

SPbPU at the International Conference at the Russian-Armenian University: Discussing 21st Century Governance

[Developing strategic partnership](#), associate professors of the Graduate School of Production Management and Graduate School of Service and Trade of Institute of International Management, Economics and Trade (IIME&T) took full-time participation in the international scientific-practical conference «Transformation of Management Theory and Practice in the XXI Century». The event was organized by the Department of Management and Business of the Russian-Armenian University. This is the second visit of IIME&T to Yerevan within the framework of the [development of scientific cooperation](#), not counting the bilateral trips under student mobility programs.

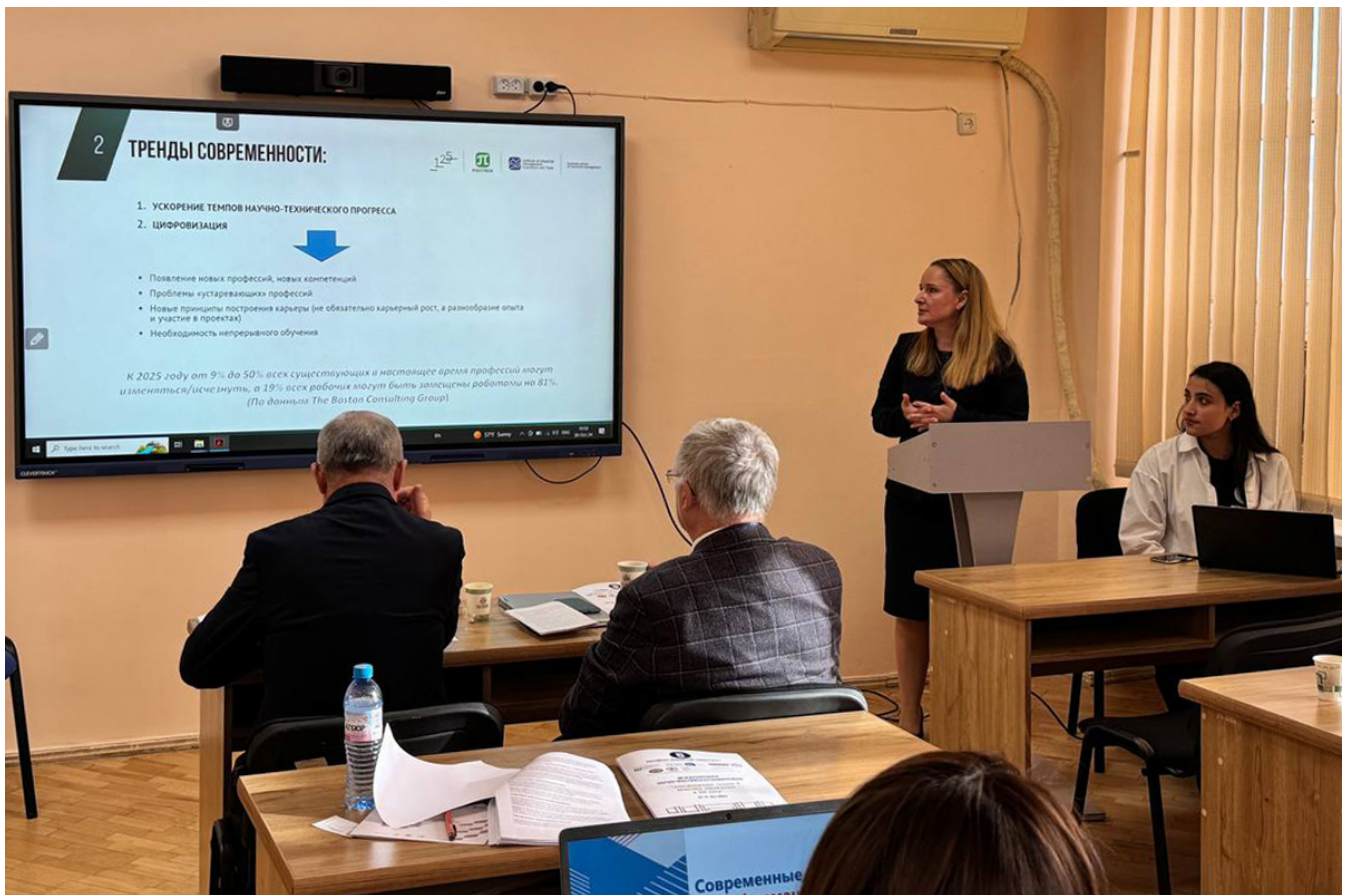


The plenary session was opened by RAU Rector Edward Sandoyan. Representatives of seven countries prepared more than 60 reports at the specialized sections.

