

International Student Scientific and Practical Conference “Managing the Future”



RANEPA
THE RUSSIAN PRESIDENTIAL ACADEMY
OF NATIONAL ECONOMY
AND PUBLIC ADMINISTRATION

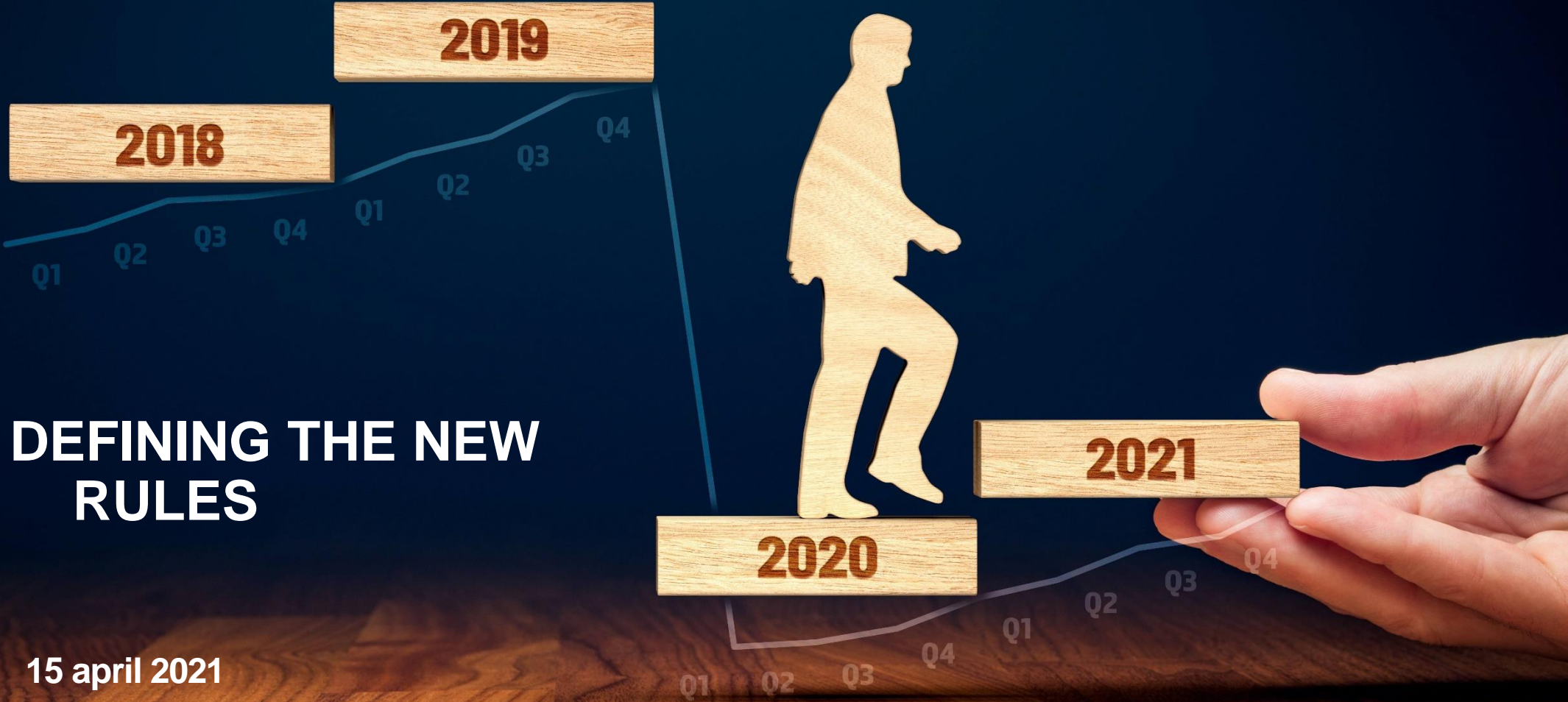
INSTITUTE
OF INDUSTRY
MANAGEMENT



MANAGING
THE FUTURE

2020+1: DEFINING THE NEW RULES

15 april 2021



History



The Conference goes
international

The Conference goes online

2008

2009

2010

2011

2012

2013

2014

2015

2016

2017

2018

2019

2020

I Inter-University Student Scientific
and Practical Conference

X Anniversary International Student
Scientific and Practical Conference

Tamara Ovelopyan
SPEAKER

Conference Topics: Looking Backward



Internet Marketing:
Opportunities, Prospects,
Effectiveness

Customer Orientation:
from Theory to Practice.
Russian and Foreign Experience

Startup:
Marketing Solutions for
Development and Promotion

Integrated Marketing
Communications:
Innovations and Trends

Marketing in Industries:
Multinational Business
Experience

Contemporary Management
and Corporate Social
Responsibility

Teambuilding and Leadership:
Interaction and Conflict

Digital Transformation:
IoT, AI, VR, Big Data

Managing the Future:
Instruments, Projects, Insights

Conference in Figures



1500+

students,
researchers,
experts



70+

speakers



550+

published
reports



7

countries
participated

Conference 2021



MANAGING
THE FUTURE

PLENARY DISCUSSION
with participation of experts
and businessmen

A grayscale photograph of a conference audience. In the foreground, two young women are seated, looking towards the camera with slight smiles. They are wearing dark-colored shirts. The woman on the right has a lanyard with a badge around her neck. In the background, other audience members are visible, some looking towards the front of the room. The overall atmosphere is professional and engaged.

Conference 2021: Working Sections



Agile Business: Digital Technologies and Tools for Production Management in the Post-COVID World

Management of Isolation: Benefits and Threats of Transferring Business and Teams to a Virtual Environment

Tools for the New Ecosystem of an Individual: Communications, Online vs Offline Balance, Health and Safety

Tourism of the Future and the Future of Tourism

Conference 2021



**BUSINESS GAME AND
MASTER CLASSES**
by Russian and foreign
companies

Conference 2021



PARTICIPATION IS FREE OF CHARGE

PARTICIPANTS

3rd and 4th year bachelor students of
Russian and foreign institutes

WORKING LANGUAGE

English, Russian

PARTICIPATION FORMAT

With report / without report

CONFERENCE OUTCOME

Reports collection (indexed in RSCI)

Conference 2021

BOOST YOUR KNOWLEDGE OF NEW TECHNOLOGIES

Network with industry professionals and
get practical advice

MANAGE YOUR FUTURE

SET TRENDS IN MANAGEMENT AND MARKETING

Try yourself as a speaker and present your research
along with recognized experts

REACH A NEW PROFESSIONAL LEVEL

Publish a scientific report and get a certificate
for your portfolio



MANAGING
THE FUTURE

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Conference 2021



SUBMIT YOUR REPORT UNTIL MARCH 26, 2021

Register on the web-site <https://iim.ranepa.ru/>

Applications from participants without reports are accepted
until April 12, 2021

@iim_conference