

NATIONAL RESEARCH UNIVERSITY
HIGHER SCHOOL OF ECONOMICS



School of Foreign Languages

**THE YOUTH IN SCIENCE:
CHALLENGES AND PROSPECTS**

Vth Student Conference

Moscow Campus

April 15, 2025

PROGRAMME

The Opening Ceremony

16:30-17:00

Moderator:

Yulia M. Chanturidze, Associate Professor, School of Foreign Languages

Keynote speakers:

- **Ekaterina A. Kolesnikova**, Head of the School of Foreign Languages, Associate Professor
- **Alina G. Shirshikova**, Faculty of Economic Sciences, Department of Applied Economics, Associate Professor
- **Alisa V. Melikyan**, Faculty of Computer Science, Associate Professor
- **Olga A. Simonova**, Faculty of Social Sciences, Associate Professor

Join the Opening Ceremony:

<https://my.mts-link.ru/j/19864250/511575342>

(Google Chrome is preferable)

Session 1

ECONOMICS 1

Moderators:

- **Anastasia A. Byvaltseva-Stankevich**, *Faculty of Economic Sciences, Lecturer*
- **Evgeniia D. Osokina**, *St. Petersburg School of Arts and Humanities, Tutor*

Hosts: **Eric Sharapov**, *Faculty of Economic Sciences*, and **Anzhelika Veligonova**, *Faculty of World Economy and International Affairs, Students*

1. **Sofya Osipova**, Faculty of Economics and Statistics (Moscow), with the report: Algorithms for Combating Bank Fraud.
2. **Karina Tikhonova**, Faculty of Economic Sciences (Moscow), with the report: Implementing Cash Back Loyalty Programs as a Price Discrimination Tool for Firms Acting on Multiple Interrelated Markets.
3. **Timur Sharifov**, Faculty of Economic Sciences (Moscow), with the report: The Impact of Mathematical Analysis on Economic Decision-Making.
4. **Sergei Shmidt**, Faculty of Economic Sciences (Moscow), with the report: Dynamic Team Contest with Multi-Tasking: Drafting Problem.
5. **Emil Eybatov**, Faculty of Applied Mathematics and Information Science (Moscow), with the report: The Relationship between Income and the Probability of Depressive Symptoms among the Elderly in the United States.
6. **Kirill Chaschin**, School of Business (Moscow), with the report: Microeconomic analysis of the automobile import market from China to Russia

Join Session 1: <https://us02web.zoom.us/j/82560881152>

Session 2

ECONOMICS 2

Moderators:

• **Alina G. Shirshikova**, Faculty of Economic Sciences, Department of Applied Economics, Associate Professor

• **Valentina E. Khrabrova**, St. Petersburg School of Arts and Humanities, Senior Lecturer

Host: **Aleksandr Blagiy**, Faculty of Economic Sciences, Student

1. **Elizaveta Evseeva**, Faculty of World Economy and International Affairs, International Affairs, with the report: The Developmental Impact of International Sanctions Following Power Transitions in the Sahel.
2. **Uliana Kalenbet**, Faculty of Economics and Data Analysis, with the report: Assessment of the Impact of Digitalization on Banking Efficiency.
3. **Maxim Kataev**, Faculty of Economics (Perm), with the report: Evaluating Population Preferences for Self-Paid Vaccination Against Meningococcal Disease.
4. **Ekaterina Rumyantseva**, Faculty of World Economy and International Affairs, with the report: The Impact of the RCEP on Economic Relations between ASEAN Countries and China.
5. **Eugene Semenov**, Faculty of the World Economy and Global Policy, World Economy, with the report: Commodity specialization of countries as a factor in synchronizing the dynamics of their exchange rates.
6. **Aleksandr Sorokin**, Faculty of the World Economy and Global Policy, World Economy, with the report: Comparative Analysis of ESG Strategies in the Japanese Automobile Industry in 2020-2025.
7. **Margarita Tarasova**, Faculty of Economics (Perm), with the report: Neuroeconomic and Attributive Approaches to Evaluating Factors of Willingness to Pay for Milk.
8. **Kirill Pivovarov**, Graduate School of Business. Master's Degree program "Marketing: Digital Technologies and Marketing Communications", with the report: The Specifics Of Developing A Marketing Strategy To Increase Market Share.

