



**THE HERZEN STATE PEDAGOGICAL UNIVERSITY OF RUSSIA
INSTITUTE OF ECONOMICS AND MANAGEMENT**

**IS ANNOUNCING
The 20th International Online Scientific Conference**

***MANAGEMENT IN THE 21st CENTURY:
economy, society and education
in new normality***

24-25 November 2021
St. Petersburg, Russia



**THE HERZEN STATE PEDAGOGICAL UNIVERSITY OF RUSSIA
INSTITUTE OF ECONOMICS AND MANAGEMENT
The 20th International Online Scientific Conference
MANAGEMENT IN THE 21st CENTURY:
economy, society and education in a new normality
24-25 November 2021
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Dear Colleagues!

Institute of Economics and Management of the Herzen State Pedagogical University of Russia invites you to take part in the XX international online scientific conference "Management of the XXI century: economy, society and education in a new normality", which will be held on November 24-25, 2021 at the Herzen University and will be devoted to the discussion of the fundamental and applied aspects of management, economics and education in a changing world.

The main goal of the conference is to organize a constructive dialogue in the scientific and pedagogical community to search for strategies and identify tools for solving economic and social problems by developing education in the context of new paradigms formation, development of new patterns in the culture of management in connection with the growing economic crisis and the consequences of quarantine restrictions due to COVID-19.

In the conditions of the new reality, the opinion that a new round of development of the economy, society and education is associated with digital transformation has become almost consensus, the next stage of which is characterized by a decline in euphoria regarding bonuses and benefits brought by new technologies, and an increase in fears regarding potential threats. There are clearly visible risks associated with the segmentation of society for accessibility to information resources in different industries, regions and social groups. The main focus of competition is shifted to the field of information technologies, which are increasingly integrated with material production, social processes and people's living space in the concept of industrialization 4.0 and 5.0.

What strategies, tools and management models should be guided in adapting to change or actively participating in shaping the future? What is the role and new frameworks of education, economics and business in these processes? It is intended that scientific researches, discussion of problems and exchange of ideas will help prepare responses to the challenges and identify development trends.

Objectives of the conference:

- 1) create a platform for discussing fundamental issues of scientific substantiation of the prospects and scenarios for the development of the socio-economic sphere and the role of education in the context of changes significantly accelerated by the COVID-19 coronavirus pandemic,
- 2) analyze the challenges facing education, the economy and business today, and determine

the contours of risk management measures in the context of socio-economic transformation and the growing crisis, find ways to reduce the consequences of restrictions in connection with countering the COVID-19 coronavirus pandemic,

3) share the results of fundamental and applied research that would contribute to the creation of an innovative educational ecosystem, the dissemination of scientific knowledge, the development of the innovative and entrepreneurial activity,

4) to create a semantic field for the integration of science, education and management practice in a changing environment, as well as for pooling the intellectual resources of stakeholders in order to improve the quality of training of graduates who are able to withstand new challenges and turbulence.

Conference sections and discussion issues:

