



# SCIENTIFIC PROGRAM

Global Research Conference on  
Sustainable Futures

Seattle, USA

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December  
30th, 2025

# Global Research Conference on Sustainable Futures (Seattle, USA)

<b>Editor-in-chief</b> <b>Natalya Krasnova</b> <b>Scientific Community-based organization "Professional Science"</b> <b>Nizhny Novgorod, Bektevova 53</b>	<b>Co- editor-in-chief</b> <b>Yuliya Kanaeva</b> <b>Scientific Community-based organization "Professional Science"</b> <b>Nizhny Novgorod, Bektevova 53</b>	<b>Publishing</b> <b>Smashwords. Inc.</b> <b>USA, Los Gatos (CA) 15951 Gatos Blvd., Suite 16 Los Gatos, CA 95032</b>
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## EDITORIAL BOARD

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## Scientific Program

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

## CONFERENCE PARTICIPANTS

<p><b>Rubailo Kseniia Alekseevna</b>  2nd year undergraduate student  St. Petersburg State University industrial technologies and design  Scientific adviser:  <b>Savitskaya Veronika Yurievna</b>  Associate Professor of the Department of Brand Communications  St. Petersburg State University industrial technologies and design</p>	Erarta Museum of Contemporary Art: Dialogue between Art and the Public through branding
<p><b>Tamozhnikova Olga Sergeevna</b>  2nd year undergraduate student  St. Petersburg State University industrial technologies and design  Scientific adviser:  <b>Savitskaya Veronika Yurievna</b>  Associate Professor of the Department of Brand Communications  St. Petersburg State University industrial technologies and design</p>	Scandal and shock as tools for promoting contemporary art: Russian art objects and performances that have sold themselves
<p><b>Karpovitch Viktar</b>  Candidate of Economic Sciences, Lecturer,  Department of Economics and Management  (EGPII), Belarusian National Technical University</p>	Les technologies de l'information comme instrument d'amélioration de la qualité de l'enseignement économique
<p><b>Barsukova Polina</b>  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  <b>Bashmakova N. Ph.D.</b>, Associate Professor,  Department of Humanitarian and Socio-economic Disciplines. The North Western branch of the Federal State Budget-Funded Educational Institution of Higher Education “The Russian State University of Justice named after V.M. Lebedev”</p>	Emotional intelligence in the professional activities of lawyers: a legal linguistic perspective
<p><b>Geleta Maria Vladimirovna</b>  2nd year undergraduate student  St. Petersburg State University industrial technologies and design  Scientific adviser:  <b>Savitskaya Veronika Yurievna</b>  Head of the Department of Brand Communications, Associate Professor of the Department of Brand Communications St. Petersburg State University industrial technologies and design</p>	Classification and characterization of PR tools
<p><b>Khokhryakova Maria Eduardovna</b>  2nd year undergraduate student  St. Petersburg State University industrial technologies and design  Scientific adviser:  <b>Savitskaya Veronika Yurievna</b></p>	Features of Advertising Communications in the Beauty Industry Market

Associate Professor of the Department of Brand Communications, St. Petersburg State University industrial technologies and design	
<b>Koyusheva Valentina Alexandrovna</b> 2nd year undergraduate student St. Petersburg State University industrial technologies and design Scientific adviser: <b>Savitskaya Veronika Yurievna</b> Associate Professor of the Department of Brand Communications St. Petersburg State University industrial technologies and design	Sources of financing for PR activities
<b>Kuchinova Anna Viktorovna</b> 2nd year undergraduate student St. Petersburg State University industrial technologies and design Scientific adviser: <b>Savitskaya Veronika Yurievna</b> Associate Professor of the Department of Brand Communications. St. Petersburg State University industrial technologies and design	Why Advertising Sounds: The Role of Music in Influencing Consumers
<b>Nikitina Anastasia Kirillovna</b> 2nd year undergraduate student St. Petersburg State University of Industrial Technologies and Design Scientific adviser: <b>Savitskaya Veronika Yurievna</b> Head of the Department of Brand Communications, Associate Professor of the Department of Brand Communications. St. Petersburg State University industrial technologies and design	Transformation of Advertising Practices: How Brands Adapt Their Communication to Generation Z and Alpha
<b>Vorobeva Liubov Andreyevna</b> 2nd year undergraduate student St. Petersburg State University industrial technologies and design Scientific adviser: <b>Savitskaya Veronika Yurievna</b> Associate Professor of the Department of Brand Communications. St. Petersburg State University industrial technologies and design	Segmentation of Advertising Communications in the Fashion Industry
<b>Aktanova A.E.,</b> ChUOO VO "OmGA", Scientific supervisor: <b>Demyanov V.G.</b> Candidate of Economic Sciences, Associate Professor	Ways to improve the anti-corruption policy of local government bodies in the Republic of Kazakhstan
<b>Ivanov Igor</b> Third-year student of the faculty of training of specialists for the judicial system (legal faculty) "The Russian State University of Justice", Saint-Petersburg Scientific adviser <b>Bashmakova N. Ph.D.</b> , 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)».	Legal mechanisms for ensuring access to environmental information

