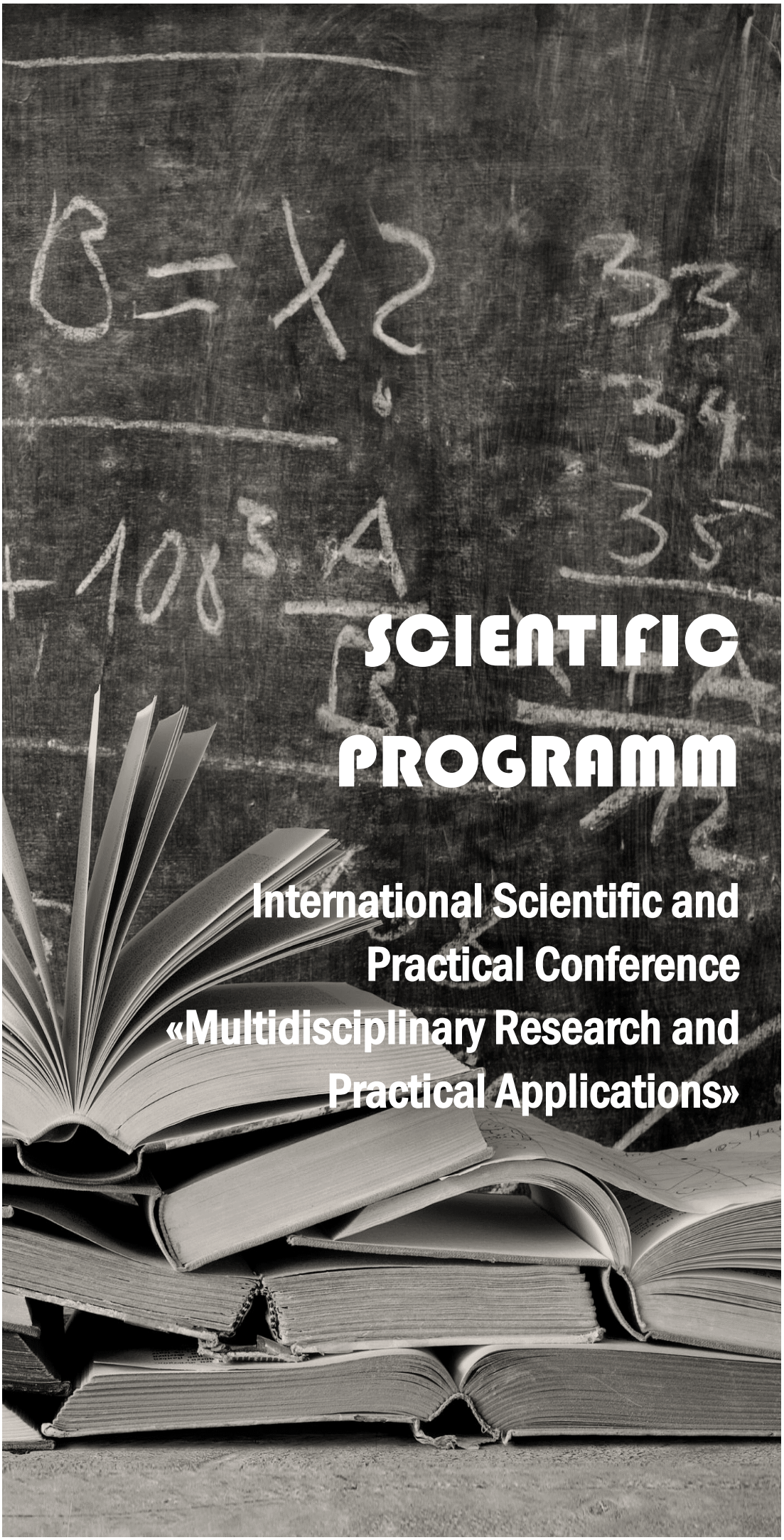


SCIENTIFIC PROGRAMM

International Scientific and Practical Conference «Multidisciplinary Research and Practical Applications»

Seattle, USA

October 30th, 2026

International Scientific and Practical Conference «Multidisciplinary Research and Practical Applications» (Seattle, USA)

Editor-in-chief
Natalya Krasnova
Scientific Community-based organization "Professional Science"
Nizhny Novgorod, Beketova 53

Co- editor-in-chief
Yuliya Kanaeva
Scientific Community-based organization "Professional Science"
Nizhny Novgorod, Beketova 53

Publishing
Smashwords. Inc.
USA, Los Gatos (CA) 15951 Gatos Blvd., Suite 16 Los Gatos, CA
95032

