



**SCIENTIFIC
PROGRAMM**

**Global Congress on Education,
Technology and Sustainable
Societies**

Seattle, USA

April
30th, 2026

Global Congress on Education, Technology and Sustainable Societies (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>Chekalova Natalya Sergeevna 4th year Undergraduate 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>Collaborations between commercial brands and cultural institutions as a win-win strategy</p>
<p>Ivanova Alexandra Denisovna 4th year Bachelor's student. Saint Petersburg State University of 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>Digital Mechanics of Audience Engagement in Brand Promotion</p>
<p>Kashkarov Timofey Leonidovich 4th year Bachelor's student. Saint Petersburg State University of 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>Social branding and its main aspects</p>
<p>Kobelev Petr Vitalievich 4th year Bachelor's student. Saint Petersburg State University of 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 Russian additional education market: state, trends and characteristics of the environment</p>
<p>Kubalov Zalim Dzhabrailovich 4th year undergraduate 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>Theoretical aspects of consumer loyalty formation</p>
<p>Leonova Ekaterina Vasilyevna 4th year Bachelor's student. Saint Petersburg State University of 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>Specifics of forming the reputation of an advertising agency through digital marketing tools</p>
<p>Maksimov Gleb Sergeevich 4th year undergraduate student. St. Petersburg State University industrial technologies and design Scientific adviser:</p>	<p>Trademark: types, functions and communication features</p>

<p>Savitskaya Veronika Yurievna Associate Professor of the Department of Brand Communications. St. Petersburg State University industrial technologies and design</p>	
<p>Zakharova Mariia Alexandrovna 4th year Bachelor's student. Saint Petersburg State University of 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>	Formation of a brand platform of a tourist object as a tool for increasing its competitiveness
<p>Okhotnikova Polina Petrovna</p>	Hong Kong as a key hub of the Maritime Silk Road under the Belt and Road Initiative, logistics and trade aspects
<p>Byrka Alina Alexandrovna, student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation Maranov Marat Armenovich, student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation Sedova Alisa Sergeevna, student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation</p>	The European Union in the system of contemporary international trade
<p>Kuznetsov Valeriy Evgenievich, postgraduate student of the Department Economics, taxation and accounting, Ulyanovsk State Technical University</p>	Ecological and economic indicators of sustainable development as a tool for monitoring the economic security of the regional construction sector
<p>Pavlikova Milena Pavlovna</p>	Economic sanctions as an instrument of foreign policy
<p>Andrew Georgy Filipovich, Postgraduate Student at the All-Russian Academy of Foreign Trade of the Ministry of Economic Development of the Russian Federation</p>	Development of the African medical device market in the 2020s
<p>Andrew Georgy Filipovich, Postgraduate Student at the All-Russian Academy of Foreign Trade of the Ministry of Economic Development of the Russian Federation</p>	The role of international cooperation in the development of healthcare in Russia
<p>Ivanov Igor The third-year student of the faculty of training of specialists for the judicial system (legal faculty) "The Russian State University of Justice, named after V.M. Lebedev", Saint-Petersburg Scientific adviser Privalova N. Ph.D., Associate Professor, Department of Humanitarian and Socio-economic Disciplines «North-West branch of the Federal State Budget-Funded Educational Institution of Higher Education «Russian 12 State University of Justice, named after V.M. Lebedev» (the city of Saint-Petersburg)»</p>	Comparative analysis of national economies' adaptation models to depopulation: strategies of Japan, Germany and South Korea

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**SECTION 1. ETHICS, CULTURE AND HUMAN
DEVELOPMENT IN A TECHNOLOGICAL WORLD**

1. CHEKALOVA N.S. COLLABORATIONS BETWEEN COMMERCIAL BRANDS AND CULTURAL INSTITUTIONS AS A WIN-WIN STRATEGY
2. IVANOVA A.D. DIGITAL MECHANICS OF AUDIENCE ENGAGEMENT IN BRAND PROMOTION
3. KASHKAROV T.L. SOCIAL BRANDING AND ITS MAIN ASPECTS
4. KOBELEV P.V. THE RUSSIAN ADDITIONAL EDUCATION MARKET: STATE, TRENDS AND CHARACTERISTICS OF THE ENVIRONMENT
5. KUBALOV Z.D. THEORETICAL ASPECTS OF CONSUMER LOYALTY FORMATION
6. LEONOVA E.V. SPECIFICS OF FORMING THE REPUTATION OF AN ADVERTISING AGENCY THROUGH DIGITAL MARKETING TOOLS
7. MAKSIMOV G.S. TRADEMARK: TYPES, FUNCTIONS AND COMMUNICATION FEATURES
8. ZAKHAROVA M.A. FORMATION OF A BRAND PLATFORM OF A TOURIST OBJECT AS A TOOL FOR INCREASING ITS COMPETITIVENESS

**SECTION 2. SMART CITIES, INFRASTRUCTURE AND
SOCIAL WELL-BEING**

9. OKHOTNIKOVA P.P. HONG KONG AS A KEY HUB OF THE MARITIME SILK ROAD UNDER THE BELT AND ROAD INITIATIVE, LOGISTICS AND TRADE ASPECTS

**SECTION 3. SUSTAINABILITY STRATEGIES IN
ECONOMICS, ECOLOGY AND GOVERNANCE**

10. BYRKA A.A., MARANOV M.A., SEDOVA A.S. THE EUROPEAN UNION IN THE SYSTEM OF CONTEMPORARY INTERNATIONAL TRADE

11. KUZNETSOV V.E. ECOLOGICAL AND ECONOMIC INDICATORS OF SUSTAINABLE DEVELOPMENT AS A TOOL FOR MONITORING THE ECONOMIC SECURITY OF THE REGIONAL CONSTRUCTION SECTOR
12. PAVLIKOVA M.P. ECONOMIC SANCTIONS AS AN INSTRUMENT OF FOREIGN POLICY

SECTION 4. TECHNOLOGY-DRIVEN

TRANSFORMATION OF SOCIAL SYSTEMS

13. ANDREW G.F. DEVELOPMENT OF THE AFRICAN MEDICAL DEVICE MARKET IN THE 2020S
14. ANDREW G.F. THE ROLE OF INTERNATIONAL COOPERATION IN THE DEVELOPMENT OF HEALTHCARE IN RUSSIA
15. IVANOV I. COMPARATIVE ANALYSIS OF NATIONAL ECONOMIE'S ADAPTATION MODELS TO DEPOPULATION: STRATEGIES OF JAPAN, GERMANY AND SOUTH KOREA

