

NATIONAL RESEARCH UNIVERSITY  
HIGHER SCHOOL OF ECONOMICS



School of Foreign Languages

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

IVth Student Conference

Moscow Campus

April 2, 2024

## **PROGRAMME**

### **The Opening Ceremony**

16:00 - 16:30

#### **Moderator:**

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

#### **Keynote speakers:**

- **Ekaterina A. Kolesnikova**, Head of the School of Foreign Languages, Associate Professor

#### **Join the Opening Ceremony:**

<https://my.mts-link.ru/j/19864250/530961896>

**(Google Chrome is preferable)**

## Session 1

### ECONOMICS 1

Moderators:

- **Anastasia A. Byvaltseva-Stankevich**, *Faculty of Economic Sciences, Lecturer*
- **Natalia V. Guskova**, *School of Foreign Languages, Senior Lecturer*

Host: **Stepan Pankratov**, *Faculty of Computer Science, Student*

1. **Ekaterina Burobina**, Faculty of Economic Sciences (Moscow), with the report: Inequality and Its Impact on Economic Development.
2. **Valeria Kushch**, Faculty of Foreign Languages and Intercultural Communication (Moscow), with the report: The influence of the market systems on the development of the country.
3. **Mekhbube Mamedova**, Faculty of Economic Sciences (Moscow), with the report: International economic integration.
4. **Alexandra Tsymbalyuk**, Faculty of Economic Sciences (Moscow), with the report: What Affects the Labor Market?
5. **Natalia Avtukhovich**, Faculty of Economic Sciences (Moscow), with the report: How distorted perception distorts economics.
6. **Daniil Dashevskiy, Ivan Zamyatin**, International Bachelor's in Business and Economics (St. Petersburg), with the report: Convergence in valuating inequality.
7. **Anastasiia Karabutova**, Foreign Languages and Intercultural Communication (Moscow), with the report: China-Russia economic relationship: the interrelation of culture and effective economic decisions.
8. **Victoria Semyonova**, Faculty of Economic Sciences (Moscow), with the report: The importance of implementation of IFRS in Central African countries.

**Join Session 1:**

<https://my.mts-link.ru/j/89047293/1505782083>

## Session 2

### ECONOMICS 2

16:30 – 18:30

Moderators:

• **Alexey Y. Kondratiev**, *St. Petersburg School of Economics and Management, Associate Professor*

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

Host: **Alexey Osipov**, *Faculty of Economic Sciences, Student*

1. **Darya Kuganova, Anna Antipova**, Faculty of Economics, (Saint-Petersburg,), with the report: Personal characteristics and entrepreneurship.
2. **Anna Vasilyeva**, School of Economics and Management (St. Petersburg), with the report: Performance of Mergers and Acquisitions of High-Tech Companies in Developed Capital Markets During Various Merger Waves.
3. **Kirill Moiseev**, School of Economics (Nizhny Novgorod), with the report: Modeling the transition from Pay-as-you-go to a Fully funded pension system in Russia.
4. **Karina Nikitina, Ekaterina Stolyarova**, Faculty of Economics (Saint-Petersburg), with the report: Personality traits as a partial explanation for the gender gap in Russia.
5. **Dmitry Yuzhakov**, Faculty of Economics (Moscow), with the report: The Effect of Antitrust Authority Actions on M&A Deals.

**Join Session 2:**

<https://yandex.zoom.us/j/98210347054>

### Session 3

#### COMPUTER SCIENCE 1

Moderators:

- **Alisa V. Melikyan**, Faculty of Computer Science, Associate Professor
- **Yuliya V. Safonova**, School of Foreign Languages, Lecturer

Host: **Alina Dzhanbekova**, Faculty of Economic Sciences, Student

1. **Karolina Vorobeva**, Faculty of Computer Science Software Engineering (Moscow), with the report: The Development of Interval Analysis Library.
2. **Sanan Korniyakov**, Faculty of Applied Mathematics and Information Science (Moscow), with the report: Guide to Implementing Cryptography on Elliptic Curves.
3. **Nikita Korostelev**, Faculty of Computer Science (Moscow), with the report: Application of programming in the space industry.
4. **Artem Mitin**, Faculty of Applied Mathematics and Information Science (Moscow), with the report: Enhancing Bank Revenue through Strategic ATM Placement: A Spatial Analysis.
5. **Timur Timergalin**, Faculty of Computer Science (Moscow), with the report: Study and experimental implementation of McMillan's unfolding algorithm.
6. **Vsevolod Iurkov**, Faculty of Economics and Data Science (Moscow), with the report: Changing investment methods with the development of data analysis.

