



**SCIENTIFIC  
PROGRAMM**

**Global Academic Summit on  
Social Transformations and  
Digital Futures**

Seattle, USA

June 30th, 2026

# Global Academic Summit on Social Transformations and Digital Futures (Seattle, USA)

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## Scientific Program

<b>13:00 – 13:30</b>	<b>Registrations</b>
<b>13:30 – 14:30</b>	<b>Opening Ceremony Introduction</b>
<b>14:30 – 18:00</b>	<b>General Conference Schedule</b>

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## CONFERENCE PARTICIPANTS

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<p><b>Demchenko Ivan Alexandrovich</b> student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation.</p> <p><b>Bibina Ulyana Vladimirovna</b> student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation.</p> <p><b>Kashirskikh Ivan Egorovich</b> student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation.</p> <p><b>Milyaeva Olga Sergeevna</b> student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation.</p> <p><b>Guslits Maria Dmitrievna</b> student of the Russian Foreign Trade Academy of Ministry of Economic Development</p>	<p>The velocities of change: ethical fractures and structural economic reconfiguration in the global race for artificial intelligence</p>
<p><b>Putneva Maria Igorevna,</b> student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation</p> <p><b>Trebushinina Sofya Maksimovna,</b> student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation.</p>	<p>Prospects for the development of the global LNG market</p>
<p><b>Sedykh Ilya Alekseevich,</b> Student, All-Russian Foreign Trade Academy of the Ministry of Economic Development of the Russian Federation</p> <p><b>Pirogova Victoria Pavlovna,</b> Student, All-Russian Foreign Trade Academy of the Ministry of Economic Development of the Russian Federation</p> <p><b>Radnaeva Yana Sayanovna,</b> Student, All-Russian Foreign Trade Academy of the Ministry of Economic Development of the Russian Federation</p> <p><b>Ibragimova Diana Muradovna,</b> Student, All-Russian Foreign Trade Academy of the Ministry of Economic Development of the Russian Federation</p> <p><b>Academic Supervisor: Rodygina Natalia Yuryevna,</b> Federal State Budgetary Educational Institution of Higher Education, All-Russian Foreign Trade Academy of the Ministry of Economic Development of the Russian Federation, Professor, Department of International Trade and Foreign Trade of the Russian Federation, Doctor of Economics</p>	<p>Current trends and prospects for the development of Russian energy exports</p>

<p><b>Serebrenikov Nikita Vladimirovich</b> Student of Russian Foreign Trade Academy</p> <p><b>Gunchenko Milana Yuryevna</b> Student of Russian Foreign Trade Academy</p>	Intercultural Integration as a Driver of Trade: An Analysis of the Phenomenon
<p><b>Solntsev Daniil Dmitrievich</b> student of the Russian Foreign Trade Academy of Ministry of Economic Development of the Russian Federation</p>	Orphan market in Russia and worldwide: current trends and development perspectives
<p><b>Vykhodtseva Kira Dmitrievna,</b> student at the Irkutsk State University Lyceum.</p> <p><b>Barakhtenko Evgeny Alekseevich,</b> PhD in Engineering, Associate Professor, and Academic Secretary of the Institute of Economics and Management Sciences of the Siberian Branch of the Russian Academy of Sciences.</p>	Microbial fuel cell
<p><b>Chekalova Natalya Sergeevna</b> 4th year Undergraduate student. St. Petersburg State University industrial technologies and design</p> <p><b>Scientific adviser:</b> <b>Savitskaya Veronika Yurievna</b> Associate Professor of the Department of Brand Communications. St. Petersburg State University industrial technologies and design</p>	Collaborations Between Commercial Brands and Modern Cinema as a Tool for Mutual Promotion
<p><b>Kashkarov Timofey Leonidovich</b> 4th year Bachelor's student. Saint Petersburg State University of Industrial Technologies and Design</p> <p><b>Scientific adviser:</b> <b>Savitskaya Veronika Yurievna</b> Associate Professor of the Department of Brand Communications. St. Petersburg State University industrial technologies and design</p>	Personal brand: concept, essence, features of formation
<p><b>Petukhova Natalya Aleksandrovna,</b> student at A.N. Kosygin Russian State University.</p> <p><b>Supervisor: Sysoev Sergey Viktorovich</b> PhD, Associate Professor, Professor, Head of the Costume Design Department at A.N. Kosygin Russian State University</p>	Artistic Strategies of Contemporary Fashion Houses as a Reflection of Carl Fabergé's Legacy
<p><b>Leonova Ekaterina Vasilyevna</b> 4th year Bachelor's student. Saint Petersburg State University of Industrial Technologies and Design</p> <p><b>Scientific adviser:</b> <b>Savitskaya Veronika Yurievna</b> Associate Professor of the Department of Brand Communications. St. Petersburg State University industrial technologies and design</p>	Promotion under banner blindness through native formats and evaluation of their effectiveness
<p><b>Zakharova Mariia Alexandrovna</b> 4th year Bachelor's student. Saint Petersburg State University of Industrial Technologies and Design</p> <p><b>Scientific adviser:</b> <b>Savitskaya Veronika Yurievna</b> Associate Professor of the Department of Brand Communications. St. Petersburg State University of Industrial Technologies and Design</p>	Transformation of consumer behavior in tourism: the role of branding in shaping demand for short-term recreation

