

29/09

Tuesday

Conf.
Hall

09:00-10:00 Participant Registration and Welcome Reception

Conf.
Hall

10:00-11:30 Forum Plenary Session

Provisional list — the final line-up and speaking order are being confirmed

Anatoly V. Torkunov

Rector of MGIMO; Full Member of the Russian Academy of Sciences

Vladimir V. Shapovalov

Dean, Faculty of International Business, MGIMO

Alexey V. Moiseev

Deputy Minister of Finance of the Russian Federation

Sergey Yu. Glazyev

State Secretary of the Union State; Full Member of the Russian Academy of Sciences

Oleg N. Evtushenko

Executive Director, Rostec State Corporation

Maxim V. Mironenko

General Director, Gazpromtrans LLC

Peter Mutuku Mathuki

Ambassador of the Republic of Kenya to the Russian Federation

María del Rosario Portell Casanova

Ambassador of the Eastern Republic of Uruguay to the Russian Federation

Faisal Niaz Tirmizi

Ambassador of the Islamic Republic of Pakistan to the Russian Federation

Domingo García

President, Latin American Chamber of Commerce in Russia (OCLAR)

Foyer
by 423

12:00-13:00 Coffee Break

Room
423

13:00-14:30 Round Table of Editors of Leading Russian Academic Journals “Development Strategies for Russian Academic Journals: From Global Integration to Building a Sovereign Evaluation System”

Moderator — Vladimir Vladimirovich Shapovalov, Doctor of Sciences in Economics, Associate Professor, Dean of the School of International Business, MGIMO University; Editor-in-Chief of International Business.

The speaking order will be determined by the moderator in line with the flow of the discussion and the time available.

Round Table Participants

Alibekov, Shakhizin Ilmutdinovich

Doctor of Sciences in Economics, Professor, Honoured Scientist of the Republic of Dagestan; North Caucasus Institute of the All-Russian State University of Justice (RLA of the Ministry of Justice of Russia)

Editor-in-Chief for Research, “Financial Management”

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Room
423**13:00-14:30 Round Table of Editors of Leading Russian Academic Journals “Development Strategies for Russian Academic Journals: From Global Integration to Building a Sovereign Evaluation System”****Ananyeva, Elena Vladimirovna**

Doctor of Sciences in Philosophy, Professor, Head of the Centre for British Studies; Institute of Europe, Russian Academy of Sciences

Deputy Editor-in-Chief, “Social Sciences and Contemporary World”

Bulyga, Roman Petrovich

Doctor of Sciences in Economics, Professor, Head of the Department of Audit and Corporate Reporting; Chief Research Fellow, Research and Education Centre for Continuing Education and Financial Consulting; Leading Research Fellow, Centre for Research and Strategic Consulting; Financial University under the Government of the Russian Federation

Editor-in-Chief, “Accounting. Analysis. Auditing”

Chikova, Anastasia Evgenyevna

Lecturer, Department of Economic Policy and Public–Private Partnership; Research Fellow, Centre for Applied Research, School of International Business; MGIMO University

Deputy Editor-in-Chief, “International Business”

Davydov, Vladimir Mikhailovich

Corresponding Member of the Russian Academy of Sciences, Doctor of Sciences in Economics, Professor, Academic Supervisor; Institute of Latin America, Russian Academy of Sciences

Editor-in-Chief, “RUDN Journal of Economics”

Fedotov, Dmitry Yuryevich

Doctor of Sciences in Economics, Professor, Professor of the Department of International Relations and Customs Affairs; Baikal State University

Editor-in-Chief, “Bulletin of Baikal State University”

Godovanyuk, Kira Anatolyevna

Candidate of Sciences in Political Science, Leading Research Fellow, Centre for British Studies, Department of Country Studies; Institute of Europe, Russian Academy of Sciences

Deputy Editor-in-Chief, “Contemporary Europe”

Groshev, Igor Vasilyevich

Doctor of Sciences in Economics, Doctor of Sciences in Psychology, Professor, Chief Research Fellow, Honoured Scientist of the Russian Federation; State University of Management

Editor-in-Chief, “Management”

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423**13:00-14:30 Round Table of Editors of Leading Russian Academic Journals “Development Strategies for Russian Academic Journals: From Global Integration to Building a Sovereign Evaluation System”****Ivanov, Oleg Borisovich**

Doctor of Sciences in Economics, Professor, Head of the Department of Corporate Management; Russian University of Transport (MIIT)

Editor-in-Chief, “ETAP: Economic Theory, Analysis, Practice”

Ivashchenko, Natalia Pavlovna

Doctor of Sciences in Economics, Professor, Deputy Dean for Interfaculty Cooperation and Innovation, Faculty of Economics; Distinguished Professor of Moscow University, Honoured Worker of Higher Education of the Russian Federation; Lomonosov Moscow State University

Deputy Editor-in-Chief, “Moscow University Economics Bulletin”

Kapoguzov, Evgeny Alexeyevich

Doctor of Sciences in Economics, Professor, Head of the Teaching and Research Laboratory for the Study of BRICS Economies; Lomonosov Moscow State University

Deputy Editor-in-Chief, “BRICS Journal of Economics”

Kharkevich, Maxim Vladimirovich

Candidate of Sciences in Political Science, Associate Professor, Associate Professor of the Department of World Politics, Adviser to the Rector's Office and Director for Research Communications; MGIMO University

Executive Editor, “MGIMO Review of International Relations”

Chevtaeva, Natalia Gennadyevna

Doctor of Sciences in Sociology, Professor, Head of the Department of Human Resource Management and Sociology; Russian Presidential Academy of National Economy and Public Administration (Ural Institute of Management, branch)

Editor-in-Chief, “Management Issues”

Korolev, Ivan Borisovich

Candidate of Sciences in Economics, Senior Research Fellow; Institute of Economic Forecasting, Russian Academy of Sciences

Deputy Editor-in-Chief, “Scientific Works: Institute of Economic Forecasting of the Russian Academy of Sciences”

Ledovich, Tatiana Sergeyevna

Doctor of Sciences in Economics, Professor, Rector; Institute of Friendship of the Peoples of the Caucasus

Editor-in-Chief, “Bulletin of the Institute of Friendship of the Peoples of the Caucasus”

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423**13:00-14:30 Round Table of Editors of Leading Russian Academic Journals “Development Strategies for Russian Academic Journals: From Global Integration to Building a Sovereign Evaluation System”****Lenchuk, Elena Borisovna**

Doctor of Sciences in Economics, Professor, Head of the Economic Policy Research Area; Institute of Economics, Russian Academy of Sciences

Editor-in-Chief, “Society and Economy”

