

A graduate Qualification Thesis on digital marketing in agribusiness was successfully defended at Polytechnic University (SPbPU) as part of a Russian-Indonesian joint project

At the Graduate School of Service and Trade (GSST) of the Institute of Industrial Management, Economics and Trade of SPbPU, the defense of bachelor's final qualification theses was successfully held. The event was a key stage in the implementation of a large-scale joint research grant with the partner Indonesian Gunadarma University.



SPbPU students Anastasia Pakhaturodi and Yulia Mavlyutova presented the results of their research performed within the project «Cross-cultural research and promotion of smart agribusiness of growing marigolds based on digital marketing» (a joint project between Indonesia and Russia). Both defenses were rated «excellent».





The aim of the project, which combined the efforts of scientists and students from SPbPU and Gunadarma University, is to explore the potential of smart agribusiness and digital marketing in the floral industry, specifically focusing on marigolds (*Tagetes*), which hold high economic value for the cosmetic, pharmaceutical and food industries. The project is unique in its cross-cultural approach, synchronizing the agribusiness models of Russia (temperate climate, EAEU) and Indonesia (tropical climate, ASEAN) through the lens of digitalization.

Anastasia Pakhaturidi (research supervisor — Associate Professor Nelly Kozlova, Candidate of Economics) and Yulia Mavlyutova (research supervisor — Professor Svetlana Bozhuk, Doctor of Economics) developed a strategy to promote the project on the markets of Indonesia and ASEAN using digital marketing tools. The optimal promotion channels for B2B and B2C segments were identified, their specifics were described and recommendations on content were given. Also, an in-depth analysis of the Russian flower market and marketing tools for promoting marigold flowers was conducted, including the development of a brand concept and content plan for the social network VKontakte.



This initiative not only has high scientific and practical value in the field of digital marketing and smart agriculture, but also strengthens St. Petersburg's position as a center of innovation and international cooperation. The project opens new opportunities for St. Petersburg enterprises of the agricultural sector and promotes the development of international programs in the field of agro-biotechnology and digital marketing in scientific and educational institutions of the city, fully in line with its strategic development goals until 2035.

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