**Join Session 3:**

<https://my.mts-link.ru/j/21476402/757216655>

### Session 4

## MATHEMATICS AND COMPUTER SCIENCE

Moderators:

- **Semyon A. Presnyakov**, MIEM, Lecturer
- **Valentina Y. Byvalina**, School of Foreign Languages, Tutor

Host: **Andrey Frolov**, Faculty of Computer Science, Student

1. **Maria Shkumatova**, Faculty of Computer Science (Nizhny Novgorod), with the report: Exploring parallels and divergence: a comparative analysis of neural networks and the human brain.
2. **Daniil Zassimuk**, School of Economics Faculty of Computer Science Applied Mathematics and Computer Science (Moscow), with the report: Leveraging AI for Agriculture and Predicting Arid and Marshy Areas
3. **Nikita Shumov**, Faculty of Applied Mathematics (Moscow), with the report: Application of Semi-Markov Processes for Modelling the Queuing System G|G|n.
4. **Petr Kamnev**, Faculty of Software Engineering (Moscow), with the report: Password Compromise Check Protocols Analysis and Comparison.
5. **Sergei Bogdanov**, Faculty of Applied Mathematics and Information Science (Moscow), with the report: Non-singular Likelihood Estimation (NO LIE) - Detecting Plagiarism in Multidimensional Space.
6. **Ilya Polyakov**, Faculty of Information security of cyberphysical systems (Moscow), with the report: Identifying Subnetworks of Child Pornography Spreaders within the BitTorrent Network.
7. **Victor Frolov-Bukanov**, Faculty of Computer Science (Moscow), with the report: Web application for version control of your projects.

**Join Session 4:**

<https://my.mts-link.ru/j/51814475/787206608/session/139745599>

## Session 5

### Business and Public Administration

Moderators:

● **Alexey O. Sikachev**, *Graduate School of Business, Visiting Lecturer*

● **Elena V. Gabrielova**, *School of Foreign Languages, Associate Professor*

Host: **Levitanskaya Veronika**, *Faculty of Creative Industries, Student*

1. **Ekaterina Samosudova, Alexandra Chernobrovina**, Faculty of Business Administration (Perm), with the report: Consumer experience study based on online reviews analysis using the LDA model: case study of Ekonika.
2. **Vladislava Bagdasarian**, Faculty of Social Sciences (Moscow), with the report: Using User-Generated content (UGC) as a component of the SMM strategy for promoting mid-range brands, using the example of young companies of Russian designers.
3. **Fedor Grozovskiy**, Faculty of Public Administration (Moscow), with the report: Corruption and Populism: the Interrelation of Phenomena.
4. **Bubakhan Babaev** Faculty of Public administration (Moscow), with the report: Causes and Consequences of Reorganizing Municipalities.
5. **Ekaterina Vasileva**, Faculty of Public administration (Moscow), with the report: Training and development of civil servants: problems and solutions.

**Join Session 5:**

<https://my.mts-link.ru/j/19604255/674832891>

## Session 6

### CREATIVE INDUSTRIES

Moderators:

- **Oleg A. Dmitriev**, *Faculty of Creative Industries, Associate Professor*
- **Elina D. Shapiro**, *School of Foreign Languages, Tutor*

Host: **Anna Perova**, *Faculty of Creative Industries, Student*

1. **Yulia Bobrovskaya**, Faculty of Creative Industries (Moscow), with the report: Consumer Engagement in an Online Brand Community: The Ethnographic Study of User Practices (on the Example of the SIGIL Inspired Tammy Tanuka Brand's Community).
2. **Ekaterina Demchenkova**, Faculty of Creative Industries (Moscow), with the report: Fundamentals of positioning and branding of a grocery store chain
3. **Igor Zakharov, Eduard Shiryaev**, Faculty of Creative Industries (Moscow), with the report: The Role of Artificial Intelligence in Audiovisual Content Production: A Case Study of Adobe.
4. **Ivan Kurganskiy** , Faculty of Advertising & PR, REU Plekhanova (Moscow), with the report: Theatrical Marketing and PR.
5. **Artem Pysin**, Faculty of Computer Science (Moscow), with the report: AI technologies and music production.
6. **Anna Rakitskaya**, Faculty of Creative Industries (Moscow), with the report: The motives and attitudes underlying trust in the services of tarot bloggers.