Join Session 2: <https://telemost.yandex.ru/j/36445685429852>

Session 3

COMPUTER SCIENCE 1

Moderators:

- **Alisa V. Melikyan**, *Faculty of Computer Science, Associate Professor*
- **Natalya V. Guskova**, *School of Foreign Languages, Senior Lecturer*

Host: **Polina Zakirova**, *Faculty of Creative Sciences, Student*

1. **Ekaterina Gorinova**, Faculty of Computer Science Software Engineering (Moscow), with the report: A mobile application for cooking recipes.
2. **Vladimir Popov**, Faculty of Computer Science (Moscow), with the report: Detecting Network Anomalies Using Machine Learning: Uncovering Hidden Threats.
3. **Mikhail Tseytlin, Aleksander Aleksandrov**, Faculty of Computer Science, Applied Mathematics and Computer Science (Moscow), with the report: Development of Programs for the Formulation of Logistics and Optimization Problems in a Quantum Formulation and Their Solution on a Quantum Simulator.
4. **Dmitrii Shpileiko**, Faculty of Applied Mathematics and Computer Science (MSU, Sevastopol), with the report: Ensuring Data Storage Security in Decentralized File Systems.
5. **Anastasiia Ianke**, MIEM, Faculty of Informatics and Computer Technology (Moscow), with the report: The Impact of Level Design on a Thalassophobia Formation Using Computer Game Subnautica.

Join Session 3: <https://my.mts-link.ru/j/128918215/2089739017>

Session 4

COMPUTER SCIENCE 2

Moderators:

• ***Elena Y. Pesotskaya***, *Faculty of Computer Science, Associate Professor*

• ***Valentina Y. Byvalina***, *School of Foreign Languages, Tutor*

Host: ***Victoria Medvedeva***, *MIEM, Student*

1. **Artem Azhdarian, Sofya Lyapunova**, MIEM, Faculty of Informatics and Computer Technology (Moscow), with the report: The Development of an Adaptive Self-Management System for a Competitive Agent Based on Reinforcement Learning.
2. **Sergei Bogdanov**, Faculty of Computer Science with major in Applied Mathematics and Informatics (Moscow), with the report: Asynchronous Standard Library for CPython 3.13.
3. **Konstantin Starostin, Maksim Mosalev**, MIEM, Faculty of Applied Mathematics and Information Science (Moscow), with the report: Modeling the Behavior of Competitive Agents Based on Artificial Intelligence Methods.
4. **Svyatoslav Pozolotin**, Admiral Makarov State University of Maritime and Inland Shipping, Technical Operation of Transport Radio Equipment (St. Petersburg), with the report: Maritime Transportation Security: Application of Bragg Gratings to Underwater Threat Detection.
5. **Vladimir Chudnovskii**, MIEM, Faculty of Information Security (Moscow), with the report: Enhancing GameFi Security and Monetization Strategies with the TON Blockchain.

Join Session 4: <https://hse.mts-link.ru/j/51814475/1951428506>

Session 5

LAW AND POLITICAL SCIENCE

Moderators:

● **Diana V. Burinskaya**, *School of Foreign Languages, Associate Professor*

● **Irina S. Egorova**, *School of Foreign Languages, Tutor*

Hosts: **Stepan Smorkalov and Dmitrii Volchanskiy**, *Faculty of Law, Students*

1. **Konstantin Savin**, Faculty of Political Science (Moscow), with the report: Authoritarian Regimes and the Problems of Authoritarian Rule: Do Authoritarian Rulers Mandatory Lose?
2. **Fedor Grozovskiy**, Faculty of Public Administration (Moscow), with the report: Prospects for Polish–Russian Relations: A Quantitative Analysis.
3. **Karolina Milova**, Faculty of Public Administration (Moscow), with the report: The Emergence of Unicorns Around the World: Empirical Analysis of Influencing Determinants and Future Directions of State Policy.
4. **Maria Voronkova**, RANEPa, Faculty of Law, with the report: Features of the political investigation in the Moscow state.
5. **Alina Kozlovskikh**, Faculty of Law (Moscow), with the report: The right to privacy in the digital age.
6. **Polina Sazonova**, Faculty of Law (Moscow), with the report: Robot Judge or Human Judge: Who Will Prevail in the Pursuit of Justice? Can Artificial Intelligence Solve the Challenges Facing Russia's Courts?
7. **Ivan Pokatilov**, Faculty of International Relations and Global Studies (Moscow), with the report: China In Latin America: Just Economic Cooperation or a Field for Political Battle With the USA?

Join Session 5: <https://telemost.yandex.ru/j/9516883814>

Session 6
CREATIVE INDUSTRIES 1

Moderator:

- ***Elina D. Shapiro***, *School of Foreign Languages, Tutor*

Hosts: ***Kira Kustova***, *Faculty of Law*, and ***Daria Tambeeva***, *Faculty of Creative Industries, Students*

1. **Alina Baklanova**, Faculty of Journalism (Moscow), with the report: Gilyarovsky, Khitrovka and Journalism.
2. **Anastasia Gulina**, Faculty of Creative Industries (Moscow), with the report: Online Fitting with AI.
3. **Anastasia Kovtun** , **Polina Pushchina**, Faculty of Creative Industries (Moscow), with the report: The Influence of Stereotypes about Appearance on Communication between Users on Social Networks.
4. **Mariam Kondratyeva**, Faculty of Journalism (Moscow), with the report: Personal View of Interview.
5. **Xinyu Zhu**, Faculty of Creative Industries (Moscow), with the report: Platformization Strategy of Chinese News Agencies in the Modern Global Information Environment.
6. **Alisa Skhodtseva**, Faculty of Humanitarian Sciences (Moscow), with the report: Mythological Worldview of the Ancient Slavs and Scandinavians: Similarities and Differences.

Join Session 6:

<https://my.mts-link.ru/j/21470398/1839304312/session/557500764>

Session 7
CREATIVE INDUSTRIES 2

Moderator:

• ***Liliia V. Zhilina***, *School of Foreign Languages, Lecturer*

Hosts: ***Ivan Shelkanov and Alisa Safronova***, *Faculty of Creative Industries, Students*

1. **Mariia Krylova**, Faculty of Creative Industries (Moscow), with the report: The Reputation of Russian Businessmen in the Mass Media as Part of Business Branding.
2. **Ekaterina Kulinenkova**, Faculty of Foreign Languages and Intercultural Business Communication (Nizhny Novgorod), with the report: Musical as a Part of Media Discourse: from Advertising to Reception.
3. **Eva Ochirova**, Faculty of Creative Industries (Moscow), with the report: Communicative Strategies to Combat Hate and Flooding in SMM-practice of Brands.
4. **Kira Prokaeva**, Faculty of Creative Industries (Moscow), with the report: The Image of a Doctor in Russian Cinema
5. **Arina Startseva**, Faculty of Creative Industries (Moscow), with the report: Branding and Positioning of Low-Price Cosmetics Brands in the Russian Market by Example Beauty Bomb.