Lozhnikova, Anna Vladimirovna

Doctor of Sciences in Economics, Associate Professor, Professor of the Department of Economics; National Research Tomsk State University

Editor-in-Chief, “Tomsk State University Journal of Economics”

Lunkin, Roman Nikolayevich

Doctor of Sciences in Political Science, Professor, Head of the Department of Social and Political Studies, Deputy Director for Research, Head of the Centre for the Study of Religion and Society; Institute of Europe, Russian Academy of Sciences

Editor-in-Chief, “Contemporary Europe”

Mastepanov, Alexey Mikhailovich

Doctor of Sciences in Economics, Professor, Professor of the Department of Strategic Management of the Fuel and Energy Complex; Gubkin Russian State University of Oil and Gas (National Research University)

Editor-in-Chief, “Problems of Economics and Management of the Oil and Gas Complex”

Mitenkov, Alexey Vladimirovich

Doctor of Sciences in Economics, Candidate of Sciences in Philosophy, Associate Professor, Director of the Institute of Economics and Management, Professor of the Department of Economics; National University of Science and Technology MISIS

Deputy Editor-in-Chief, “Economics of Industry / Russian Journal of Industrial Economics”

Miroljubova, Tatiana Vasilyevna

Doctor of Sciences in History, Professor, Dean of the Faculty of Economics; Perm State National Research University

Editor-in-Chief, “Perm University Herald. Economy”

Naumenko, Svetlana Nikolayevna

Doctor of Sciences in Economics, Associate Professor, Professor of the Department of Foreign Economic Activity Management; Donetsk Branch of the Russian Presidential Academy of National Economy and Public Administration

Editor-in-Chief, “Public Administration and Law”

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423**13:00-14:30 Round Table of Editors of Leading Russian Academic Journals “Development Strategies for Russian Academic Journals: From Global Integration to Building a Sovereign Evaluation System”****Neklyudov, Nikita Yakovlevich**

Candidate of Sciences in Political Science, Associate Professor, Deputy Dean for Master's Programmes, School of International Relations, Associate Professor of the Department of Applied International Analysis; MGIMO University

Executive Editor and Deputy Editor-in-Chief, “International Trends: Journal of World Politics and International Relations”

Nechaev, Dmitry Nikolayevich

Doctor of Sciences in Political Science, Professor, Head of the Department of Sociology, Political Science and Humanities; Voronezh Branch of Plekhanov Russian University of Economics

Editor-in-Chief, “Central Russian Journal of Social Sciences”

Pozachenok, Ekaterina Anatolyevna

Doctor of Sciences in Geography, Professor, Professor of the Department of Physical and Socio-Economic Geography, Geomorphology and Landscape Studies; V.I. Vernadsky Crimean Federal University

Editor-in-Chief, “Geopolitics and Ecogeodynamics of Regions”

Rebrey, Sofia Mikhailovna

Candidate of Sciences in Economics, Associate Professor, Department of World Economy; MGIMO University

Deputy Editor-in-Chief, “World and National Economy”

Savinov, Yury Anatolyevich

Doctor of Sciences in Economics, Professor, Professor of the Department of International Trade and Foreign Trade of the Russian Federation; Russian Foreign Trade Academy of the Ministry of Economic Development of the Russian Federation

Deputy Editor-in-Chief, “Russian Foreign Economic Journal”

Shapovalov, Vladimir Vladimirovich

Doctor of Sciences in Economics, Associate Professor, Dean of the School of International Business; MGIMO University

Editor-in-Chief, “International Business”

Sheresheva, Marina Yuryevna

Doctor of Sciences in Economics, Professor, Head of the Department of Marketing, Head of the Laboratory for Institutional Analysis, Director of the Centre for Network Economy Research; Lomonosov Moscow State University

Editor-in-Chief, “BRICS Journal of Economics”

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423**13:00-14:30 Round Table of Editors of Leading Russian Academic Journals “Development Strategies for Russian Academic Journals: From Global Integration to Building a Sovereign Evaluation System”****Shkvarya, Lyudmila Vasilyevna**

Doctor of Sciences in Economics, Professor, Professor of the Department of World Economy; Plekhanov Russian University of Economics

Editor-in-Chief, “International Trade and Trade Policy”

Silvestrov, Sergey Nikolayevich

Doctor of Sciences in Economics, Professor, Academic Supervisor of the Institute of Financial and Industrial Policy and Economic Security, Professor of the Department of World Economy and International Finance; Financial University under the Government of the Russian Federation

Editor-in-Chief, “The World of New Economy”

Smeshko, Oleg Grigoryevich

Doctor of Sciences in Economics, Associate Professor, Rector; St Petersburg University of Management Technologies and Economics

Editor-in-Chief, “Economics and Management”

Sokolov, Alexander Vasilyevich

Doctor of Sciences in Economics, Professor, Centre Director at the Institute for Statistical Studies and Economics of Knowledge; HSE University

Deputy Editor-in-Chief, “Foresight and STI Governance”

Streltsov, Dmitry Viktorovich

Doctor of Sciences in History, Professor, Chief Research Fellow, Centre for Japanese Studies; Institute of China and Contemporary Asia, Russian Academy of Sciences

Editor-in-Chief, “Japanese Studies” (online academic journal)

Suglobov, Alexander Evgenyevich

Doctor of Sciences in Economics, Professor, Professor of the Department of Audit and Corporate Reporting, Honoured Economist of the Russian Federation, Honoured Scientist of the Russian Federation; Financial University under the Government of the Russian Federation

Editor-in-Chief, “Russian Journal of Management”

Tarasov, Ilya Nikolayevich

Doctor of Sciences in Political Science, Professor, Professor at the Institute of Humanities and Social Sciences; Immanuel Kant Baltic Federal University

Editor-in-Chief, “Bulletin of the Immanuel Kant Baltic Federal University. Humanities and Social Sciences”

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423**13:00-14:30 Round Table of Editors of Leading Russian Academic Journals “Development Strategies for Russian Academic Journals: From Global Integration to Building a Sovereign Evaluation System”****Ternovsky, Denis Sergeyevich**

Doctor of Sciences in Economics, Associate Professor, Senior Research Fellow at the Expert Institute; HSE University

Editor-in-Chief, “Russian Foreign Economic Journal”

Tulupyeva, Tatiana Valentinovna

Candidate of Sciences in Psychology, Adviser to the Vice-Rector for Research; Russian Presidential Academy of National Economy and Public Administration

Deputy Editor-in-Chief, “Economics of Science”

Vinogradova, Marina Viktorovna

Doctor of Sciences in Economics, Professor, Director of the Higher School of Business, Management and Law; Russian State University of Tourism and Service