**Join Session 6:**

<https://my.mts-link.ru/j/21470398/355514791>



## Session 7

### SOCIOLOGY

Moderators:

- **Olga A. Simonova**, Faculty of Social Sciences, Associate Professor
- **Anna V. Bukina**, School of Foreign Languages, Tutor

Hosts: **Maria Kireeva**, Faculty of Social Sciences, and **Nina Andreeva**, Faculty of Humanities, Students

1. **Grigorii Plastinin**, Faculty of Law (Moscow), with the report: Representation and Its Grounds under Civil Law.
2. **Polina Stepchenkova**, Faculty of Social Humanities (Moscow), with the report: The social and political status of the bishop in the Early Middle Ages according to the «Life of st. Epiphanius» by Ennodius.
3. **Vadim Anisimov, Yaroslav Eremtsov**, Faculty of Social Sciences (Moscow), with the report: «Moscow residents' ideas about the forms of political behavior in modern Russia (case of schoolchildren and parents)»
4. **Maria Chepeleva, Taisia Merkulova, Anna Molkova, Ekaterina Makarova**, Faculty of Social Sciences (Moscow), with the report: Perception of work at the university by researchers of social sciences and humanities (SSH) and natural sciences and technologies (STEM) (a case study of the HSE University).
5. **Nikita Yakushkin**, Faculty of Social Sciences (Moscow), with the report: Constructing human capital by salariat and precariat: the neuroticization of immaterial workers in cognitive capitalism.
6. **Anna Safonova**, Faculty of Sociology (Moscow), with the report: Comparative analysis of the effectiveness of context-dependent memory techniques.
7. **Maria Mineeva**, Faculty of Business Administration (Perm), with the report: Factors affecting the Donation Size and Regularity to the Cat Shelter.
8. **Nadezhda Bessmertnova, Polina Krasina, Yulia Zyкова**, Faculty of Social Sciences (Moscow), with the report: Coffee shops as third places: Transformation of Space and Reflection of Social Reality.

Join Session 7:

<https://my.mts-link.ru/j/19633723/1753885497>

## Session 8

### NATURAL SCIENCE 1

Moderators:

• **Anna A. Derkacheva**, *Faculty of Geography and Geoinformation Technology, PhD, Research Fellow*

• **Anna I. Popova**, *School of Foreign Languages, Tutor*

Host: **Konstantin Zverevich**, *Faculty of Physics, Student*

1. **Iaroslav Beliakov**, Faculty of Geography (Moscow), with the report: Volcanoes in Kamchatka: A Study of Their Formation, Activity, and Impact.
2. **Danila Mudritsky**, Faculty of Physics (Moscow), with the report: Study of magneto-optical properties of ferrites with garnet structure by Faraday effect method.
3. **Roman Oparin**, Faculty of Geography and Geoinformation technologies (Moscow), with the report: The Boundaries of the Kama Agglomeration and the Hierarchy of Its Centers.
4. **Anastasia Ponomareva**, Faculty of Geography and Geoinformation technologies (Moscow), with the report: Large-Scale Mapping of Volcanic Domes Using UAV Data.
5. **Aleksandr Shlapakov**, Faculty of Geography and Geoinformation technologies (Moscow), with the report: «Teplisolation oil well for prevention genezis for paraffin plugs and protect lay "permafrost" for destroying».

