

PROGRAM
**of the International Scientific Conference «Digital Transformation
on Manufacturing, Infrastructure and Service» (DTMIS 2022)**

April 28-29, 2022 (Moscow time)

April 28, 2022

**Venue at the Peter the Great St. Petersburg Polytechnic University,
Novorossiyskaya st., 50 (“Ploshchad Muzhestva” metro station)**

Online connection:

https://teams.microsoft.com/l/team/19%3afGn4VolNq79jH4GFRm13nnOoK11-IJUcE_MGr5bXZvM1%40thread.tacv2/conversations?groupId=6a7b68dd-a9fd-46b7-8237-f91ae01b443b&tenantId=137a6a63-e79e-4931-af0c-eea232c41af7

Hall 1433

10:00 – 10:10 Opening ceremony

Klochkov Yury Sergeevich, Doctor of Technical Sciences, Vice-Rector for Scientific and Organizational Activities, Peter the Great St. Petersburg Polytechnic University

Shchepinin Vladimir Engelevich, Candidate of Pedagogical Sciences, Director of the Institute of Industrial Management, Economics and Trade, Peter the Great St. Petersburg Polytechnic University

Kudryavtseva Tatyana Yurievna, Doctor of Economic Sciences, Deputy Director of the Institute of Production Management, Economics and Trade for Research, Peter the Great St. Petersburg Polytechnic University

10:10 – 12:30 Plenary session:

10:10 – 10:45 Natalia Goncharova, Candidate of Economic Sciences, Associate Professor at the Graduate School of Industrial Economics, Peter the Great St. Petersburg Polytechnic University, Russia

The keynote speech: “Directions of digital transformation of the service market for the older generation” **(in Russian with English presentation)**

10:45 – 11:20 Preeti Rawat, Doctor of Philosophy, Professor, Director and Head HR SVV, SVU and SAV at K J Somaiya Institute of Management, India

The keynote speech: “Leadership challenges in post pandemic world: rebuilding your team” **(in English)**

11:20 – 11:55 Anna Svirina, Doctor of Economic Sciences, Professor, Vice-Rector for Science and Development, University of Management TISBI, Russia

The keynote speech: “Sustainable development of smart territories within digital transformation” **(in Russian with English presentation)**

11:55 – 12:30 Elena de la Poza, Doctor of Business Administration, Vice President for Planning, Academic Offer of Titles and Digital Transformation, Associate Professor at Polytechnic University of Valencia, Spain

The keynote speech: “Uncertainty in the air: Accidents, Media and Finances” **(in English)**

12:30 – 13:30 Coffee break (coworking space on the 2nd floor)

13:30 – 19:10 Sections

ПРОГРАММА

Международной научной конференции «Цифровая трансформация промышленности, инфраструктуры и сервиса» (DTMIS 2022)

28-29 апреля 2022 (по московскому времени)

28 апреля 2022

**Санкт-Петербургский политехнический университет Петра Великого,
ул. Новороссийская, д.50 (метро «Площадь Мужества»)**

Онлайн подключение по ссылке:

https://teams.microsoft.com/l/team/19%3afGn4VolNq79jH4GFRm13nnOoK11-IJUcE_MGr5bXZvM1%40thread.tacv2/conversations?groupId=6a7b68dd-a9fd-46b7-8237-f91ae01b443b&tenantId=137a6a63-e79e-4931-af0c-eea232c41af7

Аудитория 1433

10:00 – 10:10 Церемония открытия конференции

Клочков Юрий Сергеевич, д.т.н., проректор по научно-организационной деятельности Санкт-Петербургского политехнического университета Петра Великого

Щепинин Владимир Энгелевич, к.п.н., директор Института промышленного менеджмента, экономики и торговли, Санкт-Петербургский политехнический университет Петра Великого

Кудрявцева Татьяна Юрьевна, д.э.н., заместитель директора Института промышленного менеджмента, экономики и торговли по научной работе, Санкт-Петербургский политехнический университет Петра Великого

