



**SCIENTIFIC
PROGRAMM**

**International Conference on
Modern Challenges in Science
and Humanities**

Seattle, USA

May
30th, 2026

International Conference on Modern Challenges in Science and Humanities (Seattle, USA)

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Scientific Program

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

CONFERENCE PARTICIPANTS

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|---|--|
| <p>Alexandrova Anna Sergeevna 4th year Undergraduate student. St. Petersburg State University industrial technologies and design</p> <p>Scientific adviser: Savitskaya Veronika Yurievna Associate Professor of the Department of Brand Communications. St. Petersburg State University industrial technologies and design</p> | <p>PR campaign as marketing ecosystem: the experience of promoting «The Devil Wears Prada 2»</p> |
| <p>Chekalova Natalya Sergeevna 4th year Undergraduate student. St. Petersburg State University industrial technologies and design</p> <p>Scientific adviser: Savitskaya Veronika Yurievna Associate Professor of the Department of Brand Communications. St. Petersburg State University industrial technologies and design</p> | <p>Writer Branding in Contemporary Mass Culture: From Literary Text to Personal Brand</p> |
| <p>Berezkin Igor Veniaminovich Associate Professor of the Department of Brand Communications. Saint Petersburg State University of Industrial Technologies and Design</p> | <p>Using AI technologies to develop brands in 2026</p> |
| <p>Galkina Sofia Romanovna, student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation.</p> <p>Berdnikova Alina Nikolaevna, student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation</p> <p>Vinogradova Ekaterina Sergeevna, student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation.</p> | <p>Trends in the development of the creative economy in Russia</p> |
| <p>Kuzyaeva Karina Andreevna, student of the Russian Foreign Trade Academy of Ministry of Economic Development</p> | <p>The impact of artificial intelligence on the structure and volume of trade in services</p> |
| <p>Musikhin Vladislav Igorevich Applicant for degree. All-Russian Academy of Foreign Trade under the Ministry of Economic Development of the Russian Federation, Moscow, Russia</p> <p>Vinokurov Artem Dmitrievich PhD student, All-Russian Academy of Foreign Trade under the Ministry of Economic Development of the Russian Federation, Moscow, Russia</p> | <p>Challenges, Risks, and Development Prospects for the Uranium and Lithium Industries of the Eurasian Economic Union in the Energy Transition Era</p> |
| <p>Kashkarov Timofey Leonidovich 4th year Bachelor's student. Saint Petersburg State University of Industrial Technologies and Design</p> <p>Scientific adviser: Savitskaya Veronika Yurievna Associate Professor of the Department of Brand Communications. St. Petersburg State University industrial technologies and design</p> | <p>Features of personal brand promotion on a limited budget</p> |

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| <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>Specific features of brand promotion in the Horeca segment in the B2B market, using the Baltica brand as an example</p> |
| <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>Integrated Marketing Communications in the Russian Fitness Industry: A Comparative Analysis of Strategies of Chain Clubs and Boutique Studios</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>Launching an advertising agency: promotion channels and priorities for the first two years</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 of Industrial Technologies and Design</p> | <p>Content marketing as a tool for promoting the brand of a tourist object</p> |
| <p>Yuryeva Alyona Victoriana Candidate of sociological sciences, teacher of SPO Kartavenko Oksana Vladimirovna Deputy director for educational and industrial work, teacher of the highest category of vocational education</p> | <p>College as one of the main factors in shaping a teenager's personality in modern society</p> |

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**SECTION 1. CONTEMPORARY ISSUES IN
HUMANITIES, CULTURE AND COMMUNICATION**

1. ALEXANDROVA A.S. PR CAMPAIGN AS MARKETING ECOSYSTEM: THE EXPERIENCE OF PROMOTING «THE DEVIL WEARS PRADA 2»
2. CHEKALOVA N.S. WRITER BRANDING IN CONTEMPORARY MASS CULTURE: FROM LITERARY TEXT TO PERSONAL BRAND

**SECTION 2. DATA-DRIVEN SCIENCE, ANALYTICS
AND GLOBAL INFORMATION FLOWS**

3. BEREZKIN I.V. USING AI TECHNOLOGIES TO DEVELOP BRANDS IN 2026
4. GALKINA S.R., BERDNIKOVA A.N., VINOGRADOVA E.S. TRENDS IN THE DEVELOPMENT OF THE CREATIVE ECONOMY IN RUSSIA
5. KUZYAEVA K.A. THE IMPACT OF ARTIFICIAL INTELLEGEANCE ON THE STRUCTURE AND VOLUME OF TRADE IN SERVICES

**SECTION 3. FUNDAMENTAL RESEARCH IN
NATURAL AND PHYSICAL SCIENCES**

6. MUSIKHIN V.I., VINOKUROV A.D. CHALLENGES, RISKS, AND DEVELOPMENT PROSPECTS FOR THE URANIUM AND LITHIUM INDUSTRIES OF THE EURASIAN ECONOMIC UNION IN THE ENERGY TRANSITION ERA

**SECTION 4. INTERDISCIPLINARY APPROACHES TO
SOCIETAL TRANSFORMATION**

7. KASHKAROV T.L. FEATURES OF PERSONAL BRAND PROMOTION ON A LIMITED BUDGET
8. KUBALOV Z.D. SPECIFIC FEATURES OF BRAND PROMOTION IN THE HORECA SEGMENT IN THE B2B MARKET, USING THE BALTICA BRAND AS AN EXAMPLE

9. MAGOMEDOVA Z.SH. INTEGRATED MARKETING COMMUNICATIONS IN THE RUSSIAN FITNESS INDUSTRY: A COMPARATIVE ANALYSIS OF STRATEGIES OF CHAIN CLUBS AND BOUTIQUE STUDIOS
10. ZAKHAROVA M.A. CONTENT MARKETING AS A TOOL FOR PROMOTING THE BRAND OF A TOURIST OBJECT

SECTION 5. SOCIAL INEQUALITY, GLOBAL RISKS AND HUMAN SECURITY

11. LEONOVA E.V. LAUNCHING AN ADVERTISING AGENCY: PROMOTION CHANNELS AND PRIORITIES FOR THE FIRST TWO YEARS
12. YURYEVA A.V., KARTAVENKO O.V. COLLEGE AS ONE OF THE MAIN FACTORS IN SHAPING A TEENAGER'S PERSONALITY IN MODERN SOCIETY