**Join Session 8:**

[https://my.mts-link.ru/j/59146015/natural\\_science\\_1](https://my.mts-link.ru/j/59146015/natural_science_1)

## Session 9

### NATURAL SCIENCE 2

Moderators:

- **Victoria P. Kosheleva**, *School of Foreign Languages, Tutor*
- **Natalia A. Mishustina**, *School of Foreign Languages, Tutor*

Hosts: **Victoria Medvedeva**, *MIEM*, and **Dmitrii Volchanskii**, *Faculty of Law, Students*

1. **Kseniya Degtyareva**, Faculty of Cognitive neurobiology (Moscow), with the report: Impact of language lexico-grammatical structure on the reader's brain activity and the level of stress.
2. **Elisabeth Krylova**, Faculty of Cognitive neurobiology (Moscow), with the report: The Influence of Nicotine on Human Brain.
3. **Arina Eremina**, Faculty of Biology and Biotechnology (Moscow), with the report: Mass-spectrometry analysis of glutamine synthetase in mouse cerebral cortex.
4. **Artemiy Sychyov**, Faculty of Chemistry (Moscow), with the report: Development of Methods for Preparation of Borylated Amidines Based on Derivatives of Proteinogenic Amino Acids for Studying Their Biological Properties.
5. **Aleksandr Ilin**, Faculty of Cognitive neurobiology (Moscow), with the report: Prison does not correct a person, but destroys it.

**Join Session 9:**

<https://my.mts-link.ru/j/21474706/329860669>

## Session 10

### FOREIGN LANGUAGES 1

Moderators:

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

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

Host: **Darya Masnyuk**, *Faculty of Creative Industries, Student*

1. **Veronika Vetshtein**, Faculty of Philology (Saint-Petersburg), with the report: Youth slang in Bavaria.
2. **Olga Efimova**, School of Foreign Languages (Moscow), with the report: Features of the translation of advertising texts.
3. **Maria Ignatova**, Faculty of Foreign Languages and Intercultural Business Communication (Nizhny Novgorod), with the report: Building Ethnic Stereotypes in Cinematic Discourse.
4. **Valeria Kovalenko**, Faculty of Foreign Languages and Intercultural Business Communication ((Nizhny Novgorod), with the report: English neologisms denoting social phenomena and their Russian equivalents.
5. **Maria Konnova**, School of Foreign Languages (Moscow), with the report: The role of China and Russia in the modern World.
6. **Olga Solntseva**, Faculty of Filology (Nizhny Novgorod), with the report: Interaction of English and Russian languages: its results and perspectives.
7. **Alina Tychuk**, Foreign Languages and Intercultural Business Communication (Nizhny Novgorod), with the report: Multimodal Texts of Magazine Covers Viewed Through the Lens of Functional Pragmatics.

**Join Session 10:**

<https://my.mts-link.ru/j/58794559/1623098569>

## Session 11

### FOREIGN LANGUAGES 2

Moderators:

- **Anna A. Samoylova**, *School of Foreign Languages, Visiting Lecturer*
- **Anna P. Varkan**, *School of Foreign Languages, Senior Lecturer*

Host: **Anastasia Trunina**, *Faculty of Creative Industries, Student*

1. **Olesya Kolosova**, School of Foreign Languages (Moscow), with the report: It depends on your mother tongue: L1 transfer in Russian students' use of prepositions in their writing in English.
2. **Valeriia Krasnopol'skaya, Anastasia Silina**, School of Foreign Languages (Moscow), with the report: Analysis of the Main Directions and Tools of Spanish Contemporary Print Media as a Basis of an Online Course.
3. **Saida Kushaeva, Sofia Polyakh**, School of Foreign Languages (Moscow), with the report: Peculiarities of intercultural communication between Russia and Brazil at the present stage with the subsequent development of an online course.
4. **Anastasia Mesentseva**, Faculty of Foreign Languages and Intercultural Communication in Business (Perm), with the report: The formulaic language in L2 students research writing.
5. **Alena Ovchinnikova**, School of Foreign Languages (Moscow), with the report: Development of a manual on intercultural cooperation in the oil and gas sector (on the example of Russia and China).
6. **Nuriyat Omarova**, Faculty of Foreign Languages and Intercultural Communication in Business (Perm), with the report: Hedges in Written Academic Discourse: A Corpus Analysis of L2 Students' Project Proposals.
7. **Sofia Pokidko**, School of Foreign Languages (Moscow), with the report: The Image of New Adam in the Novel "The Cider House Rules" by John Irving.

**Join Session 11:**

<https://my.mts-link.ru/j/19604397/815417617>

**Conference Logo Merch Design:** Tatyana Kononova and Altynai Kabylova,  
*Faculty of Creative Industries, Students*

**Technical support:** *Alexei Trubetskoy, Student*