Editor-in-Chief, “Services in Russia and Abroad”

Vorobyova, Elena Ivanovna

Doctor of Sciences in Economics, Professor, Professor of the Department of Public Finance and Banking; V.I. Vernadsky Crimean Federal University

Editor-in-Chief, “Scientific Bulletin: Finance, Banking, Investment”

Voronov, Alexander Sergeyevich

Doctor of Sciences in Economics, Professor, Head of the Centre for Innovation Design, Head of Postgraduate Studies at the School of Public Administration, Deputy Head for Research of the Department of Economics of Innovative Development; Lomonosov Moscow State University

Deputy Editor-in-Chief, “MIR (Modernization. Innovation. Research)”

Zhiltsov, Sergey Sergeyevich

Doctor of Sciences in Political Science, Professor, Head of the Department of Political Science and Political Philosophy; Diplomatic Academy of the Ministry of Foreign Affairs of Russia

Editor-in-Chief, “Bulletin of the Diplomatic Academy of the Russian Foreign Ministry. Russia and the World”

Zotova, Elena Serafimovna

Candidate of Sciences in Economics, Leading Research Fellow, Research Laboratory of Philosophy of Economy; Lomonosov Moscow State University

First Deputy Editor-in-Chief, “Philosophy of Economy — Journal of the Centre for Social Sciences and the Faculty of Economics, Lomonosov Moscow State University”

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423**13:00-14:30 Round Table of Editors of Leading Russian Academic Journals “Development Strategies for Russian Academic Journals: From Global Integration to Building a Sovereign Evaluation System”****Zueva, Irina Anatolyevna**

Doctor of Sciences in Economics, Associate Professor, Professor of the Department of Financial Accounting; Moscow Witte University

Editor-in-Chief, “Moscow Witte University Bulletin. Series 1: Economics and Management”

Room
443**13:00-14:30 Round Table “Business Diplomacy in the New Architecture of the Global Economy: Institutions, Partnerships, Markets”**

Centre for International Business Seasons (Autonomous Non-Profit Organisation)

01 Dmitry Alexandrovich Minakov

Vice President, Moscow Association of Entrepreneurs; Director of Strategic Development and Board Member, National Centre for the Platform Economy

Capital in the New Economic Reality: Changing Requirements for International Business

02 Antonina Vladimirovna Denisevich

Advisor, EDISONS and the Eurasian Business Association

A Multipolar Economy: From Complementarity to Technological Partnership

03 Alina Vladimirovna Rebechenko

Project Manager, Mates China Digital Marketing Agency (China Digital LLC)

Exporting to China: From Brand Development to First Sales. A Universal Strategy, Case Studies and Market Specifics

04 Louis Gouend

President, African Business Club; Expert, Russia-Africa Cooperation Council at the State Duma of the Russian Federation; Chair of the Commission for African Diaspora Engagement and Public Relations, Russian-African Club at Moscow State University; Representative for Cooperation with Cameroon in the Russian Federation

Russia and Africa: Current Priorities and Prospects for Business Cooperation

05 Yulia Alexeyevna Kuvarzina

General Director, AI Rayed Export LLC

Entering the Markets of Friendly Countries: Niches, Barriers and Practical Mechanisms

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Room
443**13:00-14:30 Round Table “Business Diplomacy in the New Architecture of the Global Economy: Institutions, Partnerships, Markets”**

Centre for International Business Seasons (Autonomous Non-Profit Organisation)

06 Natalia Vasilyevna Ivanova

Head of the Joint Directorate of the Ecosystem of the Moscow Association of Entrepreneurs

Technology Alliances: A New Partnership Model Illustrated by VEB.RF

07 Arti Soni

General Director, Harmony Centre for Russian and Indian Culture (Autonomous Non-Profit Organisation)

Entering the Markets of Friendly Countries: Niches, Barriers and Practical Mechanisms for Russian Businesses

08 Olga Valeryevna Yarygina

Deputy Chair of the Management Board, Bank 131 JSC; Head of the Committee on Financial Markets and Banking Operations, Eurasian Business Association

Settlement Services for Foreign Trade Participants: A New Logistics Model for Banks

09 Ingrida Algimondovna Kim

General Director, Centre for Cooperation with African Countries

Business Diplomacy: The SADC Countries

10 Feng Wenxuan

Expert, Association of Representatives and Fellow Provincials of Hunan Province

Opportunities for Developing Two-Way Tourism between China and Russia

11 Zhang Qin

Expert, Association of Representatives and Fellow Provincials of Hunan Province

Opportunities for Developing Two-Way Tourism between China and Russia

12 Ebrahim D. Mello

Director of Foreign Economic Relations and Expert on Iran and the Middle East, Aurora78 and the BRICS+ Consortium

Entering the Markets of Friendly Countries

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Room
443**13:00-14:30 Round Table “Business Diplomacy in the New Architecture of the Global Economy: Institutions, Partnerships, Markets”**

Centre for International Business Seasons (Autonomous Non-Profit Organisation)

13 Dmitry Talal Bridje

President, GLOBAL RUSSIAN CLUB of the Russian Youth Chamber (Youth Chamber Non-Profit Partnership)

Russia and the Gulf States: New Models of Business Partnership amid the Transformation of the World Economy

Room
216**13:00-15:00 Round Table "National Management Model in the Era of Global Change: Values, Practices, Future"**

as part of the MGIMO Forum program "International Business Trends, IBT-2026"

Co-organizers:

- Faculty of International Business of MGIMO University, Department of Economic Policy and Public-Private Partnership
- "Senezh" Management Workshop, Laboratory of the National Management Model

Format. The round table will be held in the format of in-person and online presentations, an open discussion involving dialogue between theoretical approaches and practical experience.

