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# ACTUAL ECONOMY: SOCIAL CHALLENGES AND FINANCIAL ISSUES IN XXI CENTURY (ACE-FIIS:2017)

PROGRAM OF INTERNATIONAL CONFERENCE

SAINT-PETERSBURG, RUSSIA

MAY, 2017

Dear ladies and gentleman, participants of International Conference “Actual Economy: Social Challenges and Financial Issues in XXI century-2017”, academics and scholars, presenters of research centers, educational institutes and business!

In the era of globalization, spreading of modern digitized forms of business and public administration, re-evaluation of local resources for global competitiveness and self-sufficiency, an effectiveness of international collaboration in discussing on actual economical issues and challenges, searching for maximum effective solutions of local, regional and global development is timely increasing.



And I would like to express my deep gratitude to Peter the Great Saint-Petersburg Polytechnic University, editorial board of partnered journals, educational institutions of Thailand, Russia, Slovakia, Kazakhstan, Germany, whose efforts made possible this meeting of scholars and businessmen, interested in effective solution of global economy challenges using local resources of competitiveness and economical, social, cultural and innovative success.

And, of course, I would like to thank all participants for coming here, for their wonderful and useful research. I want to say, that Suan Sunandha Rajabhat University – as a leading public University of Thailand – is very proud to be an organizer of this significant and important conference.

To each participant I wish success, finding a new colleagues and friends, development of scientific and business contacts, new scientific discoveries that are benefit for society, business and government. And also enjoy your time in the most bright, beautiful Russian cultural capital.

*Dr.Luedech Girdwichai, professor  
President of Suan Sunandha Rajabhat University  
Bangkok, Thailand*

In the modern conditions world economy transfers from the multilevel system of national economies with strictly identified boundaries of economical interests and kinds of international collaboration to the absolutely complicated mix of transnational business, national states and international organizations whose economical interests are actively interact, intersect, overlap and even conflict each other's! Private sector is effectively using advantages of globalization, is mostly able to create multilevel markets and complex market strategies, to spread internal corporative net-work outside – to the directions of states, customers, competitors.



It shows how important and how significant is international science collaboration, international research and discussions on different issues of actual economy development. Practical experience in economical stimulation, reformation of tax systems, regional integration, governmental support of small business, increasing of national external competitiveness is very difficult to over-evaluate.

Being an educational and science leader of Eastern Europe, an effective example of business-government-science collaboration in Russia, our University is really appreciated to be a co-organizer and informational partner of International conference “Actual Economy: Social Challenges and Financial Issues in XXI century-2017”, to be involved in the processes of international science collaborations and innovative ideas’ transfer! Hope these collaborations will have bright and significant prospects.

Finally, I would like to welcome all participants of ACE:FIIS – 2017 and to wish new science results and findings, ideas and conclusions!

*Dr. Rodionov Dmitriy Grigorievich, professor,  
Director of Graduate School of Public Administration  
and Financial Management,  
Peter The Great St. Petersburg Polytechnic University*

On behalf of the Organizational Committee, I welcome you to the 2017 International Conference “Actual Economy: Social Challenges and Financial Issues in XXI century-2017” in Russia Empire capital, shining and mysterious Saint - Petersburg! Our conference always attracts researchers, educators and practitioners in all economic fields and related disciplines in the world.



Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The ACE: FIIS – 2017 has been established on a global basis. We have received more than 190 submissions from 11 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 89 papers were accepted for presentation in the conference.

Accepted papers are scheduled for presentation in 9 parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of ACE: FIIS -2017 conference for their precious time and expertise. The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened.

Please accept our best wishes for a wonderful stay in Russia!

*Dr. Prateep Wajeetongratana. professor  
Dean of Faculty of Management Science  
Suan Sunandha Rajabhat University, Bangkok, Thailand*

Dear friends and colleagues!

I would like to thank you all for attending the Fourth International conference “Actual Economy: Social Challenges and Financial Issues in XXI century-2017”.

This conference is a meaningful crystallization of international initiatives among the number of institution towards practical cooperation in interdisciplinary studies, which will be contribute to the strengthening of the national economy.