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**SECTION 1. AI, AUTOMATION AND THE FUTURE  
OF WORK**

1. DEMCHENKO I.A., BIBINA U.V., KASHIRSKIKH I.E., MILYAEVA O.S., GUSLITS M.D. THE VELOCITIES OF CHANGE: ETHICAL FRACTURES AND STRUCTURAL ECONOMIC RECONFIGURATION IN THE GLOBAL RACE FOR ARTIFICIAL INTELLIGENCE

**SECTION 2. ECONOMIC TRANSITIONS AND  
SUSTAINABLE GLOBAL DEVELOPMENT**

2. PUTNEVA M.I., TREBUSHININA S.M. PROSPECTS FOR THE DEVELOPMENT OF THE GLOBAL LNG MARKET
3. SEDYKH I.A., PIROGOVA V.P., RADNAEVA Y.S., IBRAGIMOVA D.M. CURRENT TRENDS AND PROSPECTS FOR THE DEVELOPMENT OF RUSSIAN ENERGY EXPORTS
4. SEREBRENIKOV N.V., GUNCHENKO M.Y. INTERCULTURAL INTEGRATION AS A DRIVER OF TRADE: AN ANALYSIS OF THE PHENOMENON
5. SOLNTSEV D.D. ORPHAN MARKET IN RUSSIA AND WORLDWIDE: CURRENT TRENDS AND DEVELOPMENT PERSPECTIVES
6. VYKHODTSEVA K.D., BARAKHTENKO E.A. MICROBIAL FUEL CELL

**SECTION 3. MEDIA, COMMUNICATION AND DIGITAL  
CULTURE**

7. CHEKALOVA N.S. COLLABORATIONS BETWEEN COMMERCIAL BRANDS AND MODERN CINEMA AS A TOOL FOR MUTUAL PROMOTION
8. KASHKAROV T.L. PERSONAL BRAND: CONCEPT, ESSENCE, FEATURES OF FORMATION
9. LEONOVA E.V. PROMOTION UNDER BANNER BLINDNESS THROUGH NATIVE FORMATS AND EVALUATION OF THEIR EFFECTIVENESS

10. PETUKHOVA N.A. ARTISTIC STRATEGIES OF CONTEMPORARY FASHION HOUSES AS A REFLECTION OF CARL FABERGÉ'S LEGACY
11. ZAKHAROVA M.A. TRANSFORMATION OF CONSUMER BEHAVIOR IN TOURISM: THE ROLE OF BRANDING IN SHAPING DEMAND FOR SHORT-TERM RECREATION