Moderators and speakers: MGIMO University faculty, invited executives and experts from the Laboratory of the National Management Model of the "Senezh" Management Workshop

01 Studenikin Nikolay Vladimirovich

Moderator; Candidate of Political Sciences, Associate Professor of the Department of Economic Policy and Public-Private Partnership at MGIMO

Topic: "National Business Elite: The Influence of Value Orientations on Modern Business Management Practice"

02 Zavyalova Elena Borisovna

Doctor of Economic Sciences, Head of the Department of Economic Policy and Public-Private Partnership at MGIMO

Topic: The Concept of "Corporation as a Moral Agent"

03 Rodionov Anton Nikolaevich

Candidate of Economic Sciences, Lecturer at the Department of Economic Policy and Public-Private Partnership at MGIMO

Topic: "National Features of the Corporate Governance Model in China"

04 Samovarova Olga Vladimirovna

Candidate of Economic Sciences, Managing Partner of RUKON SP Group, Chairman of the Council of the RUKON Network, President of the "Social Economy" Foundation

Topic: "The Russian Practice of the Artel as a Basis for an Economic Breakthrough"

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Room
216**13:00-15:00 Round Table "National Management Model in the Era of Global Change: Values, Practices, Future"****05 Safiollin Alexey Maulitzhanovich**

1st Vice President of "Investment Russia," Full Municipal Advisor of the 1st Class, Lecturer at RANEPA

Topic: "Transformation of the Russian Code into a National Management Model"

06 Dankin Vladimir Dmitrievich

Head of the Working Group of the Laboratory of the National Management Model of the "Senezh" Management Workshop, Co-author and Lecturer at the School of Corporate Anthropology, Deputy Head of the Department of "Corporate Culture and Anthropology" at the Academy of Social Technologies

Topic: "Domestic Management Practices: History and Modernity"

07 Tsyshchuk Galina Yurievna

Candidate of Economic Sciences, Head of the Working Group of the Laboratory of the National Management Model of the "Senezh" Management Workshop, Rector of the Private Institution of Further Professional Education "Academy of Modern Education," Lecturer of MBA programs at the "Synergy" Business School

Topic: "The National Management Model as a Basis for Personnel Training"

08 Aleksandrova Darina Nikolaevna

Lecturer at the Department of English Language No. 4 at MGIMO

Topic: "From Challenges to Opportunities: Shaping a Management Model for BRICS International Youth Scientific and Technical Cooperation for the Future"

09 Gromov Mikhail Sergeevich

Lecturer at the Department of Economic Policy and Public-Private Partnership at MGIMO

Topic: "Digital Sovereignty of the SCO: National Data Management Models under Global Transformation"

10 Nefedova Natalia Nikolaevna; Chubaeva Irina Sergeevna

Nefedova Natalia Nikolaevna, Candidate of Economic Sciences, Lecturer at the Department of Economic Policy and Public-Private Partnership at MGIMO; Chubaeva Irina Sergeevna, Specialist at PJSC "Cherkizovo"

Topic: "The Economic Effect of Changes in Russian Trade Legislation"

11 Samylovskikh Dmitry Vadimovich

Senior Expert at the B1 Group of Companies

Topic: "Russian Road PPP in the New Reality: From Foreign Technologies to Domestic Resources"

29/09

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Room
216**13:00-15:00 Round Table "National Management Model in the Era of Global Change: Values, Practices, Future"****12 Shamanina Ellina Alekseevna**

Candidate of Economic Sciences, Associate Professor of the Department of Economic Policy and Public-Private Partnership at MGIMO

Topic: "The Role of PPP in Managing Investment Projects in Russia: Trends and the Future of the Partnership Model"

13 Starikova Evgenia Andreevna

Candidate of Economic Sciences, Associate Professor of the Department of Economic Policy and Public-Private Partnership at MGIMO

Topic: "Transformation of the Corporate ESG Agenda in Russia under Current Conditions"

14 Krotova Tatyana Grigorievna

Candidate of Economic Sciences, Lecturer at the Department of Economic Policy and Public-Private Partnership at MGIMO

Topic: "Readiness of Russia's Digital Infrastructure for the Digital Transformation of Business"

15 Tkachenko Marina Fedorovna

Doctor of Economic Sciences, Professor, Head of the Department of Sectoral Economics at the Diplomatic Academy of MGIMO

Topic: "Transformation of the Chinese Model of Economic Development Management under Sanctions Pressure and Trade Restrictions"

16 Morozov Andrey Alekseevich

President of the "Eurasian Business Alliance" Union, General Director of "Zolotoye Vremya" LLC (Eurasian Center for Partnership Financing), International Professional Consultant in Islamic Finance (PCIF), EMPPM, EMBA

Topic: "Application of AAOIFI Sharia Standards in Assessing the Compliance of Digital Financial Assets with Islamic Law"

17 Rybinets Alexander Gennadievich

Candidate of Economic Sciences, Associate Professor of the Department of Sectoral Economics at the Faculty of International Economic Relations of the Diplomatic Academy of the Russian Ministry of Foreign Affairs

Topic: "Methodology for the Delimitation of Geo-Economic Regions: An Integrated Approach Based on the Operationalization of Determinants"

18 Maltseva Tamara Sergeyevna

Deputy Head of the Staff (Executive Office) of the Council of Ministers of the Republic of Crimea – Head of the Main Directorate for Ensuring the Activities of the Chairman of the Council of Ministers of the Republic of Crimea

Topic: "Peculiarities of Managing Tourism Infrastructure in Russia"

29/09

Tuesday

Room
216

13:00-15:00 Round Table "National Management Model in the Era of Global Change: Values, Practices, Future"

19 Zhukovskiy Andrey Dmitrievich

Candidate of Economic Sciences, Associate Professor at the Department of Strategic and Innovative Development, Financial University under the Government of the Russian Federation

Topic: Regional Governance in the Era of Creative Economy
Development: Foreign Policy Aspects

20 Altay Abai

Deputy of the Kurultay

Topic: Development of the Islamic Finance Mechanism in the Republic of Kazakhstan

Discussion Participants (without a presentation)

Eremeeva Tatyana Viktorovna

General Director of the "Pokrov" Mediation Center, Founder of the "Sozidateli" Business Ecosystem

Tepfer Nadezhda Sergeevna

Project Coordinator at the "Senezh" Management Workshop

30/09

Wednesday

12:00-17:00 5th Gerchikova Readings Research and Practice Conference “International Business amid Asymmetric Digital Development”

Moderator: Natalia Yuryevna Konina, Doctor of Sciences (Economics), Professor; Head of the I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Room 423

12:00-13:00 Plenary Session

Welcome Address: Vladimir Vladimirovich Shapovalov, Doctor of Sciences (Economics); Dean of the Faculty of International Business, MGIMO University

Olga Vitalyevna Butorina

Corresponding Member of the Russian Academy of Sciences; Doctor of Sciences (Economics), Professor; Deputy Director for Research, Institute of Europe, Russian Academy of Sciences

Topic: The Global Digital Race: Forms and Strategies

Vladimir Dmitrievich Milovidov

Corresponding Member of the Russian Academy of Sciences; Doctor of Sciences (Economics), Professor; Deputy Director for Research, Primakov National Research Institute of World Economy and International Relations (IMEMO), Russian Academy of Sciences

Topic: Asymmetry in Financial Market Capitalisation in the Digital Age

Oleg Evgenyevich Klepikov

Managing Director for Customer Behaviour Analysis, MegaFon PJSC

Topic: Agentic Artificial Intelligence Systems in Research Practice, Product Development and Strategic Communication

13:00-14:00 Coffee Break

Room 423

01 14:00 Management 5.0: Redesigning Management Systems and Corporate Architecture

5th Gerchikova Readings

Moderators: Natalia Yuryevna Konina; Lenar Albertovich Yunusov

Speakers are listed in Russian alphabetical order. The moderators will determine the speaking order in line with the discussion and time limits.