The characteristic of the economy in our era is change at the speed of light, which led us to the consensus that experts from many countries and many different disciplines must meet and discuss the phenomena, and then suggest solutions. We should be able to delve deeper by discussing problems across different disciplines as widely as possible, and thus grasping more profound solutions and suggestions.

The motivation for this conference is to help one’s country through offering individual expertise and point of view based on one’s individual discipline. As we gather from many different countries and many different disciplines, I believe that we should be able to expand the scope of our efforts and must aim at more challenging global contributions.

I hope all the participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange. I would like to extend my sincere gratitude to the organizing committee, and especially to my Thai colleagues for given abilities to be a key-not speaker in ACE: FIIS – 2017, to be involved in the process of new international tradition formation!



*Dr. Elena Rogova, professor  
dean of St. Petersburg School of Economics  
and Management, Russia*

Warm greetings from ACE:FIIS – 2017 organizing committee!

As a coordinator of our International conference organization I tried to do everything for making this year conference the best one!

We spent many hours for choosing venue; we spent gigabytes of internet traffic sending mails and calls for papers!

Hope, all these spent were not useless. And our conference will be very successful, productive and important for society, science and business.

I am glad to note, that a number of ACE : FIIS – 2017 participants is still high!

Geography of our conference is covered three continents! I am proud to welcome our participants from more than 5 countries!

Enjoy Russian hospitality and Nordic nature, historical sites and cultural background! Don't forget to make selfy with Bronze Horseman and masterpieces of Hermitage, to walk along Nevsky in magic white nights, to ride a small boat under 250 bridges and to see the world best ballet performances in Mariinsky Theater.

And to get new knowledge, new ideas and new friends from ACE:FIIS – 2017!!!



*Dr. Denis Ushakov, professor  
ACE:FIIS – 2017 coordinator  
International college  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*

ACTUAL ECONOMY:  
SOCIAL CHALLENGES AND FINANCIAL ISSUES IN XXI CENTURY-2017”

ACE: FIIS -2017 @ SAINT-PETERSBURG.RU

=AGENDA=

- Day 1** Venue:  
Science-Research building, Peter the Great Saint Petersburg Polytechnic University,  
Address:  
Politekhnicheskaya street, 29, building 11  
MRT (subway, metro) station “**Politekhnicheskaya**”  
Saint-Petersburg, Russia
- 8.30 Registration open Conference – hall
- 9.00 Opening ceremony Conference – hall
- Welcome speeches:  
Dr. Shchepinin Vladimir Engelevich  
*Director of Institute of Industrial Management, Economics and Trade,  
Peter the Great Saint Petersburg Polytechnic University, Russia*
- Dr. Somdech Rungsisawat  
*Vice president of Academic Affairs, Suan Sunandha Rajabhat University,  
Bangkok, Thailand*
- Dr. Rodionov Dmitriy Grigorievich  
*Director of Graduate School of Public Administration and Financial Management,  
Peter The Great St. Petersburg Polytechnic University, Russia*
- Dr. Prateep Wajeetongratana  
*Dean of Faculty of Management Science  
Suan Sunandha Rajabhat University, Bangkok, Thailand*
- Dr. Magdalena Privarova  
*University of Economics in Bratislava, Slovakia*
- Dr. Denis Ushakov  
*Organizational board of ACE : FIIS – 2017 conference*
- 09.40 Key-note speech by Dr. Elena Rogova  
*dean of St. Petersburg School of Economics and Management, Russia*
- 10.30 Group photo Conference – hall
- 10.40 Coffee-break Foyer
- 11.00 Key-note speech by Dr. Igor Il'in  
*Director of high-school of business management,  
Peter the Great Saint Petersburg Polytechnic University, Russia*
- Signing of MOU between Peter The Great Polytechnic University and Suan Sunandha Rajabhat University //  
**Only for authorized participants**
- 12.30 Lunch Canteen (Stolovaya) of Science Research Building

