



**State  
University of  
Management,  
Moscow,  
Russia 2021**

# Looking forward to the **16<sup>th</sup> International IFEAMA Conference 2021**

# About the State University of management (Moscow, Russia)

- **100** years Anniversary in 2019 (Founded at 1919)
- **12 000** students
- All levels of academic and applied educational programs
- **6** Institutes
- **40** Chairs
- State-of-the-art city campus



# Key event #1 towards IFEAMA Conference

- **INTERNATIONAL FORUM «SOCIETY. TRUST. RISKS: Trust to migration processes. Risks of the new society»**
- **Date: October 2<sup>nd</sup>, 2019 (Moscow, Russia)**
- **The purpose of the forum: to support international research and development activity of university teachers. To develop and justify practical mechanisms for effective regulation of migration processes in the society**
- **The status and participants of the Forum:  
The event of international level, involving representatives of the state government bodies and the Russian Academy of Sciences, leading Russian and foreign experts, PhDs and Doctors of Science, industrial partners**
- **More details [https://guu.ru/odr\\_eng](https://guu.ru/odr_eng)**



Global Compact  
FOR Migration



United Nations  
Global Compact

# Key event #2 towards IFEAMA Conference

- **III International Scientific Forum Step into the Future: artificial intelligence and digital economy. Smart Nations: Economy of Digital Equality**
- **Date: December 9<sup>th</sup>-10<sup>th</sup>, 2019 Moscow (Russia)**
- **General Forum Concept: Technologies which process large volumes of digital data, high-speed processors, artificial intelligence, machine learning create new managerial and ethical management**
- **IFEAMA is proposed to be the Information Partner of the Forum (Announcements are published on the IFEAMA site and websites of IFEAMA member universities)**
- **More details <http://aiforum.guu.ru/language/en/main-page/>**

# International Research Proposal for IFEAMA members

## Generation Z: Behavior in High-Tech Products Consumption

**The Goal:** To explore the differences in young consumer behavior towards high-tech goods among IFEAMA countries.

**Cross-cultural aspect:** Japan, Russia, Vietnam, China, Nepal, Mongolia, South Korea

**Research coordinator:** Institute of Marketing, State University of Management (Moscow, Russia)

**Research participants:** IFEAMA countries universities

**Main outcomes:** Keynote presentation on 16<sup>th</sup> IFEAMA Conference in Russia (2021), Research report, Publications and Articles

# **Proposal on the IFEAMA website for 2021**

**IFEAMA website redesign and update organized by the Institute of Marketing (State university of management) in coordination with IFEAMA Authority**

**To organize an Industrial section on the 16<sup>th</sup> Conference (2021) and to publish a separate page on the IFEAMA website**

# Contacts

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