10:10 – 12:30 Пленарное заседание:

10:10 – 10:45 Наталья Гончарова, к.э.н., доцент Высшей инженерно-экономической школы, Санкт-Петербургский политехнический университет Петра Великого, Россия

Тема ключевой речи: “Направления цифровой трансформации рынка услуг старшему поколению” **(на русском языке со слайдами на английском)**

10:45 – 11:20 Preeti Rawat, Doctor of Philosophy, Professor, Director and Head HR SVV, SVU and SAV at K J Somaiya Institute of Management, India

Тема ключевой речи: “Leadership challenges in post pandemic world: rebuilding your team” **(на английском)**

11:20 – 11:55 Анна Свирина, д.э.н., профессор, проректор по науке и развитию Университета управления «ТИСБИ», Россия

Тема ключевой речи: “Устойчивое развитие умных территорий в рамках цифровой трансформации” **(на русском языке со слайдами на английском)**

11:55 – 12:30 Elena de la Poza, Doctor of Business Administration, Vice President for Planning, Academic Offer of Titles and Digital Transformation, Associate Professor at Polytechnic University of Valencia, Spain

Тема ключевой речи: “Uncertainty in the air: Accidents, Media and Finances” **(на английском)**

12:30 – 13:30 Кофе-брейк (коворкинг на 2 этаже)

13:30 – 19:10 Работа секций

Hall 1245

13:30 – 17:50

Sections: “Economy & Industry 4.0 Development” and “Economic Efficiency & Social Consequences of Innovations”

Moderator: Olga Nadezhina, Candidate of Economic Sciences, Associate Professor at the Graduate School of Industrial Economics

13:30 – 13:50 Anton Tikhomirov “The stock market in the context of digitalization”

13:50 – 14:10 Ilona Yu. Pishchalkina “Application of neural networks for risk assessment of mining and metallurgical enterprises in the context of digital transformation”

14:10 – 14:30 Fedyaevskaya Darya “Use and processing of digital data in the era of Industry 4.0.”

14:30 – 14:50 Zubkova Daria “Complex method of the customer value estimation in tourism based on digital data”

14:50 – 15:10 Ilya Sokol “The impact of digitalization and infrastructure development on domestic tourism in Russia”

15:10 – 15:30 Yuliya Razvadovskaya “Integration of structural and evolutionary approaches to assessment of structural changes in industrial sector Russian economy” (внешний)

15:30 – 15:50 Uvarova Viktoria “The impact of intangible assets on the main economic indicators of the company in the context of digitalization”

15:50 – 16:10 Aleksandra Geraseva “Investments in fixed capital of the fuel and energy complex as a factor in the growth of innovations and increasing the level of digitalization”

16:10 – 16:30 Aleks Krasnov “Rationalisation of the strategic decision-making process in agricultural small and medium enterprises (case study of Bulgaria)”

16:30 – 16:50 Lakovich Kseniia “Modern Digital Assets: Trends of the Central Bank Digital Currencies”

16:50 – 17:10 Alexey Melnik “Features of evaluation and analysis of the results of enterprises’ financial and economic activities in the field of housing and communal services”

17:10 – 17:30 Ekaterina Burova “Management of innovative activity of industrial enterprise”

17:30 – 17:50 Aleksandrova Ariadna “Rental approaches potential for building an innovation process support-system: digital opportunities in an aggressive external environment”