14.00	Session 1.1	Lecture hall 1
	Session 1.2	Lecture hall 2
	Session 1.3	Lecture hall 3
	Special seminar “Publish Internationally” (in Russian)	Conference – hall
15.30	Coffee-break	Winter garden (Zimniy sad)
15.45	Session 2.1	Conference – hall
	Session 2.2	Lecture hall 1
	Session 2.3	Lecture hall 2
17.30	Dinner	Canteen (Stolovaya) of Science Research Building

**Day 2** Venue:  
Science-Research building, Peter the Great Saint Petersburg Polytechnic University,  
Address:  
Politeknicheskaya street, 29, building 11  
MRT (subway, metro) station “**Politeknicheskaya**”  
Saint-Petersburg, Russia

08.30	Registration open	Foyer
09.00	Session 3.1	Lecture hall 1
	Session 3.2	Lecture hall 2
10.30	Coffee-break	Winter garden (Zimniy sad)
10.45	Session 4.1	Lecture hall 1
	Session 4.2	Lecture hall 2
12.30	Conference closing	



## LIST OF SESSIONS:

- Day 1                      Lecture hall 1  
14.00 – 15.30  
**Session 1.1              Problems of economic integration and SME development in ASEAN region**  
Chairman: Dr. Prateep Wajeetongratana
- 1    Kunphattra Patarapongsathon              Thailand's SMEs Competitiveness within ACE: prospects, problems and opportunities  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*
  - 2    Chanpen Meenakorn                              Management style and Employee's Job Satisfaction (the case of Local and International hotels chains in Thailand)  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*
  - 3    Thammamonr Khunrattanaporn              Marketing Mix of Thai Cooking and Thai Massage Teaching Service for Foreign Tourists  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*
  - 4    Pichamon Chansuchai                            Affecting Factors of the Palm Oil Price and AEC Trade Impact  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*
  - 5    Pongsawee Supanonth                            Consumer Behavior and Marketing Mixed Factor Effect on Consumer Decision Making for Movies Presented in EGV seacon bangkae cinema  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*
  - 6    Sakapas Saengchai                                Development of Trading Service on Thai Border Transport in ASEAN Free Trade Area : Case Study Ranong Province  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*
  - 7    Nattapong Techarattanased                    Factors Affecting the Organizational Performance of Direct Sales Business in Thailand  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*
  - 8    Bundit Pungnirund                                Investigating Innovative Organizational Performance of Small and Medium Enterprises in Thailand  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*
  - 9    Wanida Suwunniponth                            An Investigate on the Antecedents Influencing Online Brand Equity of E-Marketplace in Thailand  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*
  - 10   Yuthapoom Thanakijborisut                    Insuring Consumption Against The Health Shocks: A case of Thailand  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*
  - 11   Rewadee Waiyawassana                        Factors of consumers' preferences: analyzing and predicting to increase sales of organic food (the case of Thailand)  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*
  - 12   Supaporn Prajongjai,  
Somtop Keawchuer                                Digital economy as a factor of Small Medium Enterprise Empowering (The case of Indonesia)  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand*

- 13 Prateep Wajeetongratana  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Equity and efficiency: factors of  
interdependence in modern social and economic  
dynamics
- 14 Supranee Wattanasin  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand* The Model of Ethical Standard for  
Communication Arts Students
- 15 Surasit Vithayarat  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Thailand Contemporary History of Newspaper :  
From the Revolution to Reformation Era

Day 1. Lecture hall 2  
14.00 – 15.30

**Session 1.3 International labor market development and modern HR-  
practices**

Chairman: Dr. Siriwan Saksiriruthai

- 1 Siriwan Saksiriruthai  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Gender Pay Gap of the Thai Labor Market
- 2 Punrapha Praditpong,  
Supaporn Wimonchailerk  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Corporative organizational management in  
modern innovative business
- 3 Preecha Pongpeng  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Entrepreneurial Leadership And Effective  
Management in tactical development of SME  
(the case of Thai silk industry)
- 4 Routsukol Sunalai  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand* National Human Resource Development  
Strategy in context of ACE formation
- 5 Kanokwan Kaewprasert  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Foreign Labor Force as a reason for National  
budget Loss (the case of Indonesia)
- 6 Prapoj Na Bangchang  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand* International Labor Migration as a Factor of  
Economic Growth
- 7 Ladaporn Pithuk  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Urbanization as a factor for ASEAN economic  
development (example of Indonesia)
- 8 Chin Tangtarntana  
*Faculty of managements science,  
Suan Sunandha Rajabhat University,  
Bangkok, Thailand* Innovative Approaches to Cooperation within  
the Innovative Education Chain

