



Peter the Great
St. Petersburg
Polytechnic
University



Suan Sunandha
Rajabhat
University

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

PROGRAM OF INTERNATIONAL CONFERENCE

SAINT-PETERSBURG, RUSSIA

MAY, 2017

Chairman of the organizational board:

Associate professor, V.E. Shchepinin (Director of Institute of Industrial Management, Economics and Trade, SPBSTU, Saint - Petersburg)

Co - chairman of the organizational board:

Professor, D.G. Rodionov (Director of Graduate School of Public Administration and Financial Management, SPBSTU, Saint - Petersburg)

Scientific Secretary:

Professor, V.A. Degtereva (SPBSTU, Saint - Petersburg)

Members of the organizational board:

Dr. Luedech Girdwichai (President of Suan Sunandha Rajabhat University, Bangkok, Thailand),

Dr. Somdech Rungsrisawat (Vice president of Suan Sunandha Rajabhat University, Bangkok, Thailand),

Dr. Prateep Wajeetongratana (dean of Faculty of Management Science Suan Sunandha Rajabhat University, Bangkok, Thailand).

Associate professor, I.A. Rudskaya (SPBSTU, Saint - Petersburg),

Associate professor, T.J. Kudryavtseva (SPBSTU, Saint - Petersburg),

Associate professor, O.S. Nadezhina (SPBSTU, Saint - Petersburg),

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,
Higher School of Economics. St. Petersburg, 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,
Higher School of Economics. St. Petersburg, Russia*
- 10.30 Group photo Conference – hall
- 10.40 Coffee-break Foyer
- 11.00 Key-note speech by Dr. Igor Il’in
*Director of Graduate school of business technologies,
Peter the Great Saint Petersburg Polytechnic University, Russia*
- Signing of MOU between Peter The Great Polytechnic University and Suan Sunandha Rajabhat University // Fireplace Hall (Kaminyy Zal)
- 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	Conference hall
	Session 3.2	Lecture hall 1
	Session 3.3	Lecture hall 2
10.30	Coffee-break	Winter garden (Zimniy sad)
10.45	Session 4.1	Lecture hall 1
12.30	Conference closing	

LIST OF SESSIONS:

Day 1
14.00 – 15.30

Lecture hall 1

Session 1.1

Problems of economic integration and SME development in ASEAN region

Chairman: Dr. Prateep Wajeetongratana

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

- 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 Vithayararat
*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 1.2 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>Varangkana Chitraphan
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | The Comparison of Saving Factor in the Employed Population |
| 10 | <p>Runglaksamee Rodkam
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | School performance and Financial Adequacy: Evidence from Thailand |
| 11 | <p>Wipanee Maen-in
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | Economic regulation in terms of the multinational entrepreneurship development |
| 12 | <p>Charawee Butbumrung
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | Innovations in Thailand banking Industry development: unlimited source or endless problems |
| 13 | <p>Pittaya Klongkratoke
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | Mathematics in Economic Analysis: What is its Role? |
| 14 | <p>Prakaikavin Srijinda
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 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>Pisit Potjanajaruwit
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | Destination branding as a tool for effective tourism Macro-marketing (the case of Bangkok, Thailand) |
| 2 | <p>Supattra Kanchanopast
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | Implementation of Servuction Service Model: instruments, issues, prospects (the case of Zenith Hotel, Bangkok, Thailand) |
| 3 | <p>Ratsamee Ratana-u-bol
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | Cashless Payment: new technologies Application in Thai tourism industry |
| 4 | <p>Narong Anurak
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | Mega-event promotion and organization as tools of National Image-Building |
| 5 | <p>Nareenad Panbun
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | Travelers' Motivation: impact of information factors in Tourists Visiting Intentions |
| 6 | <p>Phakit Treesukol
 <i>Faculty of managements science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand</i></p> | Studying Motivation to develop tourists satisfaction (the case of Russian visitors of Pattaya, Thailand) |

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

Day 1 Conference hall
15.45 – 17.30

Session 2.1 **New sources for effective economic and social development**
Chairman: Dr. Andrej Privara