Join Session 7: <https://my.mts-link.ru/j/58794559/630986496>

Session 8

SOCIOLOGY

Moderators:

• **Olga A. Simonova**, Faculty of Social Sciences, Associate Professor

• **Olga V. Burenkova**, School of Foreign Languages, Tutor

Hosts: **Valeria Bardak**, Faculty of Creative Industries, and **Altyngul Ismagombetova**, Faculty of Law, Students

1. **Veronika Vakhrusheva**, Faculty of Asian Studies (Moscow), with the report: Celtic Images and Motifs in Modern Anime and Manga Culture.
2. **Anna Vlasova**, Faculty of Cell and Molecular Biotechnology (Moscow), with the report: Gender Inequality in the Russian Labor Market.
3. **Olga Gorbacheva**, Faculty of Sociology, with the report: Correlation between the Way of Managing a Temporary Children's Team and the Success of the Counselor's Performance at a Children's Holiday Camp.
4. **Michail Zubrilin**, Faculty of Sociology (Moscow), with the report: Authenticity and Personal Networks in the Context of Spatial Inequality: Moscow CAO and TINA districts.
5. **Tamila Nozdrina**, Faculty of Social Sciences (Moscow), with the report: Analysis of Personal Finances: Creating a System for Tracking Income and Expenses.
6. **Polina Sosnovskikh**, Faculty of Sociology and Social Informatics (St.Petersburg), with the report: Why Do People Use Analog Sound Storage Mediums in the Digital Age? Case of Vinyl Records.
7. **Sofia Kazarinova**, Faculty of Creative Industries (Moscow), with the report: Ways to Reduce Stress in High School and University Students.

Join Session 8: <https://my.mts-link.ru/event/848365915/2105757357/edit#>

Session 9

NATURAL SCIENCE

Moderators:

- ***Ekaterina A. Kuzina**, School of Foreign Languages, Tutor*
- ***Natalia A. Mishustina**, School of Foreign Languages, Lecturer*

Hosts: ***Gleb Loginov** and **Polina Bebyakova**, Faculty of Geography, Students*

1. **Pavel Baranov**, Faculty of Geography and Geoinformation Technologies (Moscow), with the report: The Problem of Congestion of the Nizhny Novgorod Road Network.
2. **Arkady Pavlov**, **Nadezhda Fomicheva**, Faculty of Computer Science (Moscow), with the report: Deep Learning Classification Models for Searching Galaxy Clusters in Sky Surveys.
3. **Vera Skidanova**, Faculty of Geography and Geoinformation Technologies (Moscow), with the report: Development of an Educational Tourist Route "Foothills of Altai".

Join Session 9: <https://hse.mts-link.ru/j/58655481/2086377628/session/1078858678>

Session 10

LINGUISTICS 1

Moderators:

- **Daria A. Deriugina**, *School of Foreign Languages, Tutor*
- **Anna I. Popova**, *School of Foreign Languages, Tutor*

Hosts: **Polina Korotich**, *Faculty of Creative Industries and Anfisa Muzykina*, *Faculty of Humanities, Students*

1. **Milana Burmistrova**, Faculty of Creative Industries (Moscow), with the report: Donald Trump's Second Inaugural Speech: the Media Textology Context (on the Example of The New York Post, The New York Times, FOX News and CNN).
2. **Alesya Kovrizhnykh**, Faculty of Humanities (Moscow), with the report: Speech Politeness in Formal Writing: Problems of Loan Translation and Possible Implications.
3. **Anna Koncha**, School of Foreign Languages (Moscow), with the report: Analysis of the Peculiarities of Intercultural Communication Between Ecuador and Russia in the Trade and Economic Sphere at the Present Stage
4. **Mariya Meshkova, Diana Sokolova**, Faculty of Foreign Languages and Intercultural Communication (Moscow), with the report: Metaphors in the branding of American celebrity beauty products.
5. **Nargiza Farkhutdinova**, School of Foreign Languages (Moscow), with the report: Transcreation vs Translation in Marketing.
6. **David Tsibriyenko**, School of Foreign Languages (Moscow), with the report: Metaphor Use in the Lyrics of the Aurora's "What Happened to the Heart? Music Album".
7. **Olga Udenkova**, Faculty of Foreign languages (Nizhny Novgorod), with the report: Linguistic Means of Creating Multisensory Experience in Modern Fiction.
8. **Maria Vushkarnik**, School of Foreign Languages (Moscow), with the report: Multimodal Analysis of Car Brand Advertising in English- and Russian-language Discourses.
9. **Victoria Lichutina**, School of Foreign Languages (Moscow), with the report: Linguistic Analysis Of Brand Identity Manifestation In FMCG Products: A Case Study Of Mars Petcare Portfolio.