1. Economy, society and education in the conditions of the new normality

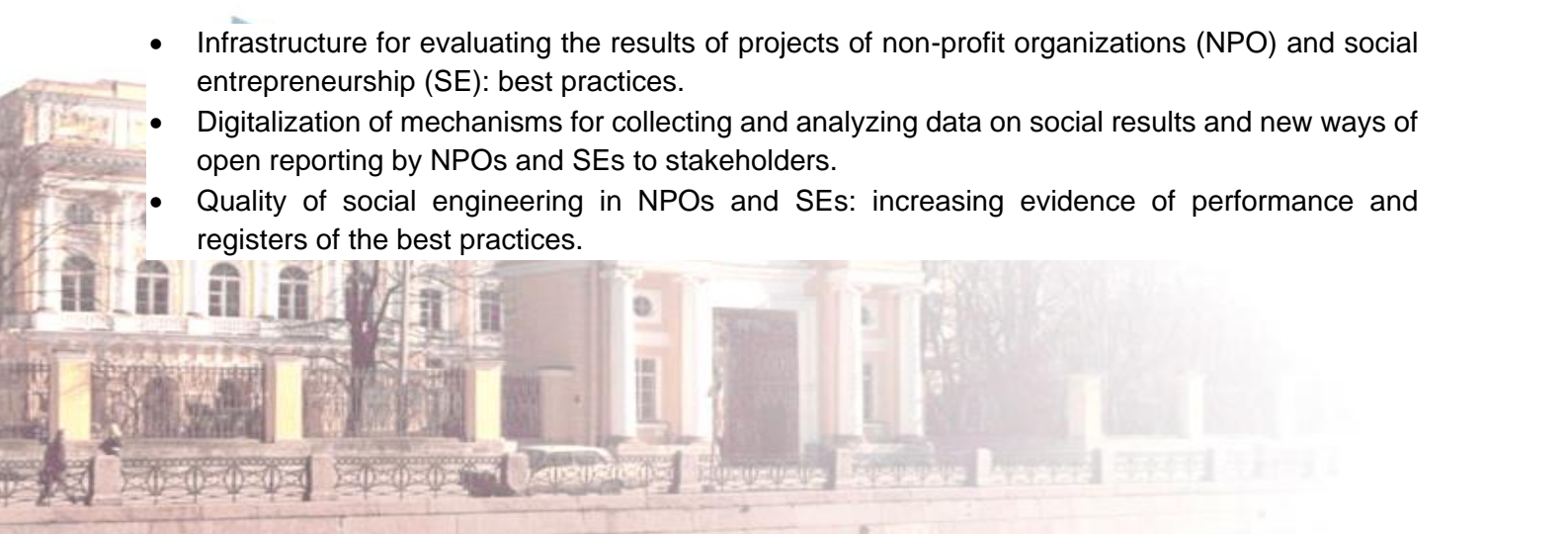
- Forecasting the future development of society, economy and education in the context of the new normality.
- Change of paradigms in the management of educational systems, organizations, programs and resources.
- Analysis of the impact of the COVID-19 coronavirus crisis: damage reduction and new opportunities.
- Transformation of the labour market and the competence of the professions of the future.
- Problems of social connections and staff motivation in a remote work format.
- Innovative educational ecosystems, new formats of business development institutions, start-up as a diploma.
- Models of flexible management of innovative projects: new standards and principles.
- Problems of social capital in the modern world.
- The upbringing of a new generation and education management.
- Social responsibility in a changing world.

2. Digital transformation: a new stage, consequences, solutions

- The contours of digital transformation in the scenarios of the development of society: the possibilities and limits of controllability in the context of the new normality.
- Prospects, risks and possibilities of using e-learning and distance learning technologies in the context of digital transformation and the crisis of digitalization of education.
- Digital models of quality in the concept of industrialization 4.0: technology integration, applicability in education.
- The market of digital educational technologies: the onset of artificial intelligence.
- Growth points of vocational education and training on the Internet of Things.

3. Projects of non-profit organizations and social entrepreneurship

- Infrastructure for evaluating the results of projects of non-profit organizations (NPO) and social entrepreneurship (SE): best practices.
- Digitalization of mechanisms for collecting and analyzing data on social results and new ways of open reporting by NPOs and SEs to stakeholders.
- Quality of social engineering in NPOs and SEs: increasing evidence of performance and registers of the best practices.





4. Institutions of public administration in a new normality

- Public administration and sustainable management in a situation of new normality: innovative solutions and a new organizational culture.
- Public administration in the context of digital transformation.
- Democratization of public administration and new institutions for development.
- Quality of life: new standards for the development of territories.
- Anti-crisis management in a pandemic: difficult decisions and new forms.
- New competencies of the personnel for public administration and new ways for the talent pool formation.