Irina Vasilyevna Bazikova

Candidate of Sciences (Economics); Head of Quality and Strategic Projects, Yandex Delivery

Topic: Scaling Delivery and Taxi Services amid Uneven Development of Digital Infrastructure

Room
423

01 14:00 Management 5.0: Redesigning Management Systems and Corporate Architecture

5th Gerchikova Readings
Moderators: Natalia Yuryevna Konina; Lenar Albertovich Yunusov

Irina Gennadyevna Vladimirova

Doctor of Sciences (Economics), Professor; Professor, Department of International Cooperation and Management, Russian Presidential Academy of National Economy and Public Administration (RANEPA)

Topic: Digital Companies: A New Logic of Management and Global Presence

Viktor Stepanovich Efremov

Doctor of Sciences (Economics), Professor; Professor, Department of International Cooperation and Management, RANEPA

Topic: Managing Context: Management from a New Ontological Perspective

Maria Vladimirovna Zaitseva

Candidate of Sciences (Engineering), Associate Professor; Department of International Business, Plekhanov Russian University of Economics

Topic: Managed Flexibility in Procurement: Identifying Constraints as a Factor in Corporate Resilience

Yulia Alexandrovna Kovalchuk

Doctor of Sciences (Economics), Professor; Professor, Department of Asset Management, MGIMO University

Topic: Digital Investor Relations Channels in the Management of Modern Public Companies

Natalia Yuryevna Konina

Doctor of Sciences (Economics), Professor; Head of the I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: How Artificial Intelligence Is Reshaping the Corporate Architecture of International Companies

Lilia Sergeyevna Revenko

Doctor of Sciences (Economics), Professor; Professor, N. N. Liventsev Department of International Economic Relations and Foreign Economic Ties, MGIMO University

Topic: Digital Asymmetry in the Agrifood Business: From Inequality to Inclusion

30/09

Wednesday

Room
423**01 14:00 Management 5.0: Redesigning Management Systems and Corporate Architecture**

5th Gerchikova Readings

Moderators: Natalia Yuryevna Konina; Lenar Albertovich Yunusov**Igor Mikhailovich Stepnov**

Doctor of Sciences (Economics), Professor; Professor, Department of Corporate Finance and Corporate Governance, Faculty of Economics and Business, Financial University under the Government of the Russian Federation

Topic: Digital Asymmetry in the Economic Thinking of Teachers and Students: How Can We Prevent Technology from Replacing Students' Intellectual Effort in Management Education?

Alexey Vasilyevich Tebekin

Doctor of Sciences (Engineering), Doctor of Sciences (Economics), Professor; Head of the Department of Corporate Governance and Finance, Academy of Labour and Social Relations

Anna Vyacheslavovna Khoreva

Senior Lecturer, Department of Management, MGIMO Odintsovo Branch

Topic: Management 5.0 as a Driver of Corporate Governance Development

Kirill Ilyich Fedotov

Entrepreneur

Topic: Differentiated Digital Transformation Strategies of Russian Oil and Gas Companies: The Role of Corporate Governance

Zhang Qin

Expert

Topic: Opportunities for Developing Two-Way Tourism between China and Russia

Lenar Albertovich Yunusov

Doctor of Sciences (Economics), Associate Professor; Professor, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: Management in the Context of Digital Transformation

30/09

Wednesday

Room
443**02 14:00 New Marketing in a Digital World: Technologies and Strategies**

5th Gerchikova Readings

Moderators: Elena Anatolyevna Ponomareva; Natalia Borisovna Shchegoleva

Speakers are listed in Russian alphabetical order. The moderators will determine the speaking order in line with the discussion and time limits.

Olga Viktorovna Kaznina

Candidate of Sciences (Economics); Senior Lecturer, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: Next-Generation Loyalty: Artificial Intelligence, Emotions and Neuromarketing

Svetlana Vyacheslavovna Kulikova

Lecturer, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: The Dark Side of Generative Marketing: Authenticity, Moral Disgust and Brand Risk

Anastasia Vladimirovna Lukina

Doctor of Sciences (Economics), Associate Professor; Head of the Department of Marketing, RUDN University

Topic: Mobile Payment Technologies and Their Impact on SME Marketing: Evidence from African Countries

Elena Anatolyevna Nozdrenko

Candidate of Sciences (Philosophy), Associate Professor; Associate Professor, Department of Advertising and Sociocultural Activities, Siberian Federal University

Topic: Territorial Competitiveness through the Lens of Marketing Positioning

Elena Anatolyevna Ponomareva

Candidate of Sciences (Economics); Associate Professor, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: New Marketing in a Digital World: Technologies and Strategies (opening presentation by the session moderator)

Alina Vladimirovna Rebechenko

Project Manager, Mates China

Topic: Exporting to China: From Brand Development to First Sales. A Universal Strategy, Case Studies and Market Specifics

Ilona Vladimirovna Tregub

Doctor of Sciences (Economics), Professor; Professor, Department of Business Informatics, Faculty of Information Technology and Big Data Analysis, Financial University under the Government of the Russian Federation

Topic: Marketing Mix Modelling: An Econometric Approach

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Wednesday

Room
443**02 14:00 New Marketing in a Digital World: Technologies and Strategies**

5th Gerchikova Readings

Moderators: Elena Anatolyevna Ponomareva; Natalia Borisovna Shchegoleva**Muhammadyusuf Marufovich Khasanov**

Software Technician, MGIMO University

Topic: Automated Conversational Services as a Tool for the Digital Transformation of Small-Business Marketing and Sales: Practical Experience in Prototyping and Building Customer Funnels

Margarita Mikhailovna Chernina

Lecturer, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: The Role of Content Marketing in Brand Promotion in the Era of Digital Transformation

Alexandra Alexandrovna Churekova

Doctoral Student, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: Using Artificial Intelligence as a Marketing Tool in Youth Social Entrepreneurship

Natalia Borisovna Shchegoleva

Candidate of Sciences (Economics); Associate Professor, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: Algorithmic Empathy: From Data Collection to AI-Based Understanding of Emotions

Room
212**03 14:00 Corporate Governance and Sustainable Business Development amid Digital Transformation**

5th Gerchikova Readings

Moderators: Alla Gennadievna Dementieva; Ekaterina Revazovna Bostoganashvili

Speakers are listed in Russian alphabetical order. The moderators will determine the speaking order in line with the discussion and time limits.