Join Session 10: <https://my.mts-link.ru/j/59146015/Linguistics-1>

Session 11

LINGUISTICS 2

Moderators:

- **Anna P. Varkan**, *School of Foreign Languages, Senior Lecturer*
- **Anastasia A. Zizina**, *School of Foreign Languages, Associate Professor*

Host: **Anastasia Konyaeva**, *School of Foreign Languages, Student*

1. **Anastasiya Baravikowa, Karina Samyltyrova**, Faculty of Foreign Language and Intercultural Communication (Moscow), with the report: Hustle Culture in American and Russian Vlogs: Cross-Cultural Analysis.
2. **Maria Ignatova**, Faculty of Foreign languages and Intercultural Business Communication (Nizhny Novgorod), with the report: Verbal and Non-verbal Tropes in Cinematic Texts.
3. **Anastasiya Karabutova**, School of Foreign Languages (Moscow), with the report: A Healthy Mind in a Healthy Body - The Concept of "Mental Health" in Chinese Culture.
4. **Sofia Kruglova**, School of Foreign Languages (Moscow), with the report: Conveying Value-oriented Meanings in Audiovisual Translation: a Creative Paradigm.
5. **Alyona Safronova**, Faculty of Foreign Language and Intercultural Communication (Moscow), with the report: Development of the Manual on Intercultural Cooperation in the Field of Education on the Example of Russia and China
6. **Marina Khodorikova, Natalia Samsonova**, School of Foreign Languages (Moscow), with the report: Analysis of the Unique Aspects of Intercultural Communication between Russia and Brazil Leading to the Creation of an Online Course
7. **Dina Shcheglova**, School of Foreign Languages (Moscow), with the report: Metaphorization of Religious Concepts in Neo Atheist Works (on the Example of R. Dawkins' Texts)

Join Session 11: <https://my.mts-link.ru/j/19604397/194685384>

Session 12

EDUCATION

Moderators:

• **Natalia Y. Georgieva**, Perm Campus, School of Foreign Languages,
Senior Lecturer

• **Varvara I. Khomyakova**, School of Foreign Languages, Lecturer

Host: **Sofia Stepanova**, Faculty of Economics and **Karina Gasanbekova**,
Faculty of Eastern Sciences, Students

1. **Polina Gruda**, School of Foreign Languages (Moscow), with the report: The Influence of Artificial Intelligence on the Instruction and Acquisition of Foreign Languages: Focus on English and French.
2. **Donia Ben Rhouma**, School of Foreign Languages (Moscow), with the report: Consecutive Interpreting at Early Stages of Professional Development: Analysis and Skill Development.
3. **Anna Ponomareva**, Faculty of Economics (Moscow), with the report: Generative Models in Education: Can AI Solve Economic Olympiad Tasks?
4. **Polina Popova**, School of Foreign Languages (Moscow), with the report: The Evolution of English Olympiad Tasks in Russia: A Shift Towards Communicative Competence.
5. **Elizabeth Potapova**, Faculty of Foreign Languages and Intercultural Business Communication (Nizhny Novgorod), with the report: How the Personal Style and Character Influence the 1st Year Students' Choice of the Second Foreign Language.

Join Session 12: <https://telemost.yandex.ru/j/0614221704>

Conference Logo Merch Design: Klimenko Alexandra, *Faculty of Creative Industries, Student*