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| 9  | <p><b>Varangkana Chitraphan</b><br/> <i>Faculty of managements science,<br/> Suan Sunandha Rajabhat University,<br/> Bangkok, Thailand</i></p> | The Comparison of Saving Factor in the Employed Population                                 |
| 10 | <p><b>Runglaksamee Rodkam</b><br/> <i>Faculty of managements science,<br/> Suan Sunandha Rajabhat University,<br/> Bangkok, Thailand</i></p>   | School performance and Financial Adequacy: Evidence from Thailand                          |
| 11 | <p><b>Wipanee Maen-in</b><br/> <i>Faculty of managements science,<br/> Suan Sunandha Rajabhat University,<br/> Bangkok, Thailand</i></p>       | Economic regulation in terms of the multinational entrepreneurship development             |
| 12 | <p><b>Charawee Butbumrung</b><br/> <i>Faculty of managements science,<br/> Suan Sunandha Rajabhat University,<br/> Bangkok, Thailand</i></p>   | Innovations in Thailand banking Industry development: unlimited source or endless problems |
| 13 | <p><b>Pittaya Klongkratoke</b><br/> <i>Faculty of managements science,<br/> Suan Sunandha Rajabhat University,<br/> Bangkok, Thailand</i></p>  | Mathematics in Economic Analysis: What is its Role?  |
| 14 | <p><b>Prakaikavin Srijinda</b><br/> <i>Faculty of managements science,<br/> Suan Sunandha Rajabhat University,<br/> Bangkok, Thailand</i></p>  | The Marketing Communication Strategy of Thai film : a Case of GTH's Studio                 |

Day 1.  
14.00 – 15.30

Lecture hall 3

**Session 1.3**

**Tourism and service markets' development: issues, problems and solutions**

Chairman: Dr. Pisit Potjanajaruwit

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|---|--|--|
| 1 | <p><b>Pisit Potjanajaruwit</b><br/> <i>Faculty of managements science,<br/> Suan Sunandha Rajabhat University,<br/> Bangkok, Thailand</i></p>  | Destination branding as a tool for effective tourism Macro-marketing (the case of Bangkok, Thailand)                     |
| 2 | <p><b>Supattra Kanchanopast</b><br/> <i>Faculty of managements science,<br/> Suan Sunandha Rajabhat University,<br/> Bangkok, Thailand</i></p> | Implementation of Servuction Service Model: instruments, issues, prospects (the case of Zenith Hotel, Bangkok, Thailand) |
| 3 | <p><b>Ratsamee Ratana-u-bol</b><br/> <i>Faculty of managements science,<br/> Suan Sunandha Rajabhat University,<br/> Bangkok, Thailand</i></p> | Cashless Payment: new technologies Application in Thai tourism industry  |
| 4 | <p><b>Narong Anurak</b><br/> <i>Faculty of managements science,<br/> Suan Sunandha Rajabhat University,<br/> Bangkok, Thailand</i></p>         | Mega-event promotion and organization as tools of National Image-Building  |
| 5 | <p><b>Nareenad Panbun</b><br/> <i>Faculty of managements science,<br/> Suan Sunandha Rajabhat University,<br/> Bangkok, Thailand</i></p>       | Travelers' Motivation: impact of information factors in Tourists Visiting Intentions                                     |
| 6 | <p><b>Phakit Treesukol</b><br/> <i>Faculty of managements science,<br/> Suan Sunandha Rajabhat University,<br/> Bangkok, Thailand</i></p>      | Studying Motivation to develop tourists satisfaction (the case of Russian visitors of Pattaya, Thailand)                 |