Alexander Temurovich Abidov

Director of Business Development, MostInvest LLC

Topic: Management Innovations in Social Entrepreneurship Abroad in the Context of Digitalisation

Svetlana Alexandrovna Alekseeva

Senior Lecturer, Department of English No. 2, MGIMO University

Topic: Regional Characteristics of ESG Transformation in Multinational Corporations amid Asymmetric Digital Development

30/09

Wednesday

Room
212**03 14:00 Corporate Governance and Sustainable Business Development amid Digital Transformation**

5th Gerchikova Readings

Moderators: Alla Gennadievna Dementieva; Ekaterina Revazovna Bostoganashvili**Igor Nikolaevich Belograd**

Doctor of Sciences (Philosophy), Associate Professor; Professor, Department of Psychology and Human Capital Development, Faculty of Social Sciences and Mass Communications, Financial University under the Government of the Russian Federation

Topic: Analytical Support for Corporate Active Longevity Programmes in the Context of Digitalisation

Ekaterina Revazovna Bostoganashvili

Candidate of Sciences (Economics); Senior Lecturer, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: Human Capital as the Foundation of International Business Resilience in the Age of Artificial Intelligence

Valeria Vitalyevna Braga

Intern, Directorate for the Support and Development of HR Management Services, Corporate Solutions Centre LLC

Topic: Corporate Governance in a Digital Environment: Challenges and Opportunities

Alexander Sergeyevich Volkov

Business Assistant, HDLT

Topic: Artificial Intelligence in Corporate Governance: Efficiency, Accountability and New Management Risks

Yulia Vladimirovna Gordeeva

Director of Human Resources and Organisational Development, AVIATECHLAB

Topic: The Value of Words: How Communication Becomes Capital

Alla Gennadievna Dementieva

Doctor of Sciences (Economics), Professor; Professor, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: Digitalising Risk Management Processes: Practices of Russian Companies

Natalia Viktorovna Efimova

Candidate of Sciences (Economics); Associate Professor, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: The Strategic Value of AI Investments in Board-Level Decision-Making

30/09

Wednesday

Room
212**03 14:00 Corporate Governance and Sustainable Business Development amid Digital Transformation**

5th Gerchikova Readings

Moderators: Alla Gennadiyevna Dementieva; Ekaterina Revazovna Bostoganashvili**Sofia Kobayevna Kashibadze**

Doctoral Student

Topic: Sustainable Development of Fintech Start-Ups amid Digital Transformation: The Role of Corporate Governance

Anna Olegovna Mikhailenko

Deputy Head of the Business Club, Lomonosov Moscow State University

Topic: Asymmetry in Managers' and Employees' Perceptions of Digital Management Control as a Factor in International Business Resilience

Galina Sergeyevna Panova

Doctor of Sciences (Economics), Professor; Professor, Department of International Finance, MGIMO University

Topic: New Banking Business Models as a Factor in Financial Stability and Economic Growth

Alexander Nikolaevich Perepelkin

Director of External Communications, SIS Incorporated JSC

Topic: Key Aspects of Organising Financial Settlements in Today's Environment

Irina Alexandrovna Strelets

Doctor of Sciences (Economics), Professor; Professor, Department of Economic Theory, MGIMO University

Topic: The Impact of Digital Transformation on the Contemporary Corporate Macroenvironment

Irina Nikolaevna Tkachenko

Doctor of Sciences (Economics), Professor; Professor, Department of Management and Entrepreneurship, Ural State University of Economics

Topic: Potential Risks of Integrating Artificial Intelligence into the Work of Boards of Directors

Igor Borisovich Turuev

Doctor of Sciences (Economics), Professor; Professor, Department of International Finance, MGIMO University

Topic: Data Transparency and Quality vs the Black Box: How Auditors Assess the Risks of AI Solutions in Management Systems

30/09

Wednesday

Room
212

03 14:00 Corporate Governance and Sustainable Business Development amid Digital Transformation

5th Gerchikova Readings
Moderators: Alla Gennadiyevna Dementieva; Ekaterina Revazovna Bostoganashvili

Olga Vasilyevna Khmyz

Candidate of Sciences (Economics), Associate Professor; Associate Professor, Department of International Business, Faculty of International Economic Relations, Financial University under the Government of the Russian Federation

Topic: Sustainable Development of Financial Multinational Corporations amid Digital Transformation

Sofia Nikolaevna Chernaya

Lecturer, Department of Accounting, Statistics and Audit, MGIMO University

Topic: Data Transparency and Quality vs the Black Box: How Auditors Assess the Risks of AI Solutions in Management Systems

Gulnaz Ilshatovna Shamsutdinova

Lecturer, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: Digital Technologies in the Management of Russian Corporate Business: The Automotive Industry

Olga Valeryevna Yarygina

Candidate of Sciences (Sociology); Deputy Chair of the Management Board, Bank 131 JSC

Topic: Settlement Services for Foreign Trade Participants: New Logistics for Banks

Room
232

04 14:00 Managing Foreign Economic Activity amid Digital Transformation and Geoeconomic Fragmentation

5th Gerchikova Readings
Moderators: Anastasia Viktorovna Sheveleva; Elena Sergeyevna Ratushnyak

Speakers are listed in Russian alphabetical order. The moderators will determine the speaking order in line with the discussion and time limits.

Nikolay Vyacheslavovich Aksenov

Specialist, Credit Europe Bank (Russia) JSC; Doctoral Student, MGIMO University

Topic: Cryptocurrencies as a Tool for Improving the Efficiency of Russia's Cross-Border Payments

Darina Nikolaevna Alexandrova

Lecturer, MGIMO University

Topic: Digital Platforms as a Tool for Overcoming Digital Asymmetry in International Scientific and Technological Cooperation among Young People in BRICS Countries

30/09

Wednesday

Room
232**04 14:00 Managing Foreign Economic Activity amid Digital Transformation and Geoeconomic Fragmentation**

5th Gerchikova Readings

Moderators: Anastasia Viktorovna Sheveleva; Elena Sergeyevna Ratushnyak**Timur Abulkhasanovich Bakhrami**

Doctoral Student

Topic: Scaling Resale Programmes in Foreign Markets as Part of Fashion Companies' Sustainable Development Strategies

Dmitry Talal Bridzhe

President of the GLOBAL RUSSIAN CLUB of the Russian Youth Chamber; Individual Entrepreneur