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

- Chiangrai Province
- 6 Siridej Sirisomboon
Suan Sunandha International School of Art, Suan Sunandha Rajabhat University, Bangkok, Thailand
Using 3D Animation in Promoting Tourism in Baan Yafu, Thailand
- 7 Volkova Nadezhda
Guzikova Ludmila
Nadezhina Olga
Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia
Aspects of Globalization Impact on Economic and Financial Processes
- 8 Guzikova Liudmila
Lukevich Igor
Smirnova Olga
Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia
Illicit Capital Flow: Evaluation And Forecasting
- 9 Guzikova Liudmila
Bataev Alexey
Plotnikova Ekaterina
Peter the Great Saint-Petersburg Polytechnic University, Saint-Petersburg, Russia
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 Malevskaia-Malevich

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

*Peter the Great Saint-Petersburg Polytechnic University,
Saint-Petersburg, Russia*

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| 7 | Victorova Natalia
Yevstegneev Evgeniy
Yablokov Dmitry
<i>Peter the Great Saint-Petersburg Polytechnic University,
Saint-Petersburg, Russia</i> | Electronic Tax Administration: Development Trends |
| 8 | Chernogorskiy Sergey
Shvetsov Konstantin
<i>Peter the Great Saint-Petersburg Polytechnic University,
Saint-Petersburg, Russia</i> | A Model Of Economic Growth, Including Taxation And Public Sector |
| 9 | Nikolova Liudmila
Velikova Maria
<i>Peter the Great Saint-Petersburg Polytechnic University,
Saint-Petersburg, Russia</i>

Serov Pavel
<i>«Bank «Saint-Petersburg» Public Joint-Stock Company,
St. Petersburg, Russia</i> | Problems of Trade Financing in the Russian Federation |
| 10 | Juraj Válek
<i>Faculty of National Economics, Department of Finance
University of Economics in Bratislava, Slovakia</i> | Environmental protection by environmental taxes |
| 11 | Marcela Rabatinová
<i>Faculty of National Economy, University of Economics in
Bratislava, Slovakia</i> | The VAT Revenue Losses and Increasing Efficiency of VAT Collection in the Slovak Republic |
| 12 | Kovaleva Ekaterina
Bogacheva Tatyana
Kutlyeva Gozel'
<i>Peoples' Friendship University of
Russia (RUDN University),
Moscow, Russia</i> | Influence of Cultural Dimensions
“Individualism” and “Power Distance” on Entrepreneurial Activity |

Day 1
15.45 – 17.30
Session 2.3

Lecture hall - 2

Actual economy: local solutions for global challenges

(in Russian)

Chairman: Dr. Vladimir Gonda

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|---|--|--|
| 1 | Gonda Vladimír
Adamovský Peter
<i>Department of Economics, University of Economics in
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
<i>Peter the Great Saint-Petersburg Polytechnic University,
Saint-Petersburg, Russia</i> | Assessing the impact of fossil fuel production on territorial eco-economic development |
| 3 | Magdaléna Přívarová
Andrej Přívara
<i>University of Economics in Bratislava,
Bratislava, Slovakia</i> | The Microeconomic and Macroeconomic Contexts of Remittances |
| 4 | Marta Martincová
<i>University of Economics in Bratislava, Bratislava,
Slovakia</i> | Impact of fiscal measures on the costs and consequences of unemployment |
| 5 | Ján Lisý | Alternative Approaches to Fiscal and |