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| 7  | Suwimol Apapol<br><i>Faculty of managements science,<br/>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>                           | Passengers' Pre-Flight Expectations and overall quality of airlines services: functional role and current influence |
| 8  | Poramatdha Chutimant<br><i>Faculty of managements science,<br/>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>                     | Tourist Threats To Cultural Heritage: An Investigation Of Tourist Behavior Violating The Culture of Wat Pho         |
| 9  | Siri-Orn Champatong<br><i>Faculty of managements science,<br/>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>                      | Factors Influencing Consumers' Repurchase Intention of Low-Cost Airline: A Case Study of Thai AirAsia               |
| 10 | Mananya Meenakorn<br><i>Faculty of managements science,<br/>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>                        | Managing Customer loyalty: A study of Budget Rent A Car in Bangkok, Thailand  |
| 11 | Somchai Buarong<br><i>Faculty of managements science,<br/>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>                          | International Business Trends Under Impact Of Innovative Modernization  |
| 12 | Suvimon Wajeetongratana,<br>Huda Wongyim<br><i>Faculty of managements science,<br/>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i> | Economy of Thailand North-East (Isarn): local advantages and global prospects                                       |
| 13 | Wiroj Srihirun<br><i>Faculty of managements science,<br/>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i>                           | News Values of Thai Mass Media in Convergence Journalism Era, in Attitudes of the People in Bangkok                 |

**Day 1**  
15.45 – 17.30

Conference hall

**Session 2.1**

**New sources for effective economic and social development**

Chairman: Dr. Andrej Privara

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|---|--|--|
| 1 | Richard Stechow<br>Magdalena Mißler-Behr<br><i>Brandenburg University of Technology<br/>Cottbus-Senftenberg, Cottbus, Germany</i>    | State-of-the-Art and further developments in Business Model Research for Industry 4.0  |
| 2 | Jana Kušnířová<br><i>Faculty of National Economy,<br/>University of Economics in Bratislava, Slovakia</i>                            | Corporate tax as a direct tool for supporting the public sector in the Slovak Republic   |
| 3 | Katharina Hobusch<br>Magdalena Mißler-Behr<br><i>Brandenburg University of Technology Cottbus-Senftenberg, Cottbus, Germany</i>      | An Investigation into the Reduction of Supply Chain Risks of Supplier and Producer due to Industry 4.0                                     |
| 4 | Shcherbakova Nadezhda Viktorovna<br>Khaikin Mark Mikhailovich<br><i>St. Petersburg Mining University,<br/>St. Petersburg, Russia</i> | City as an Object of Ecological and Economic Researches: the Example of Russian Cities   |
| 5 | Niracharapa Tongdhamachart<br><i>Suan Sunandha International School of Art, Suan Sunandha Rajabhat University, Bangkok, Thailand</i> | Challenges of Thailand Digital Economy Towards Community Tourism Development: Case Study of Baan Yafu, Maeyao District, Chiangrai Province |

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| 6 | <p>Siridej Sirisomboon<br/> <i>Suan Sunandha International School of Art, Suan Sunandha Rajabhat University, Bangkok, Thailand</i></p>                         | Using 3D Animation in Promoting Tourism in Baan Yafu, Thailand      |
| 7 | <p>Volkova Nadejda<br/> Guzikova Ludmila<br/> Nadezhina Olga<br/> <i>Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia</i></p> | Aspects of Globalization Impact on Economic and Financial Processes |
| 8 | <p>Guzikova Ludmila<br/> Lukevich Igor<br/> Smirnova Olga<br/> <i>Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia</i></p>    | Illicit Capital Flow: Evaluation And Forecasting                    |
| 9 | <p>Guzikova L.A.<br/> Bataev A.V.<br/> Plotnikova E.V.<br/> <i>Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia</i></p>       | Assessment of the Housing Policy Efficiency in Russia               |

**Day 1**            Lecture hall - 1

15.45 – 17.30

**Session 2.2**    **National eco-social system progress: challenges and promising**  
Chairman: Ekaterina D. Malevskaia-Malevich