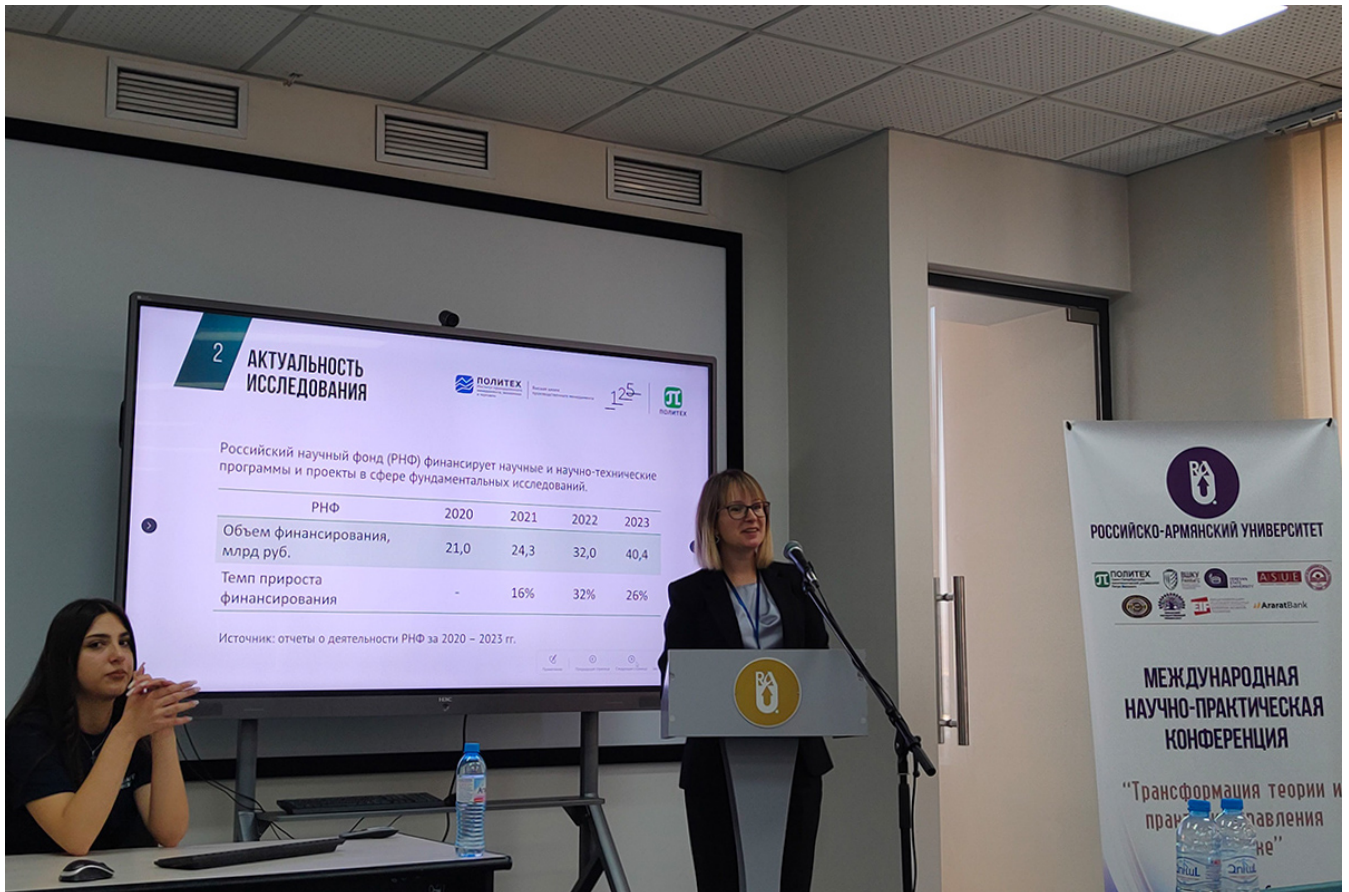


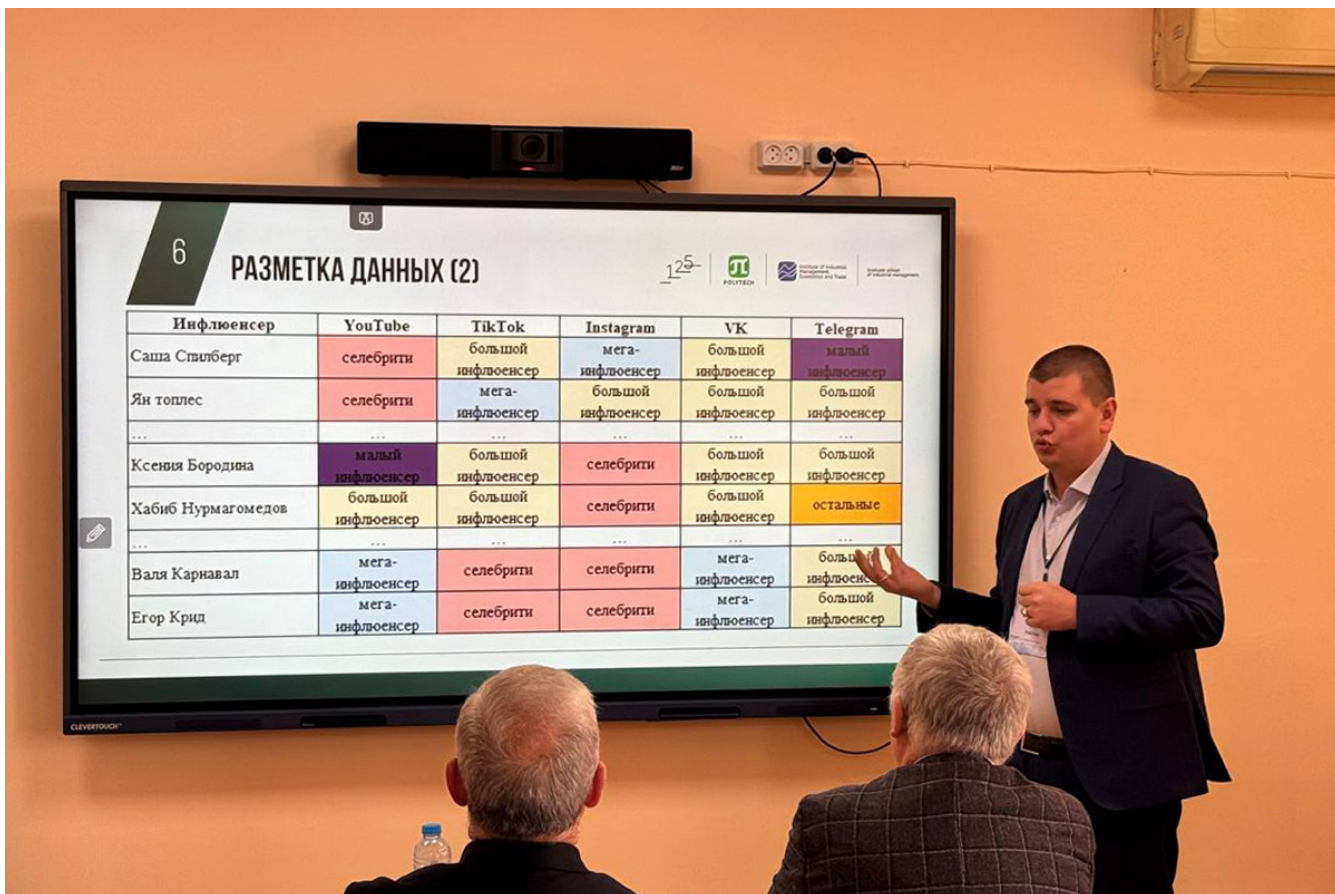
Olga Kalinina, Director of the Graduate School of Production Management, spoke at the plenary session on behalf of IIME&T. Her report touched upon the issues of training managerial personnel for the Russian economy under the conditions of technological sovereignty.

The cooperation with the Russian-Armenian University started in March 2023, when we had a remote meeting with the Head of the Department of Management and Business, Professor Arzik Suvaryan. Over the past year and a half, we have participated in more than ten joint activities, including academic mobility, joint scientific and congress activities. This year, [a joint section](#) was organized with RAU Institute of Economics and Business within the framework of the annual international conference 'Global Challenges of Digital Transformation of Markets' held at IIME&T. The educational process also involves lecturers of a foreign partner university, — said Olga Kalinina.



IIME&T professors presented their research at the sections «Transformational features of the formation of the XXI century management theory» and «Actual problems of strategic development of socio-technical systems». Deputy Director of IIME&T for International Activities Nikita Lukashevich made a report «Person-centered approach to human resource management: prerequisites, models and limitations». Associate Professor of GSPM Victoria Wilken presented a report on «Current Trends in Human Resource