



ВЫСШАЯ ШКОЛА ЭКОНОМИКИ

НАЦИОНАЛЬНЫЙ ИССЛЕДОВАТЕЛЬСКИЙ УНИВЕРСИТЕТ

САНКТ-ПЕТЕРБУРГ

THE ST. PETERSBURG SCHOOL OF ECONOMICS AND MANAGEMENT

International Scientific Conference

«Innovation in Business and Management: Future Global Challenge»

April 13-14, 2015

This conference is dedicated to the future development of global business in the changing realities of the political, economic, ecological and social landscape.

The main directions of the conference:

- ✓ Logistics: current trends
- ✓ Mathematical Methods in Economics and Management
- ✓ Innovations in business and management
- ✓ Intellectual capital measurement methods in modern global economics
- ✓ Competitive marketing
- ✓ Human resource management in the context of modern challenges

Conference Status : **International**

Working languages: *Russian and English*

We invite students, post-graduates, professors, researchers and experts in this subject to participate in the Conference .

To participate and deliver the report in the conference, you must submit electronically your entry and the abstract text

to this address: BMInnovation.hse@gmail.com by **January 30, 2015**

- An invitation to deliver a report will be directed to the authors of adopted abstracts before February 15, 2015. Upon receipt of invitations speakers should send texts and presentations of their reports in Russian and / or English by March 15, 2015
- Reports will be reviewed and approved for publication.
- To attend the Conference without a report a special entry for participation without report must be directed by March 15, 2015 to the address of the Organizing Committee.
- The conference will be held in presentio. Abstracts will be accepted for publication only when the speaker confirm his personal involvement no later than March 15, 2015.*(it is necessary to redraft)*
- The registration fee for the participant is 1800 rubles. It does not apply to students, undergraduates, graduate students and staff of the Higher School of Economics.
- Transportation, accommodation and meals are paid by the participants.
- The materials suggested for publication must be original and submitted for publication for the first time.
- All costs associated with travel, accommodation, meals will be paid by the participants.

Conference location: St. Petersburg, ul. Kantemirovskaya, 3,
The St. Petersburg School of Economics and Management, National Research University of the
Higher School of Economics, St. Petersburg.

Organizing Committee contact phone:

8 (812) 714-27-72 *61515

Up-to-date information about the Conference-<http://scem.spb.hse.ru/man>

Application for participation

Full Name	
A place of work or study (higher school, faculty, appointment/year)	
Academic degree (if any)	
Phone	
For students and undergraduates: Full name, academic degree and appointment of the supervisor	