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|---|---|---|
| 1 | <p>Moakeeva Tatiana Vasilievna<br/> <i>Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia</i></p>  | Matrix Structures of Science and Technology Innovation Development and Implementation Trajectory                      |
| 2 | <p>Kuporov Y.Y.<br/> Avduyevskaya EA<br/> <i>Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia</i></p>  | Investments in human capital: Effectiveness of investment in higher education in Russia                               |
| 3 | <p>Daniel S. Demidenko<br/> Ekaterina D. Malevskaia-Malevich<br/> Yulia A. Dubolazova<br/> <i>Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia</i></p>   | Optimization of the Innovation Process Management at a Manufacturing Enterprise                                       |
| 4 | <p>Olga S. Popova<br/> <i>State Institute of Economics Finance law and technology, Gatchina, Leningrad region, Russia</i><br/> Natalia N. Yakimchuk<br/> Olga S.Nadezhina<br/> <i>Peter the Great St. Petersburg Polytechnic University, St. Petersburg, Russia</i></p> | Management of socio-economic security of housing and utilities  |
| 5 | <p>Sokolitsyn Alexander Sergeevich<br/> Ivanov Maxim Vladimirovich<br/> Sokolitsyna Natalya Alexandrovna<br/> <i>Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia</i></p>  | Investigation of the Interrelation between Diversification of the Enterprise's Operations and its Financial Stability |
| 6 | <p>Degtereva Victoriia<br/> Goncharova Natalia<br/> <i>Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia</i></p>  | Contradictions In Regional Innovative Activity And Ways To Overcome Them  |

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| 7  | Victorova N.G.<br>Yevstegneev E.N.<br>Yablokov D.U.<br><i>Peter the Great Saint-Petersburg Polytechnic University,<br/>Saint-Petersburg, Russia</i> | Electronic Tax Administration: Development Trends   |
| 8  | Chernogorskiy Sergey<br>Shvetsov Konstantin<br><i>Peter the Great Saint-Petersburg Polytechnic University,<br/>Saint-Petersburg, Russia</i>         | A Model Of Economic Growth, Including Taxation And Public Sector                                  |
| 9  | Nikolova L.V.<br>Velikova M.D.<br><i>Peter the Great Saint-Petersburg Polytechnic University,<br/>Saint-Petersburg, Russia</i>                      | Problems of Trade Financing in the Russian Federation   |
|    | Serov P.S.<br><i>«Bank «Saint-Petersburg» Public Joint-Stock Company,<br/>St. Petersburg, Russia</i>  |   |
| 10 | Juraj Válek<br><i>Faculty of National Economics, Department of Finance<br/>University of Economics in Bratislava, Slovakia</i>                      | Environmental protection by environmental taxes   |
| 11 | Marcela Rabatinová<br><i>Faculty of National Economy, University of Economics in<br/>Bratislava, Slovakia</i>                                       | The VAT Revenue Losses and Increasing Efficiency of VAT Collection in the Slovak Republic         |
| 12 | Kovaleva E.A.<br>Bogacheva T.V.<br>Kutlyeva G.M.<br><i>Peoples' Friendship University of<br/>Russia (RUDN University),<br/>Moscow, Russia</i>       | Influence of Cultural Dimensions “Individualism” and “Power Distance” on Entrepreneurial Activity |

