

## Digest of the autumn events of Polytechnic University in RAU

The RAU hosted the II International Scientific and Practical Discussion platform on the topic «Economic development of countries in a new geopolitical reality.» The event focused on issues of sustainable growth, macroeconomic regulation and human capital development.

The speakers of the plenary session were the Rector of the RAU, Professor Edward Sandoyan, Director of the Institute of Economics of the RAS Alexander Shirov, Deputy Minister of Finance of Armenia Avag Avanesyan and Director of the Higher School of Engineering and Economics of St. Petersburg State University Dmitry Rodionov.



The following speakers made presentations at the discussion platform: Ekaterina Burova, Daria Kryzhko, Evgeny Konnikov, Associate Professors of the Higher School of Economics, Marina Ivanova.

The RAU also hosted the Autumn School «Finance in the Modern Economy: Global Trends, Threats and Development Prospects». Its program included lectures, workshops, and team projects on topics such as the capital market, behavioral finance, cryptocurrencies, and digital currencies.



Tatiana Mokeyeva, Associate Professor of the Higher School of Economics at St. Petersburg State University, conducted an exciting game for the program participants as part of

The success of the Fall School and the discussion platform laid a solid foundation for further collaboration, including new research projects, summer schools, and dual degree programs, opening up broad prospects for growth for students and faculty at both universities.





Another significant event in which the delegation of the Institute of Industrial Management, Economics and Trade of SPbPU took part was the second international scientific and practical conference «Transformation of Management Theory and Practice in the 21st Century», organized by the Department of Economics and Business of the RAU. Polytechnic University was one of the co-organizers of the conference.



The conference program included a plenary session and thematic sections devoted to methodological and applied aspects of the transformation of modern management science, innovative approaches to the formation of public administration and urban studies, strategic and business thinking in modern conditions.

The plenary session was opened by the Rector of RAU, Professor Edward Sandoyan. The participants heard a report by Olga Kalinina, Director of the IIME&T Graduate School of Production Management, on the transformation of management education in the context of the technological paradigm.

At the end of the plenary session, the textbook Theory and Practice of Management was presented, published under the general editorship of the Scientific director of the Department of Management and Business of the RAU, Professor Arzik Suvarian, together with teachers from the Graduate School of Production Management and the Graduate School of Service and Trade of Polytechnic University.





During the breakout sessions, associate professors of the Higher School of Production Management Nikita Lukashevich, Victoria Vilken and Natalia Alekseyeva made presentations on the determinants of technological development, the specifics of industrial staffing and the assessment of the human-centricity of organizations. Alex Krasnov, Associate Professor at the Higher School of Service and Trade, presented the report «Corporate educational programs as an element of the university's marketing ecosystem», revealing the key features and challenges of university interaction with the industry in the framework of educational programs from the point of view of the marketing ecosystem.



According to the conference program, Olga Kalinina and Natalia Alekseyeva moderated two tracks «Strategic and business thinking in modern conditions» and «Modern innovative approaches to shaping public administration and urbanism», which allowed the breakout discussions to have an international discussion character.

Alex Krasnov conducted a series of master classes on «Launching and analyzing advertising campaigns in a digital environment» for students of the fields of «Trading» and «Economics». The students noted the high practical usefulness of skills in the specifics of advertising settings and the specifics of analyzing its effectiveness.

Also, the master class «Time Management: skills of a successful leader» for students of the Department of Management and Business of the Russian Academy of Economics was conducted by Associate Professor Natalia Alekseyeva, as a result of which students were able to simulate a working day of a successful manager.





During their stay at the Russian-Armenian University, the Polytechnic University delegation held working meetings with Director of the Institute of Economics and Business Zhirayr Aramyan and heads of specialized departments. As a result of the discussions, plans for further work for 2026 were agreed.

The cooperation between SPbPU and RAU, which was clearly manifested in the organization of these events, demonstrates an effective model for integrating education, science and practice in an international format. It goes beyond a one-time student exchange, representing an integrated ecosystem of interaction. Strategically, this partnership strengthens the educational bridge between Russia and Armenia, making a lasting contribution to the creation of a unified scientific and educational space and the training of personnel capable of solving complex economic problems in the context of a changing global agenda.

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