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

Day 2 Conference hall
09.00 – 10.30

Session 3.1 Environmental issues of global economy development

Chairman: Dr. Denis Ushakov

- 1 Tyapkina Maria
Ilina Elena
Institute of economy, management and applied informatics, Irkutsk State Agrarian University named after A.A. Ezhevsky, Irkutsk, Russia
Assessment of the reproduction process of agricultural enterprises
- 2 Mochalina Olga
Crimea Federal University, Simferopol, Russia
The Activation Of The Investment Process In The Agrarian Sector Of The Republic Of Crimea
- 3 Zolochevskaya E.
Popova E.
Medyakova E.
South-Russia Institute of Management – Branch of Russian Presidential Academy of National Economy and Public Administration, Russia
Key Performance Indicators in the Public Procurement Management: National Aspect
- 4 Alexey Shmatko
North-West Institute of Management of RANEPA, St. Petersburg, Russia
Valery Yanovskiy
Lubov' Shamina
Financial University under the Government of the Russian Federation, St. Petersburg branch, St. Petersburg, Russia
Adaptability as a Tool for Managing an Enterprise in a Turbulent External Environment
- 5 Konstyntine Malyshenko
Vadim Malyshenko
Elena Ponomareva
V. I. Vernadsky Crimean Federal University, Humanitarian and Pedagogical Academy (branch), Yalta» Russian Federation, Republic of Crimea
Change Of Financial Behavior Paradigm Of The Stock Market Subjects
- 6 Pakhomova Anna Ivanovna Buryakov
Stepan Anatolyevich Degtyaryova
Tatiana Viktorovna
The Institute of Service and Business (branch) of Don State Technical University in Shakhty, Shakhty, Russia
Assessment of conditions of stationary state of the cities in the region due to the system approach
- 7 Ostovskaya Anastasiya Andreevna
Crimea Federal University, Simferopol, Russia
Public-private partnership as a tool for sea-ports' investment attractiveness increasing
- 8 Druzhinina Irina
Kurushina Elena
Kurushina Victoria
Institute of Management and Business, and Institute of Transport, Tyumen Industrial University, Tyumen, Russia
Attractiveness of the Arctic zone and the northern territories of Russia for migrants
- 9 Kharchenko Ivan
Kharchenko Lana
South-Russia Institute of Management – Branch of Russian Presidential Academy of National Economy and Public Administration, Russia
Government expenditures on education in the XXI century: quantitative evaluation and Limits of rationality
- 10 Aliya Medebayeva
Effective management of coal industry as a

- | | | |
|----|---|---|
| 11 | Denis Ushakov
<i>International College
Suan Sunandha Rajabhat University,
Bangkok, Thailand</i> | condition of rational subsoil

MNCs as a factor for governance modernizing
in XX century |
| 12 | Yingsak Vanpetch
<i>Suan Sunandha Rajabhat University,
Bangkok, Thailand</i>

Mahachai Sattayathamrongthian
<i>Rajamangala University of Technology Rattanakosin,
Nakhon Pathom, Thailand</i> |

Small and Medium Business Owners and
Constructs of Entrepreneurs: A Case Study of
Thai Business Owners in Southern California,
USA |

Day 2 Lecture hall 1
09.00 – 10.30

JUNIOR- Issues on local administration and governance in XXI century
Session 3.2 Chairman: Nasonov Alexandr

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|----|--|---|
| 1. | Sokolytsyn Alexandr, Ivanov Dmitry
<i>Peter the Great Polytechnic University,
Saint Petersburg, Russia</i> | Analysis of mechanisms of the budget of
municipal education on the example of St.
Petersburg state .d. #7 municipality |
| 2. | Murawiowa Nelluy, Mudrova Elena
<i>Peter the Great Polytechnic University,
Saint Petersburg, Russia</i> | Social entrepreneurship the resource of socio-
economic national development on the
example of the social charity enterprise |
| 3. | Ivanov Maksim, Chapaikin Fillip
<i>Peter the Great Polytechnic University,
Saint Petersburg, Russia</i> | Mechanisms of improvement of interaction of
environmental associations and public
authorities (on the example of public-private
partnership) |
| 4. | Mudrova Elena, Topalov Vadim
<i>Saint Petersburg Peter the Great Polytechnic University,
Russia</i> | Municipal-private partnership to support the
veps, a small-numbers indigenous people of
Russia |
| 5. | Krasnoshchekov Alexandr,
Chapaikina Maria
<i>Peter the Great Polytechnic University,
Saint Petersburg, Russia</i> | Analysis of the e-learning system by
specialization (on the example of the national
portal “open education”) |
| 6. | Sokolytsyn Alexandr, Nasonov
Alexandr
<i>Peter the Great Polytechnic University,
Saint Petersburg, Russia</i> | Development of methods of raising funds in
the road construction sector of the Russian
Federation |
| 7. | Kirpichnikova Alexandra, Tsvetkova
Yulia, Kapitov Dmitry
<i>Peter the Great Polytechnic University,
Saint Petersburg, Russia</i> | The review of the most important factors
influencing investment appeal of the
municipality |
| 8. | Aksenova Olga, Akatova Anastasia
<i>Peter the Great Polytechnic University,
Saint Petersburg, Russia</i> | The analysis of the organization the
professional improvement training for civil
servants in Pulkovo customs |