**Day 1**                      Lecture hall - 2  
15.45 – 17.30

**Session 2.3**              **Actual economy: local solutions for global challenges**  
**(in Russian)**

Chairman: Dr. Vladimír Gonda

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| 1 | Gonda Vladimír<br>Adamovský Peter<br><i>Department of Economics, University of Economics in<br/>Bratislava, Bratislava, Slovakia</i> | The Innovation Development in the Slovak Republic in the Context of the Europe 2020 Strategy and Initiative Innovation Union |
| 2 | Kichigin Oleg Emilievich<br><i>Peter the Great Saint-Petersburg Polytechnic University,<br/>Saint-Petersburg, Russia</i>             | Assessing the impact of fossil fuel production on territorial eco-economic development                                       |
| 3 | Magdaléna Přívarová<br>Andrej Přívara<br><i>University of Economics in Bratislava,<br/>Bratislava, Slovakia</i>                      | The Microeconomic and Macroeconomic Contexts of Remittances  |
| 4 | Marta Martincová<br><i>University of Economics in Bratislava, Bratislava,<br/>Slovakia</i>   | Impact of fiscal measures on the costs and consequences of unemployment  |
| 5 | Ján Lisý<br><i>University of Economics in Bratislava,<br/>Bratislava, Slovakia</i>   | Alternative Approaches to Fiscal and Monetary Policy in the Course of the Economic Cycle                                     |

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| 6  | <p>Onyusheva I.<br/>Kalenova S.<br/><i>Turan University, Almaty, Kazakhstan</i></p> <p>Nurzhaubayeva R.<br/><i>Academy of Economics and Law named after<br/>Dzholdasbekov, Taldykurgan, Kazakhstan</i></p>  | <p>The Sustainable Economic Development Of<br/>Kazakhstan Through Improving Ecological<br/>State Of The Country</p>   |
| 7  | <p>Veronika Piovarčiová<br/><i>University of Economics in Bratislava,<br/>Bratislava, Slovakia</i></p>  | <p>Comparison Of The Monetary Policy Of The<br/>Visegrad Four Countries In Terms Of Its<br/>Impact On The Economic Cycle</p>                                      |
| 8  | <p>Anufriev Valery<br/>Kaminov Aitkali<br/><i>Ural federal university named after<br/>the first President of Russia B.N. Yeltsin,<br/>Ekaterinburg, Russia</i></p>  | <p>Human capital as an important aspect of the<br/>green economy</p>  |
| 9  | <p>Onyusheva I.<br/>Kalenova S.<br/>Yerubayeva G.<br/><i>Turan University, Almaty, Kazakhstan</i></p>   | <p>Evaluating The State Of Eco-Economy Of<br/>Kazakhstan</p>  |
| 10 | <p>Chernogorskiy S.A.<br/>Shvetsov K.V.<br/>Pokrovskaya L.L.<br/><i>Peter the Great Saint-Petersburg Polytechnic University,<br/>Saint-Petersburg, Russia</i></p>   | <p>How Taxation Affects Financial Decisions of<br/>a Firm in an Open Economy</p>  |
| 11 | <p>Tatiana Skufina<br/>Sergey Baranov<br/><i>Luzin Institute for Economic Studies of the Kola Science<br/>Centre, Russian Academy of Sciences, Apatity, Russia</i></p> <p>Vera Samarina<br/><i>Staryy Oskol Technological Institute, branch of National<br/>Research Technological University "MISIS", Staryy<br/>Oskol, Russia</i></p> | <p>Methodological Features Of Modeling GRP<br/>Production In The Northern And Arctic<br/>Regions</p>  |
| 12 | <p>Tatiana Skufina<br/>Sergey Baranov<br/><i>Luzin Institute for Economic Studies of the Kola Science<br/>Centre, Russian Academy of Sciences, Apatity, Russia</i></p> <p>Vera Samarina<br/><i>Staryy Oskol Technological Institute, branch of National<br/>Research Technological University "MISIS",<br/>Staryy Oskol, Russia</i></p> | <p>Estimation of projected changes in the<br/>geological environment that affect the<br/>economy: new formulation of the problem and<br/>results of the study</p> |

## Day 2

Conference hall

09.00 – 10.45

### Session 3.1

### Environmental issues of global economy development

Chairman: Dr. Denis Ushakov

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| 1 | <p>Tyapkina M. F.<br/>Ilina E.A.<br/><i>Institute of economy, management and applied<br/>informatics, Irkutsk State Agrarian University named after<br/>A.A. Ezhevsky, Irkutsk, Russia</i></p> | <p>Assessment of the reproduction process of<br/>agricultural enterprises</p>                            |
| 2 | <p>Mochalina Olga Sergeevna<br/><i>Crimea Federal University, Simferopol, Russia</i></p>   | <p>The Activation Of The Investment Process In<br/>The Agrarian Sector Of The Republic Of<br/>Crimea</p> |

