AMOC, RF), Corresponding Member of the Russian Guild of Marketers, Honorary Worker of Higher Professional Education of the Russian Federation (Yekaterinburg)

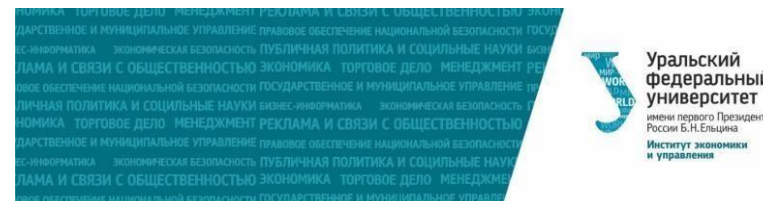
The international round table is held within the framework of the conference "**Russian regions in the focus of change**". General information about the conference is available on the website: <https://gsem.urfu.ru/ru/events/12594/>

The main focus of the discussions is on structural changes in the economy in the new geopolitical realities. **Among the priorities of the discussion** there are the following topics:

- territory development strategy ;
- quality of life of the population ;
- digital infrastructure development ;
- search for new markets ;
- formation of logistics chains ;
- business management models, technologies and practices .

Following the results of the event, it is planned to prepare proposals and recommendations that will be sent to interested departments and organizations.

Conference language: Russian; English



The **PROGRAM** of the 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 17.00
Yekaterinburg, Gogol str., 25 + online

THE PROGRAM OF PERFORMANCES :

12-00... 12-20. ASTRATOVA Galina V., Doctor of Economics, UrFU (Yekaterinburg, Russia): «*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*».

12-20... 12-40.

KLIMUK Vladimir V., Vice-Rector for Research, Associate Professor of Baranovichi State University (Baranovichi, Republic of Belarus): « *Quality of life in Belarus and prospects for the implementation of the University 3:0 concept*»

12-40...13-00.

ALMANZA Lius Molina, Vice-Rector for International Relations, S. Bolivar State Technological University (Republic of Peru): «*The use of distance learning technologies in universities in Peru: experience, problems, trends*».

13-00...13-20

OZKAN Burhan and WASIU Fawole Olayinka, Professor of the Department of Agricultural Economics at Akdeniz University (Antalya, Turkey): « *Examining the intensity of food insecurity during COVID-19 pandemic in South West Nigeria*».

13-20...13-40

GNEVASHEVA Vera A., Doctor of Economics, Associate Professor, Director of the Center for Youth Sociology, Institute of Fundamental and Applied Research, Moscow University of the Humanities; Chief Researcher, Institute of Socio-Political Studies of the Russian Academy of Sciences (Moscow, Russia): « *The quality of life of the population in the context of the peculiarities of consumer choice and demographic prerequisites in the labor market*».

13-40...14-00

SIMCHENKO Natalia A., Doctor of Economics, Professor of the Department of Economic Theory, V. I. Vernadsky Crimean Federal University (Simferopol, Russia): « *Actual problems of socio-economic development of Crimea* ».

THE PROGRAM OF PERFORMANCES:

14-00...14-20

PARUSHINA NATALIA V., Doctor of Economics, Professor, Head of the Department of Economics and Economic Security of the Central Russian Institute of Management of the Russian Academy of National Economy and Public Administration (Orel, Russia): « *Actual problems of socio-economic development of the Central Russian territory* »

14-20...14-40

BRITVINA Irina B., Doctor of Sociological Sciences, Professor of the Department of IMCB UrFU (Yekaterinburg, Russia): «*Problems of reproduction of the human capital of the region on the example of educational migration from Central Asian countries*».

14-40...15-00

ERGUNOVA Olga T., Candidate of Economics, Associate Professor at the Department of Management of the Higher School of Economics of the Research University (St. Petersburg, Russia): «*Geobranding as a new vector of strategic development of territories* ».

15-00...15-20

DABABRATA Chowdhury, Associate Professor in Entrepreneurship and COO Truefeedback, University of Suffolk (UK, London)
«On the transfer of knowledge in small and medium-sized enterprises of the Turkish textile and clothing industry».

15-20...15-40

UROSHEVICH Snezhana, Professor of the Faculty of Technology of the University of Belgrade (Bor, Serbia): «*Assessment of the competencies of personnel in various industries based on consumer perception*».

15-40.. 16-00

IZMAILOV Airat M., Candidate of Economics, Associate Professor of Samara State Medical University: «*Pharmaceutical industry in Russia: current problems in the new geopolitical realities*».

16-00...17-00

Discussion; preparation of proposals and recommendations