



**SCIENTIFIC
PROGRAMM**

**International Conference on
Interdisciplinary Solutions for
Global Challenges: From
Fundamental Research to
Practical Innovations**

Norway, Oslo

December 25th,
2023

International Conference on Interdisciplinary Solutions for Global Challenges: From Fundamental Research to Practical Innovations (Norway, Oslo)

Editor-in-chief
Natalya Krasnova
Scientific Community-based
organization "Professional Science"
Nizhny Novgorod, Beketova 53

Co- editor-in-chief
Yuliya Kanaeva
Scientific Community-based
organization "Professional Science"
Nizhny Novgorod, Beketova 53

Publishing
Smashwords. Inc.
USA, Los Gatos (CA) 15951
Gatos Blvd., Suite 16 Los Gatos,
CA
95032

EDITORIAL BOARD

Krasnova Natalya	PhD, Editor-in-chief	Scientific Community-based organization "Professional Science"
Petkova Yekaterina —	Ph.D (Medicine), Associate Professor, Teacher	Medical University Plovdiv (Bulgaria)
Isintaev Takabay Isintayuly	Candidate of Technical Sciences, Associate Professor, Associate Professor of "Machine Building"	Kostanay State University named after A. Baytursynov, Kostanay (Kazakhstan)
Muhammadeeva Raila Minibulatovna	candidate of technical sciences, associate professor, associate professor	Kokshetau University Abai Myrzahmetov, Kokshetau (Kazakhstan)
Papanov Stoyan Iliev	Ph.D (Pharmacy), chief assistant, teacher	Medical University Plovdiv (Bulgaria)
Ibraeva Lyazat Kataevna	Doctor of medical sciences, associate professor	National Center for Hygiene of Work and Occupational Diseases, Karaganda (Kazakhstan)

Editorial Office: Professional Science Nizhny Novgorod, Beketova 53, mail@scipro.ru

Publishing Office: Smashwords. Inc. USA, Los Gatos (CA) 15951 Gatos Blvd., Suite 16 Los Gatos, CA 95032

Scientific Program

13:00 – 13:30	Registrations
13:30 – 14:30	Opening Ceremony Introduction
14:30 – 18:00	General Conference Schedule

CONFERENCE PARTICIPANTS

Rodigina N.J., Obukhovskaya L.A., Musikhin V.I., Moleva S.V.	Coûts à court terme de l'atténuation des changements climatiques
Zabolotskaia K.E., Novikova M.Y., Muradyants V.A., Trusov A.E., Ovchinnikova V.V.	The role of key integration associations in the new geo-economic environment
Bugaev S.	Christian doctrine in jurisprudence of Europe
Gorlysheva V.	Deed of gift: cases in which it may be invalidated
Kim N.V., Masevich E.S.	Features of advertising and PR in the K-POP industry in South Korea
Komarova A.S. Kolosova A.D.	Effective musical promotion tools based on the example of Russian artists
Kritikova S.A., Marchenko A.A.	The influence of humor on the perception of advertising
Malchukova A.P., Maksimov G.S.	Features of the promotion of luxury fashion brands
Naminova E.A., Malykhina A.A.	Advertising and national traditions
Rudakova D.M.	Instagram as a platform for promoting goods and services
Svanidze K.L.	Advertising as a means of psychological influence
Tyulyakova A. I.	"Features of promoting luxury brands fashion sphere"
Avilov A.	Theoretical analysis of the socio-psychological influence of cinema on persona
Abdykadyrova T.R.	Formation of channels of national consciousness in school literature
Barsukova P.	«Justification» of violence: ethical and philosophical aspect

International Conference on Interdisciplinary Solutions for Global Challenges: From Fundamental Research to Practical Innovations (Norway, Oslo)

December 25th, 2023

SECTION 1. BUSINESS STUDIES

1. RODIGINA N.J., OBUKHOVSKAYA L.A., MUSIKHIN V.I., MOLEVA S.V. COÛTS À COURT TERME DE L'ATTÉNUATION DES CHANGEMENTS CLIMATIQUES
2. ZABOLOTSKAIA K.E., NOVIKOVA M.Y., MURADYANTS V.A., TRUSOV A.E., OVCHINNIKOVA V.V. THE ROLE OF KEY INTEGRATION ASSOCIATIONS IN THE NEW GEO-ECONOMIC ENVIRONMENT

SECTION 2. JUSTICE

3. BUGAEV S. CHRISTIAN DOCTRINE IN JURISPRUDENCE OF EUROPE
4. GORLYSHEVA V. DEED OF GIFT: CASES IN WHICH IT MAY BE INVALIDATED

SECTION 3. MARKETING

5. KIM N.V., MASEVICH E.S. FEATURES OF ADVERTISING AND PR IN THE K-POP INDUSTRY IN SOUTH KOREA
6. KOMAROVA A.S. KOLOSOVA A.D. EFFECTIVE MUSICAL PROMOTION TOOLS BASED ON THE EXAMPLE OF RUSSIAN ARTISTS
7. KRITIKOVA S.A., MARCHENKO A.A. THE INFLUENCE OF HUMOR ON THE PERCEPTION OF ADVERTISING
8. MALCHUKOVA A.P., MAKSIMOV G.S. FEATURES OF THE PROMOTION OF LUXURY FASHION BRANDS
9. NAMINOVA E.A., MALYKHINA A.A. ADVERTISING AND NATIONAL TRADITIONS
10. RUDAKOVA D.M. INSTAGRAM AS A PLATFORM FOR PROMOTING GOODS AND SERVICES
11. SVANIDZE K.L. ADVERTISING AS A MEANS OF PSYCHOLOGICAL INFLUENCE
12. TYULYAKOVA A. I. "FEATURES OF PROMOTING LUXURY BRANDS FASHION SPHERE"

SECTION 4. MEDIA, SOCIETY AND IDENTITY

13. AVILOV A. THEORETICAL ANALYSIS OF THE SOCIO-PSYCHOLOGICAL INFLUENCE OF CINEMA ON PERSONA

SECTION 5. PEDAGOGY, LANGUAGE AND CULTURE IN EDUCATION

14. ABDYKADYROVA T.R. FORMATION OF CHANNELS OF NATIONAL CONSCIOUSNESS IN SCHOOL LITERATURE

SECTION 6. PHILOSOPHY

15. BARSUKOVA P. «JUSTIFICATION» OF VIOLENCE: ETHICAL AND PHILOSOPHICAL ASPECT

