

The background of the entire page is a chalkboard with various mathematical notations and numbers written in white chalk. In the foreground, there is a stack of several open books, with their pages fanned out, resting on a light-colored surface. The overall color scheme is monochromatic, using shades of grey and white against a dark background.

SCIENTIFIC PROGRAMM

International Symposium on
Interdisciplinary Studies and
Applied Sciences

Seattle, USA

March
30th, 2026

International Symposium on Interdisciplinary Studies and Applied Sciences (Seattle, USA)

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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

<p>Magomedova Zukhra Shamilovna 2nd year Graduate student St. Petersburg State University industrial technologies and design Scientific adviser: Savitskaya Veronika Yurievna Associate Professor of the Department of Brand Communications St. Petersburg State University industrial technologies and design</p>	<p>The influence of user-generated content and brand ambassadors on customer loyalty in fitness clubs</p>
<p>Savitskii Alexandr Anatolievich 2nd year graduate student St. Petersburg State University industrial technologies and design Scientific adviser: Savitskaya Veronika Yurievna Associate Professor of the Department of Brand Communications St. Petersburg State University industrial technologies and design</p>	<p>The specifics of branding in event marketing</p>
<p>Zarudko Daria Alekseevna 2nd year Graduate student St. Petersburg State University industrial technologies and design Scientific adviser: Savitskaya Veronika Yurievna Associate Professor of the Department of Brand Communications St. Petersburg State University industrial technologies and design</p>	<p>Souvenirs in agribusiness as a brand communication tool</p>
<p>Agapov Semyon, a student of the 9th grade of Lyceum No. 4 in the city of Chekhov, Moscow region of the Russian Federation</p>	<p>The Assembly Point of Reality: Why Biology is Impossible without Physics and Chemistry</p>

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**SECTION 1. CULTURE, COMMUNICATION AND
SOCIETAL DYNAMICS**

1. MAGOMEDOVA Z.SH. THE INFLUENCE OF USER-GENERATED CONTENT AND BRAND AMBASSADORS ON CUSTOMER LOYALTY IN FITNESS CLUBS
2. SAVITSKII A.A. THE SPECIFICS OF BRANDING IN EVENT MARKETING
3. ZARUDKO D.A. SOUVENIRS IN AGRIBUSINESS AS A BRAND COMMUNICATION TOOL

**SECTION 2. CROSS-FIELD RESEARCH IN NATURAL
AND PHYSICAL SCIENCES**

4. AGAPOV S. THE ASSEMBLY POINT OF REALITY: WHY BIOLOGY IS IMPOSSIBLE WITHOUT PHYSICS AND CHEMISTRY