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| 3  | <p>Zolochevskaya E.<br/>Popova E.<br/>Medyakova E.<br/><i>South-Russia Institute of Management – Branch of<br/>Russian Presidential Academy of National Economy and<br/>Public Administration, Russia</i></p>  | Key Performance Indicators in the Public<br>Procurement Management: National Aspect   |
| 4  | <p>Alexey Shmatko<br/><i>North-West Institute of Management of RANEPA,<br/>St. Petersburg, Russia</i></p> <p>Valery Yanovskiy<br/>Lubov' Shamina<br/><i>Financial University under the Government of the Russian<br/>Federation, St. Petersburg branch,<br/>St. Petersburg, Russia</i></p> | Adaptability as a Tool for Managing an<br>Enterprise in a Turbulent External<br>Environment   |
| 5  | <p>Konstytine Malyshenko<br/>Vadim Malyshenko<br/>Elena Ponomareva<br/><i>V. I. Vernadsky Crimean Federal University,<br/>Humanitarian and Pedagogical Academy (branch), Yalta»<br/>Russian Federation, Republic of Crimea</i></p>   | Change Of Financial Behavior Paradigm Of<br>The Stock Market Subjects   |
| 6  | <p>Pakhomova Anna Ivanovna Buryakov<br/>Stepan Anatolyevich Degtyaryova<br/>Tatiana Viktorovna<br/><i>The Institute of Service and Business (branch) of Don<br/>State Technical University in Shakhty, Shakhty, Russia</i></p>   | Assessment of conditions of stationary state of<br>the cities in the region due to the system<br>approach                                   |
| 7  | <p>Ostovskaya Anastasiya Andreevna<br/><i>Crimea Federal University, Simferopol, Russia</i></p>  | Public-private partnership as a tool for sea-<br>ports' investment attractiveness increasing  |
| 8  | <p>Druzhinina Irina<br/>Kurushina Elena<br/>Kurushina Victoria<br/><i>Institute of Management and Business,<br/>and Institute of Transport,<br/>Tyumen Industrial University, Tyumen, Russia</i></p>   | Attractiveness of the Arctic zone and the<br>northern territories of Russia for migrants  |
| 9  | <p>Kharchenko Ivan<br/>Kharchenko Lana<br/><i>South-Russia Institute of Management – Branch of<br/>Russian Presidential Academy of National Economy and<br/>Public Administration, Russia</i></p>  | Government expenditures on education in<br>the XXI century: quantitative evaluation and<br>Limits of rationality                            |
| 10 | <p>Aliya Medebayeva<br/><i>Academy of Public Administration under the President of<br/>the Republic of Kazakhstan</i></p>  | Effective management of coal industry as a<br>condition of rational subsoil   |
| 11 | <p>Denis Ushakov<br/><i>International College<br/>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i></p>   | MNCs as a factor for governance modernizing<br>in XX century  |
| 12 | <p>Yingsak Vanpetch<br/><i>Suan Sunandha Rajabhat University,<br/>Bangkok, Thailand</i></p> <p>Mahachai Sattayathamrongthian<br/><i>Rajamangala University of Technology Rattanakosin,<br/>Nakhon Pathom, Thailand</i></p>   | Small and Medium Business Owners and<br>Constructs of Entrepreneurs: A Case Study of<br>Thai Business Owners in Southern California,<br>USA |



**Day 2** Lecture hall 1  
09.00 – 10.45  
**JUNIOR-**  
**Session 3.2** **Issues on local administration and governance in XXI century**  
Chairman: Nasonov A. S.

**Day 2** Lecture hall 2  
09.00 – 10.45  
**JUNIOR-**  
**Session 3.3** **Financial markets and financial products development**  
Chairman: Biryukov D. S.

**Day 2** Lecture hall 1  
11.00 – 12.30  
**JUNIOR-**  
**Session 4.1** **Industrial and local features of global economy development**  
Chairman: Skhvediani A.E.