Hall 1242
14:00 – 16:40
<p>Sections: “Digital Transformation of Business: Industrial Solutions” and “Data Management and Digital Solutions”</p> <p>Moderators: Anastasia Lyovina, Doctor of Economic Sciences, Professor at the Graduate School of Business Engineering Svetlana Shirokova, Doctor of Technical Sciences, Associate Professor at the Graduate School of Business Engineering</p>
<p>14:00 – 14:20 Kaplyuk E. “Strategic diagnostics of directions circular transformation industrial complex”</p> <p>14:20 – 14:40 Sokolova A. “Non-fungible token (NFT) - future of money?”</p> <p>14:40 – 15:00 Asaturova Yu. “Analysis of implementation of Industrial Internet projects at Russian enterprises”</p> <p>15:00 – 15:20 Kharkina E. “Using Design Thinking to Build Skills for Working with Agile Methodologies in a Digitalized Environment”</p> <p>15:20 – 15:40 Prosvirnina A. “Key Trends In The Digital Transformation of Business And Their Impact on The Business Processes”</p> <p>15:40 – 16:00 Somga Bitchoga Nicolas Francois and Guzikova L. “Digital economy in Africa and its regions as a mechanism of enabling African economic development sustainability”</p> <p>16:00 – 16:20 Luchin D. “Automation of the time study analysis as part of the program of continuous improvement of production”</p> <p>16:20 – 16:40 Ivankova G. “Perspectives for the implementation and development of AI in banking sphere”</p>

Hall 1428
13:00 – 19:10
<p>Section: “Technologies & Trends of Public Administration & HR in Digital Era”</p> <p>Moderator: Svetlana Evseeva, Candidate of Economic Sciences, Associate Professor at the Graduate School of Administration</p>
<p>13:00 – 13:20 Tanin Evgenii “Training for Digital Professions: The Possibilities of Online Education”</p> <p>13:20 – 13:40 Nazmetdinova Kamila “E-Government in Russia: developing and improving the quality of implementation of the e-Government program”</p> <p>13:40 – 14:00 Alisa Ryzhkova “Development and implementation of well-being programs in Russian companies in conditions of digitalization”</p> <p>14:00 – 14:20 Diana Maksimenko “Assessment of the impact of intellectual capital on the profitability of IT companies in Russia”</p>

14:20 – 14:40 Natalya N. Yakimchuk “Reform of the territorial organization of local self-government in the context of digitalization of municipal government in Russia and abroad”

14:40 – 15:00 Anna Tanina “State Support Measures For The Tourism Industry During The Covid-19 Pandemic: Digital Solutions”

15:00 – 15:20 Putinceva N. and Liubarskaia M. “Educational factor for the formation of "Smart Cities" in the age of digitalization”

BREAK

15:30 – 15:50 Marina Ivanova “Improving the UN Methodology of the E-Government Development Index”

15:50 – 16:10 Kravchenko Valentina “An assessment threats to the economic security of a region in the digital economy: A case study of public procurement in Russia”

16:10 – 16:30 Svetlana Evseeva “Employee Development Approaches in digital economy: BANY world”

16:30 – 16:50 Lo Thi Hong Van “Digital Transformation and major issues of human resource recruitment in Vietnam Enterprises”

16:50 – 17:10 Egor Koshelev “Modeling of Motivation of Top Management in Government Agencies in Order to Ensure Economic Security of Regions”

17:10 – 17:30 Olga Lukina “The impact of artificial intelligence on employee and employer risks”

17:30 – 17:50 Volodin Aleksandr “Problems of information interaction between public authorities and the population of St. Petersburg in the context of the digital transformation of the region”

17:50 – 18:10 Grigory Kulkaev “Analysis of the impact of the socio-economic environment on innovative digital development of the North-Western Federal District of the Russian Federation”

18:10 – 18:30 Galina Fedotova “State Digital Resources Development as a Basis for Identifying the Subject of a Transaction to Reduce the Risks of Foreign Trade”

18:30 – 18:50 Vasilieva Elena “Digitalization of public administration and public trust”

18:50 – 19:10 Anton Barabanov “The impact of digitalization on job requirements and career prospects of specialists providing public social services»”

April 29, 2022

Online venue (MS Teams) + Venue at the Peter the Great St. Petersburg Polytechnic University, Novorossiyskaya st., 50

10:00 – 18:20 Sections:

MS Teams
10:00 – 12:00
Sections: “Economy & Industry 4.0 Development” and “Economic Efficiency & Social Consequences of Innovations” (in English) Moderator: Daria Velichenkova, Candidate of Economic Sciences, Associate Professor at the Graduate School of Industrial Economics
10:00 – 10:20 Fu Yuanyuan “Sino-Russian industrial joint investment—taking oil and gas resource development a cooperation as an example”
10:20 – 10:40 Sergei Grishunin “Development of risk management mechanism and the system of risk metrics to evaluate and enhance the long-term orientation of the strategies of non-financial companies”
10:40 – 11:00 Shuquan Li “China and the U.S. Manufacturing Upgrade Policy in the Context of Industry 4.0”
11:00 – 11:20 Krasilnikov Vladislav “Risk assessment of decarbonization projects in the context of digital transformation of the oil and gas industry”
11:20 – 11:40 Lomakin Nikolay “Correlation-Regression Model For Analysis Of Overdue Debt And AI-system For Prediction The Finance Risk Of Russian Commercial Banks”
11:40 – 12:00 Anisimova Maria “The impact of digitalisation on the development of the transport labor market”
BREAK
12:20 – 16:40
Sections: “Economy & Industry 4.0 Development” and “Economic Efficiency & Social Consequences of Innovations” Moderator: Daria Velichenkova, Candidate of Economic Sciences, Associate Professor at the Graduate School of Industrial Economics
12:20 – 12:40 Olesya Makarova “Market capitalisation of companies: the influence of corporate governance”
12:40 – 13:00 Oleinik Elizabeth “External auditors in the fight against corporate corruption”
13:00 – 13:20 Tikhomirova Maria “The influence of announcement and event dates of M&A deals on return of company’s shares in oil and gas industry”
13:20 – 13:40 Chernogorskiy Sergey “Innovative development of Russia and south Korea”

13:40 – 14:00 Aleksei M. Gintciak “Agent-based modelling of tourist flow distribution based on the analysis of tourist preferences”

14:00 – 14:20 Babkin Aleksandr “Industry 5.0 and digital ecosystems: scientometric research of development trends”

14:20 – 14:40 Svetlana Bogolyubova “Ecosystem approach to the development of tourism business in Russia”

14:40 – 15:00 Yakovleva Valeriia “Visualization of cluster metallurgy in Russia”

15:00 – 15:20 Krasimir Shishmanov “Digital Ecosystem: nature, types and opportunities for value creation”

15:20 – 15:40 Gasanova Leyla “Analysis of the debt burden of the population in the Russian Federation”

15:40 – 16:00 Natalia Pokrovskaja “Tax Efficiency of Russian Regions in the Context of Innovation Processes”

16:00 – 16:20 Maria Vargasova “Indicators and digital technologies for assessing the state of urban soils”

16:20 – 16:40 Asylyar Gubaidullina “Research on the effectiveness of the use of digital technologies in the implementation of state and municipal procurement”

MS Teams

12:00 – 14:00

Section: “Human-centered Solutions for Sustainable Development and Quality of Life in Conditions of Digital Transformation” (in English)

Moderators:

Sergey Barykin, Doctor of Economic Sciences, Professor at the Graduate School of Service and Trade

Anna Karmanova, Assistant at the Graduate School of Service and Trade

12:00 – 12:20 Michael M. Loubochkin and Oksana E. Pirogova “Economic and non-economic prerequisites for the creation and development of new human-centric technologies”

12:20 – 12:40 Anuphat Thirakulwanich and Sudaporn Sawmong “Factors Influencing Shoppers’ Behavioral Intention to Purchase Smart Phones: Digital Transformation Through YouTube User Generated Content”

12:40 – 13:00 Anna S. Chernoiivanova and Andrey Druzhinin “High tech and low status require: Digital experiences of people in an unstable life situation”

13:00 – 13:20 Galina, G.Yu. Fedotova, Tatyana, T.V. Kirillova “Customs Problems of Sports Food Products with Increased Protein Content Under Digitalization Conditions”