<p><b>Vyalkov A.V.</b> Second year master's degree student, Ural Federal University named after the first Russian President B.N. Yeltsin</p> <p><b>Pasishuk D.S.</b> Second year master's degree student, Ural Federal University named after the first Russian President B.N. Yeltsin</p> <p>Scientific adviser</p> <p><b>Barbin N.M.</b> Dr. of Eng. Sc., Prof. of the Department of Nuclear Power Plants and Renewable Energy Sources, Ural Federal University named after the first Russian President B.N. Yeltsin</p>	<p>Comparative analysis of energy supply calculations for an autonomous consumer based on renewable energy sources using Homer Pro, PVsyst and VizProRES programs</p>
<p><b>Battalova Xenia Michailovna</b> 2nd year undergraduate student St. Petersburg State University industrial technologies and design</p> <p>Scientific adviser:</p> <p><b>Savitskaya Veronika Yurievna</b> Associate Professor of the Department of Brand Communications. St. Petersburg State University of industrial technologies and design</p>	<p>A Model for Reducing Marketplace Reverse Logistics Costs Based on Shopping Cart Data</p>
<p><b>Abebe Fiker Dereje</b> 2nd year undergraduate student St. Petersburg State University of Industrial Technologies and Design</p> <p>Scientific adviser:</p> <p><b>Savitskaya Veronika Yurievna</b> Head of the Department of Brand Communications, Associate Professor of the Department of Brand Communications. St. Petersburg State University industrial technologies and design</p>	<p>Brand Promotion Technologies: The Prospects of Augmented and Virtual Reality for Brand Interaction</p>
<p><b>Proklova Ulyana Igorevna,</b> Bachelor's student, Faculty of International Finance All-Russian Academy of Foreign Trade of the Ministry of Economic Development of the Russian Federation VAVT of the Ministry of Economic Development of the Russian Federation</p> <p><b>Skudar Evgeny Konstantinovich,</b> Bachelor's student, Faculty of International. Economists All-Russian Academy of Foreign Trade of the Ministry of Economic Development of the Russian Federation. VAVT of the Ministry of Economic Development of the Russian Federation</p> <p><b>Bulat Daniela Petrovna,</b> Bachelor's student, Faculty of International Economists. All-Russian Academy of Foreign Trade of the Ministry of Economic Development of the Russian Federation VAVT of the Ministry of Economic Development of the Russian Federation</p> <p><b>Borisova Olga Gennadyevna,</b> Bachelor's student, Faculty of International Economists. All-Russian Academy of Foreign Trade of the Ministry of Economic Development of the Russian Federation VAVT Ministry of Economic Development of Russia</p>	<p>The main directions of development of trade and economic relations between the Islamic Republic of Iran and the EAEU within the framework of the free trade agreement</p>

<p><b>Rodygina Natalya Yuryevna,</b>            Doctor of Economics, Professor, Department of            International Trade and Foreign            Trade of the Russian Federation,            All-Russian Foreign Trade Academy under the            Ministry of Economic Development of the Russian            Federation</p> <p><b>Prosukov Artur Arturovich,</b>            First-year student majoring in Banking,            College of the Moscow Humanitarian University</p>	Creative hubs in Africa as a tool for sustainable development and expanding international cooperation
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**SECTION 1. CULTURAL AND HISTORICAL HERITAGE  
PRESERVATION**

