



**SCIENTIFIC
PROGRAMM**

**Global Symposium on
Exploration and Scientific
Research**

Norway, Oslo

January 30th, 2025

Global Symposium on Exploration and Scientific Research (Norway, Oslo)

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Scientific Program

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

CONFERENCE PARTICIPANTS

Klevakina K.V.	Personal branding in music industry of k-pop
Borodina O.Yu.	Adaptation of first-year students with different profiles of interhemispheric asymmetry to educational activities at the university
Kalmykov N.A.	Methodological aspects of the development and use of the questionnaire
Firsova S.V., Golubeva T.I.	Virtual social communications and cyberculture
Zaust S.K.	Cross-cultural management in the context of medical organisation management: peculiarities of regulation of ethno-confessional relations

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SECTION 1. MARKETING

1. KLEVAKINA K.V. PERSONAL BRANDING IN MUSIC INDUSTRY OF K-POP

SECTION 2. PSYCHOLOGY AND EDUCATION

2. BORODINA O.YU. ADAPTATION OF FIRST-YEAR STUDENTS WITH DIFFERENT PROFILES OF INTERHEMISPHERIC ASYMMETRY TO EDUCATIONAL ACTIVITIES AT THE UNIVERSITY
3. KALMYKOV N.A. METHODOLOGICAL ASPECTS OF THE DEVELOPMENT AND USE OF THE QUESTIONNAIRE

SECTION 3. SCIENCE, TECHNOLOGY AND EDUCATION

4. FIRSOVA S.V., GOLUBEVA T.I. VIRTUAL SOCIAL COMMUNICATIONS AND CYBERCULTURE

SECTION 4. SCIENTIFIC AND TECHNOLOGICAL TRENDS IN HEALTHCARE

5. ZAUST S.K. CROSS-CULTURAL MANAGEMENT IN THE CONTEXT OF MEDICAL ORGANISATION MANAGEMENT: PECULIARITIES OF REGULATION OF ETHNO-CONFESSIONAL RELATIONS

