

## IIME&T student won an international competition of research projects

A 2nd year Master's degree student of the Institute of Industrial Management, Economics and Trade (IIME&T), the «Service» direction of training, Alisa Mustafina won in the International competition of research projects of youth and students «Quality of future: new reality in the conditions of coronavirus challenges». The final of the competition was held in Yekaterinburg within the framework of the 11th Eurasian Economic Forum of Youth «Russia and the regions of the world: the implementation of ideas and economy of opportunities» (hereinafter — EEFY).



The 11th «Eurasian Economic Forum of Youth» (EEFM) is an international youth movement — Eurasian in spirit but worldwide in geography initiative association of intellectual youth from different countries. The event, held from April 26 to 29 at the Ural State University of Economics, brought together more than 17 thousand young scientists and experts from 92 countries and 76 regions of Russia. The forum is traditionally supported by the Ministry of Education and Science of the Russian Federation, the Federal Agency for Youth Affairs (Rosmolodezh), the Sverdlovsk Region Governor's Administration, the Sverdlovsk Region government and in partnership with major public associations and representatives of business and government authorities.

The participants of the congress were invited to develop ways to improve the competitiveness of goods and services of businesses in the crisis caused by the pandemic coronavirus. Students and young scientists presented their own projects to support enterprises of restaurant business, oil and building industry as well as event-industry, IT-industry and hospitality industry. Graduate student of IIME&T Alisa Mustafina presented the project «Increase of hospitality enterprises competitiveness based on human capital development in the framework of inclusive tourism in St. Petersburg», where on the basis of the conducted research she developed measures to support hospitality market enterprises to improve their competitiveness.

Дата публикации: 2022.05.19

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