1. RUBAILO K.A. ERARTA MUSEUM OF CONTEMPORARY ART: DIALOGUE BETWEEN ART AND THE PUBLIC THROUGH BRANDING
2. TAMOZHNIKOVA O.S. SCANDAL AND SHOCK AS TOOLS FOR PROMOTING CONTEMPORARY ART: RUSSIAN ART OBJECTS AND PERFORMANCES THAT HAVE SOLD THEMSELVES

**SECTION 2. EDUCATION FOR SUSTAINABILITY AND  
AWARENESS**

3. KARPOVITCH V. LES TECHNOLOGIES DE L'INFORMATION COMME INSTRUMENT D'AMÉLIORATION DE LA QUALITÉ DE L'ENSEIGNEMENT ÉCONOMIQUE

**SECTION 3. EDUCATION, RESEARCH, AND  
AWARENESS FOR SUSTAINABILITY**

4. BARSUKOVA P. EMOTIONAL INTELLIGENCE IN THE PROFESSIONAL ACTIVITIES OF LAWYERS: A LEGAL LINGUISTIC PERSPECTIVE
5. GELETA M.V. CLASSIFICATION AND CHARACTERIZATION OF PR TOOLS
6. KHOKHRYAKOVA M.E. FEATURES OF ADVERTISING COMMUNICATIONS IN THE BEAUTY INDUSTRY MARKET
7. KOYUSHEVA V.A. SOURCES OF FINANCING FOR PR ACTIVITIES
8. KUCHINOVA A.V. WHY ADVERTISING SOUNDS: THE ROLE OF MUSIC IN INFLUENCING CONSUMERS
9. NIKITINA A.K. TRANSFORMATION OF ADVERTISING PRACTICES: HOW BRANDS ADAPT THEIR COMMUNICATION TO GENERATION Z AND ALPHA
10. VOROBEVA L.A. SEGMENTATION OF ADVERTISING COMMUNICATIONS IN THE FASHION INDUSTRY

## **SECTION 4. POLICY AND GOVERNANCE FOR SUSTAINABLE DEVELOPMENT**

11. AKTANOVA A.E. WAYS TO IMPROVE THE ANTI-CORRUPTION POLICY OF LOCAL GOVERNMENT BODIES IN THE REPUBLIC OF KAZAKHSTAN
12. IVANOV I. LEGAL MECHANISMS FOR ENSURING ACCESS TO ENVIRONMENTAL INFORMATION

## **SECTION 5. RENEWABLE ENERGY TECHNOLOGIES AND INNOVATIONS**

13. VYALKOV A.V. PASISHUK D.S. COMPARATIVE ANALYSIS OF ENERGY SUPPLY CALCULATIONS FOR AN AUTONOMOUS CONSUMER BASED ON RENEWABLE ENERGY SOURCES USING HOMER PRO, PVSYST AND VIZPRORES PROGRAMS

## **SECTION 6. SUSTAINABLE ECONOMIC DEVELOPMENT AND CIRCULAR ECONOMY**

14. BATTALOVA X.M. A MODEL FOR REDUCING MARKETPLACE REVERSE LOGISTICS COSTS BASED ON SHOPPING CART DATA

## **SECTION 7. SUSTAINABLE URBAN DEVELOPMENT AND SMART CITIES**

15. ABEBE F.D. BRAND PROMOTION TECHNOLOGIES: THE PROSPECTS OF AUGMENTED AND VIRTUAL REALITY FOR BRAND INTERACTION
16. PROKLOVA U.I., SKUDAR E.K., BULAT D.P., BORISOVA O.G. THE MAIN DIRECTIONS OF DEVELOPMENT OF TRADE AND ECONOMIC RELATIONS BETWEEN THE ISLAMIC REPUBLIC OF IRAN AND THE EAEU WITHIN THE FRAMEWORK OF THE FREE TRADE AGREEMENT
17. RODYGINA N.Y., PROSUKOV A.A. CREATIVE HUBS IN AFRICA AS A TOOL FOR SUSTAINABLE DEVELOPMENT AND EXPANDING INTERNATIONAL COOPERATION

## NOTES