Day 2 Lecture hall 2
 09.00 – 10.30
JUNIOR-Session 3.3 **Financial and accounting monitoring in XXI century**
 Chairman: Biryukov Dmitry

1. Victorova Natalia Dyakova Valeria
*Peter the Great Polytechnic University ,
 Saint Petersburg, Russia* An analysis of the impact of changes in tax administration on the income vat to the federal budget
2. Viktorova Natalia, Pshenichnaia Kristina
*Peter the Great Polytechnic University ,
 Saint Petersburg, Russia* Features of accounting revenue in accordance with IFRs 15 “Revenue from contracts with customers”
3. Pankova Liudmila, Bulakh Anastasia
*Peter the Great Polytechnic University ,
 Saint Petersburg, Russia* Similarities and differences of bank financial accounting in accordance with IFRS and Russian accounting standards
4. Viktorova Natalya, Biryukov Dmitry
*Saint Petersburg Peter the Great Polytechnic University ,
 Russia* Analytical capabilities of the reporting, complied in accordance with IFRS.
5. Ivanov Maksim, Sharonova Alexandra
*Peter the Great Polytechnic University ,
 Saint Petersburg, Russia* Improving the financial control systems of the bank
6. Ivanov Maksim, Karapetyan Grogor
*Peter the Great Polytechnic University ,
 Saint Petersburg, Russia* Financial monitoring as a kind of financial control

Day 2 Lecture hall 1
 10.45 – 12.30
JUNIOR-Session 4.1 **Industrial and local features of global economy development**
 Chairman: Skhvediani Angi

1. Lobasheva Alisa, Volkova Nadezhda
*Peter the Great Polytechnic University ,
 Saint Petersburg, Russia* Main aspects of improving company’s global competitiveness
2. Drobushcheva Anastasia
*Peter the Great Polytechnic University ,
 Saint Petersburg, Russia* Measurement methods of intellectual capital of companies as a basis of investment attractiveness estimation
3. Palilova Ksenia, Volkova Nadezhda
*Peter the Great Polytechnic University ,
 Saint Petersburg, Russia* Use of the covenant approach in managing credit risks of commercial banks
4. Nikolova Liudmila, Prostakova Irina
*Saint Petersburg Peter the Great Polytechnic University ,
 Russia* Justification of economic efficiency of investments in real estate
5. Rudskaya Irina, Bychkova Anastasia
*Peter the Great Polytechnic University ,
 Saint Petersburg, Russia* Development of innovative clusters in St.Petersburg with participation of higher education institutions
6. Volkova Nadezhda, Kulesh Anastasia
*Peter the Great Polytechnic University ,
 Saint Petersburg, Russia* Methodology of foreign direct investment flows

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|-----|--|--|--|
| 7. | Kudryavtseva Tatyana, Kozlova
Evgeniia | <i>Peter the Great Polytechnic University ,
Saint Petersburg, Russia</i> | Analysis of demand evaluation methods on innovative medical products on the example of express-analyzer of critical conditions |
| 8. | Skhvediani Angi | <i>Peter the Great Polytechnic University ,
Saint Petersburg, Russia</i> | Regional analysis of hotel infrastructure at Russia Federation for 2016 |
| 9. | Shkarupo Valentina | <i>Peter the Great Polytechnic University ,
Saint Petersburg, Russia</i> | Development of the hotel services in Saint-Petersburg at the present stage |
| 10. | Kudryavtseva Tatyana, Pronichkina
Natalya | <i>Peter the Great Polytechnic University ,
Saint Petersburg, Russia</i> | Beyond budgeting: rolling forecast |
| 11. | Nikolova Liudmila, Puzynya Viktoriya | <i>Peter the Great Polytechnic University ,
Saint Petersburg, Russia</i> | Construction of the optimum production and investment program of the enterprise with a perfect management |

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