EDITORIAL BOARD

Krasnova Natalya	PhD, Editor-in-chief	Scientific Community-based organization "Professional Science"
Petkova Yekaterina —	Ph.D (Medicine), Associate Professor, Teacher	Medical University Plovdiv (Bulgaria)
Isintaev Takabay Isintayuly	Candidate of Technical Sciences, Associate Professor, Associate Professor of "Machine Building"	Kostanay State University named after A. Baytursynov, Kostanay (Kazakhstan)
Muhammadeeva Raila Minibulatovna	candidate of technical sciences, associate professor, associate professor	Kokshetau University Abai Myrzahmetov, Kokshetau (Kazakhstan)
Papanov Stoyan Iliev	Ph.D (Pharmacy), chief assistant, teacher	Medical University Plovdiv (Bulgaria)
Ibraeva Lyazat Kataevna	Doctor of medical sciences, associate professor	National Center for Hygiene of Work and Occupational Diseases, Karaganda (Kazakhstan)

Editorial Office: Professional Science Nizhny Novgorod, Beketova 53, mail@scipro.ru
Publishing Office: Smashwords. Inc.USA, Los Gatos (CA) 15951 Gatos Blvd., Suite 16 Los Gatos, CA 95032

Scientific Program

13:00 – 13:30 Registrations

13:30 – 14:30 Opening Ceremony
Introduction

14:30 – 18:00 General Conference Schedule

CONFERENCE PARTICIPANTS

Parfenova Desislava Malinova Student of Group 3-MGZ-32, Department of Brand Communications, Saint Petersburg State University of Industrial Technologies and Design, Russia, Saint Petersburg **Scientific adviser: Savitskaya Veronika Yuryevna** Scientific Supervisor, Candidate of Cultural Studies, Associate Professor, Saint Petersburg State University of Industrial Technologies and Design, Russia, Saint Petersburg	Launching a new beauty brand product line: stages and tools of the communication campaign
Shturmina Olga PhD in Economics, Associate Professor, Department of Economic Theory. Ulyanovsk State Technical University **Kobyzeva Elizaveta** Undergraduate Student. Kazan (Volga) Federal University	Development of a system for protecting confidential banking information in Russia in conditions of resilience
Ushkho Asiet PhD in Economics, Senior Researcher, Economics Department. Adyghe Republican Institute for Humanitarian Research named after T.M. Kerasheva	Assessment and development prospects of tourism potential, taking into account the economic characteristics of the region
Bondarenko Diana Dmitrievna 2nd-year bachelor's degree student. Saint Petersburg State University of Industrial Technologies and Design **Scientific adviser: Savitskaya Veronika Yuryevna** Associate Professor of the Department of Brand Communications. Saint Petersburg State University of Industrial Technologies and Design	Pre-premiere screenings and collaborations: how brands use film premieres for promotional campaigns
Nikitin Daniel Sergeevich 2nd 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	From Cristobal to Demna: The Role of Brand History in Balenciaga`s Promotion
Shebbi Amina Naserovna 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	Characteristics of marketing communications in the sociocultural sphere

International Scientific and Practical Conference
«Multidisciplinary Research and Practical Applications» (Seattle, USA)

October 30th, 2026

SECTION 1. ECONOMICS, MANAGEMENT AND LAW

1. PARFENOVA D.M. LAUNCHING A NEW BEAUTY BRAND PRODUCT LINE: STAGES AND TOOLS OF THE COMMUNICATION CAMPAIGN
2. SHTURMINA O., KOBYZEVA E. DEVELOPMENT OF A SYSTEM FOR PROTECTING CONFIDENTIAL BANKING INFORMATION IN RUSSIA IN CONDITIONS OF RESILIENCE
3. USHKHO A. ASSESSMENT AND DEVELOPMENT PROSPECTS OF TOURISM POTENTIAL, TAKING INTO ACCOUNT THE ECONOMIC CHARACTERISTICS OF THE REGION

SECTION 2. SOCIAL SCIENCES AND HUMANITIES, ART

4. BONDARENKO D.D. PRE-PREMIERE SCREENINGS AND COLLABORATIONS: HOW BRANDS USE FILM PREMIERES FOR PROMOTIONAL CAMPAIGNS
5. NIKITIN D.S. FROM CRISTOBAL TO DEMNA: THE ROLE OF BRAND HISTORY IN BALENCIAGA`S PROMOTION
6. SHEBBI A.N. CHARACTERISTICS OF MARKETING COMMUNICATIONS IN THE SOCIOCULTURAL SPHERE

NOTES