Topic: Russia and the Gulf Countries: New Models of Business Partnership amid the Transformation of the World Economy

Louis Gouend

President of the African Club, Autonomous Non-Profit Organisation "African Club"

Topic: Russia and Africa: Current Priorities and Prospects for Business Cooperation

Igor Borisovich Dolzhenko

Candidate of Sciences (Economics); General Director, Delta Consulting LLC

Topic: Adapting the Foreign Economic Activities of Russian Companies in the Global Apparel Market to Asymmetric Digital Development

Svetlana Nikolaevna Dostoevskaya

Master's Student, Diplomatic Academy of MGIMO University

Topic: Digital Sanctions as a Tool of Strategic Containment: Implications for Managing Foreign Economic Activity

Vitaly Vladimirovich Zubkov

Candidate of Sciences (Economics) Degree Applicant

Topic: De-Dollarisation of the Global Monetary and Financial System and Its Impact on Companies' Foreign Economic Activities

Tatiana Mikhailovna Isachenko

Doctor of Sciences (Economics), Professor; Professor, N. N. Liventsev Department of International Economic Relations and Foreign Economic Ties, MGIMO University

Topic: The Role of Business in Reforming the Multilateral Trading System

30/09

Wednesday

Room
232**04 14:00 Managing Foreign Economic Activity amid Digital Transformation and Geoeconomic Fragmentation**

5th Gerchikova Readings

Moderators: Anastasia Viktorovna Sheveleva; Elena Sergeyevna Ratushnyak**Daria Vasilyevna Komarova**

Research Degree Applicant, Primakov National Research Institute of World Economy and International Relations, Russian Academy of Sciences (IMEMO)

Topic: Digital Asymmetry and International Technological Cooperation in Metallurgy

Tatiana Grigoryevna Krotova

Candidate of Sciences (Economics); Lecturer, Department of Economic Policy and Public-Private Partnership, MGIMO University

Topic: Readiness of Russia's Digital Infrastructure for the Digital Transformation of Business

Sofia Andreyevna Malysheva

Lecturer, Department of English No. 2, MGIMO University

Topic: Workforce Capacity as a Key Resource for Business Adaptation to Digital Asymmetry in International Trade

Kamandar Zahid oglu Mamedzada

Chair of the Calradia Student Analytical Centre

Topic: The North-South Digital Corridor as a Driver of the Transformation of Russia's and Azerbaijan's Foreign Economic Activities: Challenges and Opportunities for Business

Andrey Alexeyevich Morozov

President, Eurasian Business Alliance Union

Topic: National Models for Managing Digital Finance: AAOIFI Standards as a Tool for Building Trust in Cross-Border Markets

Maria Dmitrievna Pertseva

Lecturer, Department of English No. 2, MGIMO University

Topic: Cross-Border Central Bank Digital Currencies in Foreign Economic Activity

Svetlana Yuryevna Pertseva

Candidate of Sciences (Economics), Associate Professor; Head of the Department of International Financial Technologies and Innovations, MGIMO University

Topic: The Digital Architecture of International Settlements for Foreign Economic Activity

30/09

Wednesday

Room
232**04 14:00 Managing Foreign Economic Activity amid Digital Transformation and Geoeconomic Fragmentation**

5th Gerchikova Readings

Moderators: Anastasia Viktorovna Sheveleva; Elena Sergeyevna Ratushnyak**Khatia Davidovna Pirtskhalava**

Associate Professor, Department of Private International Law, Kutafin Moscow State Law University (MSAL)

Topic: Cross-Border Business amid the Development of Artificial Intelligence in SCO Member States

Elena Sergeyevna Pylytsina

Candidate of Sciences (Economics); Senior Research Fellow, Institute of China and Contemporary Asia, Russian Academy of Sciences

Topic: ASEAN as a Focus of Russia's Foreign Economic Strategy

Elena Sergeyevna Ratushnyak

Candidate of Sciences (Economics), Associate Professor; Associate Professor, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: Digital Technologies in the Development of Organisational Forms of International Business

Nikolay Sergeyevich Revenko

Candidate of Sciences (Political Science); Leading Research Fellow, Institute for Research on International Economic Relations, Financial University under the Government of the Russian Federation

Topic: International Experience in Regulating Artificial Intelligence

Alexander Gennadyevich Rybinets

Candidate of Sciences (Economics); Associate Professor, Department of Sectoral Economics, Diplomatic Academy of MGIMO University

Topic: A Methodology for Delineating Geoeconomic Regions: An Integrated Approach Based on the Operationalisation of Determinants

Anna Vladimirovna Cherkasova

Associate Professor, Department of English; Director of VKIYa

Svetlana Mikhailovna Balakireva

Associate Professor, Department of Management and Marketing, Russian Foreign Trade Academy of the Ministry of Economic Development of the Russian Federation

Topic: Managing Foreign Economic Activity: The Importance of Negotiation Competencies in International Business Interaction

30/09

Wednesday

Room
232

04 14:00 Managing Foreign Economic Activity amid Digital Transformation and Geoeconomic Fragmentation

5th Gerchikova Readings
Moderators: Anastasia Viktorovna Sheveleva; Elena Sergeyevna Ratushnyak

Anastasia Viktorovna Sheveleva

Doctor of Sciences (Economics), Professor; Professor, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity, MGIMO University

Topic: The Impact of Digital Transformation and Geoeconomic Fragmentation on the Management of Russian Oil and Gas Companies' Foreign Economic Activities

Room
132

05 14:00 Round Table “Strategic Foresight: Artificial Intelligence in Marketing and Business”

5th Gerchikova Readings
Moderator: Olga Mikhailovna Khotyasheva, Director, MGIMO Institute of Marketing and Entrepreneurship; Candidate of Sciences (Economics); Associate Professor, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity
Centre for Generative Neural Networks

Oleg Evgenyevich Klepikov

Managing Director for Customer Behaviour Analysis, MegaFon; Head of the Neuromarketing Laboratory, MGIMO University; Associate Professor, MGIMO Institute of Marketing and Entrepreneurship

Topic: Agentic AI Systems in Business

Maxim Alexandrovich Slesarev

Director of the MGIMO Business Incubator; Head of the MGIMO Centre for Generative Neural Networks; Candidate of Sciences (Economics); Associate Professor, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity

Topic: A Society of Distrust in the Age of AI: Marketing 7.0 Technologies

Alexey Arkadyevich Filatov

Founder of the Retail Academy; Associate Professor, MGIMO Institute of Marketing and Entrepreneurship