13:20 – 13:40 Nataliia Krasnostavskaja, Svetlana Bozhuk, Lidiya Ruglova and Aleksandra Bocharnikova “Post-purchase dissonance in online consumer behavior: buying handmade products for yourself and as a gift”

13:40 – 14:00 Anna Chernomorets “Peculiarities of the sanatorium complex and spa industry in Russia: European approach and the impact of consumer requirements from the point of view of the theory of generations”

MS Teams

12:00 – 15:00

Section: “Functional Management of a Business in the Processes of Digital Transformation”

Moderator: Maria Livintsova, Candidate of Economic Sciences, Associate Professor at the Graduate School of Industrial Management

12:00 – 12:20 Vitalij Doroshko “Ensuring the sustainable functioning of the national banking system of the Russian Federation: discussion issues”

12:20 – 12:40 Natalia Neelova “Information and communication technologies in business management processes”

12:40 – 13:00 Ekaterina Buch “Approaches of the program of continuous improvement of production in the digitalization of the value chain”

13:00 – 13:20 Aleksandr Koriakov “Efficiency factors analysis in the application of 3D printing in various areas of mechanical engineering production”

13:20 – 13:40 Veronika Motychko “Process Analytics Technology in the Procurement Process in Centralized Services”

13:40 – 14:00 Andrey Serov “Using Simulation Methods to Optimize the Activities of Small Business Enterprises”

14:00 – 14:20 Sergey Kryukov “Optimization of logistics processes. Computational experiment based on Ant Algorithm”

14:20 – 14:40 Vladlena Klimova “Comparison of logistics providers using digital technologies. Outsourcing in logistics”

14:40 – 15:00 Faryal Dehqan “Bank digitalization by mobile bank in Afghanistan”

Hall 1120

14:00-15:40

Sections: “Human-centered Solutions for Sustainable Development and Quality of Life in Conditions of Digital Transformation” (in English)

Moderator: Oksana Pirogova, Doctor of Economic Sciences, Professor at the Graduate School of Service and Trade

14:00 – 14:20 Alisa Mustafina “Development of the Hospitality Industry Taking into Account the Risk Factors of the Post-Pandemic Period”

14:20 – 14:40 Polina Lebedeva “Formation of the consumer image of pomegranate juice in e-commerce by analyzing the composition of antioxidants and antioxidant activity”

14:40 – 15:00 Aleksandra Pospelova “Digital Transformation of environmental solutions in the smart city concept”

15:00 – 15:20 Elena Antashkova “Information technology for the sustainable development of textiles”

15:20 – 15:40 Gleb Mityashin “Marketing in public catering and decent consumption: new approaches to ensuring food security in digital economy”

MS Teams

16:00 – 18:20

Section: “Sustainable Development of Smart Territories in the Context of Digital Transformation”

Moderator: Natalia Alekseeva, Candidate of Economic Sciences, Senior Lecturer at the Graduate School of Industrial management
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16:00 – 16:20 Anna Mukhacheva and Iuliia Lazich “Digital model of the urban social ecosystem for ensuring the quality of life of the population”

16:20 – 16:40 Maria Gorshenina “Complex Digital Transformation of the Urban Power System in the Context of Development of St. Petersburg as the Smart City”
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16:40 – 17:00 Mira Murzageldinova “Sustainable Development and Digitalization of Saint Petersburg in the Context of the Smart City Concept”
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17:00 – 17:20 Varvara Bucherova “The concept of "Smart City", the experience of implementation and the problems of smart cities in the Russian Federation”

17:20 – 17:40 Elizaveta Ishutina “Improving the quality of life of the population of the metropolis through the redevelopment of industrial areas”

17:40 – 18:00 Daria Rykhtik “Ensuring sustainable infrastructure development based on digital technologies”
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18:00 – 18:20 Natalia Alekseeva “Analysis of Tendencies of Development of Digital Economy of the Arctic Zone of Russia”
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