



**RANEPA**  
THE RUSSIAN PRESIDENTIAL ACADEMY  
OF NATIONAL ECONOMY  
AND PUBLIC ADMINISTRATION

**INSTITUTE  
OF INDUSTRY  
MANAGEMENT**



**MANAGING  
THE FUTURE**

## **XIV International Student Scientific and Practical Conference “Managing the Future”**

**Topic: “2020+1: Defining the New Rules”  
15 april 2021, online**

### **Information letter**

On April 15, 2021 the Institute of Industry Management of the Russian Presidential Academy of National Economy and Public Administration holds the XIV International Student Scientific and Practical Conference “**Managing the Future. 2020+1: Defining the New Rules**”. The Conference will be held in a distance mode.

The past year has critically changed the business landscape and has naturally sped up digital transformation around the world. The trends that experts have been anticipating cautiously over the past few years have become a new daily routine for humankind.

In 2021, when business has gained control over new challenges and constraints, it is high time to move from reactive to proactive actions and establish new rules of the game in the international arena. IIM RANEPA acts as an open platform for discussing global trends and forecasts of economic and business development.

The Conference is targeted to Bachelor students of **the 3<sup>rd</sup> and the 4<sup>th</sup> year**.

**Working language:** English, Russian.

#### **The programme of the Conference includes:**

- plenary session with participation of experts and business representatives;
- working sections;
- business game and master classes by Russian and foreign companies.

#### **Working sections:**

1. Agile Business: Digital Technologies and Tools for Production Management in the Post-COVID World.
2. Management of Isolation: Benefits and Threats of Transferring Business and Teams to a Virtual Environment.
3. Tools for the New Ecosystem of an Individual: Communications, Online vs Offline Balance, Health and Safety.
4. Tourism of the Future and the Future of Tourism.

#### **Forms of participation:**

- participation in the online-conference with report (report presentation on plenary session or one of the working sections);
- participation in the online-conference without report;
- extramural participation with report (report is accepted by the Organizing Committee for publication in a reports collection without author’s personal attendance at the online-conference).

If you want to present your **report** at the Conference, you should submit an application on the Conference [web-site](#) until **March 26, 2021**:

- 1) fill out the registration form;
- 2) attach the text of the report.

The results of the application review by the Organizing Committee will be announced to authors by **April 5, 2021**. The approved reports will be published in a reports collection in the author's presentation. Requirements for report publication are in the attached file.

Applications from participants without reports are accepted until **April 12, 2021**.

For further requests, please address the Conference coordinator Ekaterina Balan (e-mail: [balan-ea@ranepa.ru](mailto:balan-ea@ranepa.ru), tel. +7 (905) 740-96-54). For more information, visit the Conference [web-site](#).

*Best regards,  
The Organizing Committee*