Management: How to Ensure Implementation of Company Strategy?». Associate Professor of GSPM Natalia Alekseeva told about the trends in the development of management theory based on the study of the world science and technology policy«. Alex Krasnov, Associate Professor of GS&T, presented his research on «Segmentation of Influencers: A Critical Look».





6 РАЗМЕТКА ДАННЫХ (2)

Инфлюенсер	YouTube	TikTok	Instagram	VK	Telegram
Саша Стилберг	селебрити	большой инфлюенсер	мега-инфлюенсер	большой инфлюенсер	малый инфлюенсер
Ян топлес	селебрити	мега-инфлюенсер	большой инфлюенсер	большой инфлюенсер	большой инфлюенсер
...
Ксения Боролина	малый инфлюенсер	большой инфлюенсер	селебрити	большой инфлюенсер	большой инфлюенсер
Хабиб Нурмагомедов	большой инфлюенсер	большой инфлюенсер	селебрити	большой инфлюенсер	остальные
...
Валя Карнавал	мега-инфлюенсер	селебрити	селебрити	мега-инфлюенсер	большой инфлюенсер
Егор Крид	мега-инфлюенсер	селебрити	селебрити	мега-инфлюенсер	большой инфлюенсер

Alex Krasnov also held a master class «Designing a chatbot for service companies» for students of the Department of Tourism and Service Industry. He told about the main features of designing chatbots and the ways of embedding marketing mechanics of customer retention and return in them.



The conference concluded with a summary. The participants prepared a resolution, including proposals for holding this event annually, and formed a plan of activities for developing cooperation for 2025.

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