5. Relevant economic education for sustainable development

- Critical factors in the development of the system of training managers for business, education and the public sector.
- Economic education in a pandemic: problems and challenges.
- Advanced learning in the system of modern economic education

Round table in memory of Professor Moisey Abramovich Sklyar: "Economic education and the responsibility of an economist"

6. The future of the advanced vocational training system

- Smart education as a response to the challenges of the new normality.
- Trends and approaches to the development of advanced vocational training in the digital environment.
- Modern management in advanced vocational training.
- Design, organization and development of advanced vocational training programs.

7. Hospitality industry: new reality and challenges

- Digital tourism.
- Sustainable tourism in the face of pandemics and crises.
- New needs and requirements of tourists.
- Safe Travel.
- Green tourism and hospitality.
- The cooperative economy in the tourism industry.



The jubilee XX International scientific and practical online conference "Management of the XXI century: economy, society and education in a new normality" is a continuation of the dialogue among scientists, which began two decades ago. Scientists from leading universities and research institutes, representatives of government, business and the non-profit sector, including Russian and foreign specialists, will traditionally take part in the conference.

As a result, an electronic conference proceeding will be published, which will be posted on the eLibrary.ru platform and indexed in the RSCI. The printed version of the collection is not provided.

Working languages of the conference: Russian, English.

CALL FOR PARTICIPATION

To take part in the conference, please complete the registration form available online at <https://management21.herzen.spb.ru> before 20 November 2021.

The full text of your article, with the abstract both in Russian and in English, should be sent to managment_21@herzen.edu.ru before 30 October 2021.

Please find attached the formatting requirements. They are also available at the conference website (<https://management21.herzen.spb.ru>.)

All submitted articles undergo a double-blind review process.

No conference fee is charged for participation!

Contact Us:

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Attachment

FORMATTING REQUIREMENTS

Papers are presented in the form of a single file in the .doc, .docx or .rtf format. To name the file, please use the author's last name or the last names of the first three authors, e.g. иванов_таисум_петрова.doc.

Your article's total character count should be between 10,000 and 15,000, including spaces (approximately 3–5 standard A4 pages). Please use Times New Roman, 14 pt; line spacing 1.5; 2 cm margins on all sides.

The title should be present both in Russian and in English; please use centred alignment; capital letters are used only at the beginning of the title and for proper names.

Under the title on the right, please put the following information about the author(s): first name, last name, name of the organization, country, city.

The abstract (up to 10 lines; 12 pt).

Keywords (3-5).

Example. Start of example.

ЧЕЛОВЕЧЕСКИЙ КАПИТАЛ КАК ОСНОВА УСПЕШНОСТИ СТРАНЫ HUMAN CAPITAL AS A FOUNDATION OF THE COUNTRY'S SUCCESS

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Казахстан, Уральск

Аннотация: в статье рассматриваются некоторые аспекты развития человеческого капитала. В частности, целесообразности фронтального использования иностранного языка в обучении предметам в образовательных учреждениях Республики Казахстан. На основании результатов психометрического тестирования демонстрируется преимущество обучения на родном языке в формировании креативных качеств личности.

Annotation: the article discusses some aspects of the development of human capital. In particular, the feasibility of the primary use of a foreign language in teaching subjects in educational institutions of the Republic of Kazakhstan. Based on the results of psychometric testing, the benefit of teaching in the native language in the formation of creative capabilities is demonstrated.

Ключевые слова: креативность, обучение, человеческий капитал.

Keywords: creativity, teaching, human capital.

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The end of the example.

The article should comprise the following sections:

- the main objective, the nature of the problem under investigation;
- research methodology and/or a summary of prior research;
- the main body and data analysis;
- results, recommendations and conclusions;
- references (up to 5 sources).

References should be cited according to the GOST R 7.0.5.-2011 standard.

Please avoid referencing your sources in footnotes, only as endnotes.

All figures should be created using the MS Word graphic design functionality or inserted as images with at least 200 dpi and numbered.

Please note that we will not be publishing articles received after 30 October 2021, as well as articles that are irrelevant to the subject of the conference or do not meet the formatting requirements.

Content, copyediting and proofreading of submitted articles are the sole responsibility of their authors.

Conference proceedings are expected to be published before the start of the conference, in digital format.

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