Topic: The Role of AI in Reshaping the Modern Retail Ecosystem

Ksenia Igorevna Shvets

Strategy Director, BBDO LLC

Topic: Neurotechnologies in Advertising Business Management: The BBDO Experience

Alexander Konstantinovich Faktorov

General Director, Centre for National Intelligent Systems

Topic: Practical Applications of Artificial Intelligence: Analytics Based on User Interaction Data from AI Systems

30/09

Wednesday

Room
132**05 14:00 Round Table “Strategic Foresight: Artificial Intelligence in Marketing and Business”**

5th Gerchikova Readings

Moderator: Olga Mikhailovna Khotyasheva, Director, MGIMO Institute of Marketing and Entrepreneurship; Candidate of Sciences (Economics); Associate Professor, I. N. Gerchikova Department of Management, Marketing and Foreign Economic Activity Centre for Generative Neural Networks**Georgy Vladimirovich Emelin**

General Director, Space Energy

Topic: Geospatial Artificial Intelligence: Turning Satellite Imagery into Business Solutions

Valery Grempel

Co-Founder, ORENSHAL

Topic: The Role of AI in Developing the ORENSHAL Brand

Alexey Viktorovich Batov

Candidate of Sciences (Economics); Associate Professor, Department of Economics and Management, Moscow Institute of Technology and Management

Topic: Digital Competencies of University Teachers in Today's Environment

Elizaveta Alexeyevna Selezneva

Candidate of Sciences (Law); Associate Professor, Department of State and Municipal Finance, Plekhanov Russian University of Economics

Topic: What AI Will Change in Corporate Management: A Legal Perspective

Yaroslav Olegovich Sizov

Analyst, MGIMO Neuromarketing Laboratory; Doctoral Student and Research Intern, Institute of Ethnology and Anthropology, Russian Academy of Sciences

Topic: From a Research Question to a Custom Tool: AI in the Work of a Neuromarketing Analyst

Events of the Association of Etiquette Specialists

Room 216

10:00-11:30 Round Table “Etiquette and Business: Points of Intersection”

Opening Remarks: **Svetlana Shubina**, Founder and President of the Association of Etiquette Specialists (ASpE).

Moderator: **Elena Petrukhina**, Business Trainer and Coach.

Participants:

Alexandra Rahl — Etiquette Specialist; Member of the Association of Etiquette Specialists (ASpE).

Yulia Nabieva — Etiquette Specialist; Member of the Association of Etiquette Specialists (ASpE); Director for Development and Regional Cooperation at the autonomous non-profit organisation Institute for Regional and Municipal Development.

Larisa Polishchuk — Practitioner and Expert in Protocol and Etiquette; Member of the National Association of Protocol Specialists; Lecturer at the Faculty of Political Science, Lomonosov Moscow State University.

Ekaterina Kotova — Etiquette Specialist; Member of the Association of Etiquette Specialists (ASpE).

Topics:

1. The Evolution of Etiquette: From Archaic Traditions to Practical Applications
2. Survey Results
3. Training Trends 2026: Insights from the Survey
4. What Should We Teach Business Leaders? The Russian Cultural Code and Etiquette as an Asset
5. New Realities of Communication
6. Etiquette as a Meta-Skill: Myths, Practical Value, and Contemporary Relevance
7. Brainstorming Session: “Etiquette for Business: Naming That Works”

Room 216

11:45-13:00 Round Table “Contemporary Business Image: Have We Taken a Wrong Turn?”

Moderator: **Svetlana Shubina**, President of the Association of Etiquette Specialists (ASpE).

Participants:

Tatiana Belousova — Etiquette Specialist, Image Consultant and Author; Member of the National Association of Protocol Specialists.

Natalia Trifonova — Business Stylist and Dress Code Expert (joining online from Italy).

Ksenia Markova — Specialist in European Social Etiquette and Author.

Topics:

1. Business Dress Codes and the Formality Scale: “Wear It or Scrap It?” — Putting the Comma in the Right Place
2. Racing Around the Conservatism Scale
 - How business expectations of dress codes and business etiquette are changing
 - Business cases from the past two to three years
 - How the younger generation uses dress codes
 - HR, business etiquette, and dress codes
3. Self-Presentation, Image, and Personal Brand: Connections and Differences, Limitations and Opportunities. Decorum and Dress Codes: Finding Room for Personal Creativity

Events of the Association of Etiquette Specialists

Room
216

13:00-14:00 Coffee Break

Room
216

14:00-16:00 Expert Session “Business Etiquette and the Specific Features of Interaction with Representatives of Eastern Countries”

Moderator: Elena Gavrilina-Fujiyama, Specialist in Japanese Protocol and Etiquette; Member of the National Association of Protocol Specialists (joining online from Tokyo, Japan).

Participants:

Roman O. Reinhardt — PhD in Economics, Associate Professor; Deputy Head of the Department of Diplomacy, MGIMO University; Expert of the Valdai Discussion Club, the Russian International Affairs Council and the Russian Academy of Sciences.
Galli Monastryova — Chair of the Association for Economic Cooperation with African Countries; Member of the State Duma Expert Council on Africa.
Mikhail Vorobyev — Arabist; Author of Arab Protocol; Member of the National Association of Protocol Specialists.

Topics:

1. From Chinese Puzzles to Diplomatic Warnings: How to Work More Effectively with Colleagues from China

2. Negotiating with Japanese Partners: Respect for Tradition and Formality

3. Negotiation Practices Across Africa: Distinctive Features and Diversity

4. Small Talk, Arab Style

Room
216

16:30-18:00 Expert Session “Effective Business Communication”

Moderator: Anastasia Kvashina, Vice President for External Relations of the Association of Etiquette Specialists (ASpE); Director for Development and Regional Cooperation at the autonomous non-profit organisation Institute for Regional and Municipal Development.

Participants:

Elena Ignatieva — Business Consultant and Trainer in Etiquette, Business Communication and Cross-Cultural Communication; Author of International Business Etiquette; Member of the National Association of Protocol Specialists.
Eleonora Basmanova — Etiquette Specialist, Business Trainer, Historian and Author; Member of the National Association of Protocol Specialists.

Topics:

1. Communication as a Pillar of Reputational Resilience: The Cost of Mistakes for Leaders and Companies

2. Getting Digital Etiquette Right: How Emails, Voice Messages, and Text Messages Build or Damage Your Professional Reputation

3. Tea and Coffee Breaks During Negotiations: Procedures, Protocol, and Common Mistakes

01/10

Thursday

Financial Markets and Investment Day

Room
530

14:30-16:00 Lecture “The Technology Sector on the Moscow Exchange and New Financial Instruments”

Room
530

16:00-18:00 Stock Market Simulation Game