



**1-st International conference  
"International Business: Time of challenges and opportunities"**

Invitation letter

The conference is organized by Russian Foreign Trade Academy, it will be held on **08 April 2023**. The conference languages are Russian and English.

The duration of the conference is 1 day.

A collection of articles will be published based on the materials of the conference.

The goals and objectives of the conference are to discuss current problems in business, economics, present mechanisms and tools for innovative and technological development of companies and sectors of the economy.

We invite experts, representatives of government agencies and business structures to take part in the conference. At the event, we will create conditions for building scientific and business partnerships.

**Topics of the conference:**

- Companies' strategies in modern markets and regulations conditions
- Range of issues concerning business and management theory and practice: new models and strategies, sustainable development and innovation management, transformation of HR systems and human resources management, alternative logistics chains and financial instruments and other anti-crisis measures.
- International relations and the world economy in the period of global instability  
Ideas of the formation of a new international order will be discussed. In particular:
- Ongoing global changes, the formation of alternative transport and logistics chains, and development of new regions, economic alliances and trade tools.
- Digital transformation of business and economy
- Presentations on the digital transformation of the economy and society, trends in the digital business, state policy and legal regulation in the field of digital technologies.
- Transport, energy, infrastructure of new solutions, resources and technologies
- The problems of transport and energy resources; development of energy and transport systems and their impact on international economic and business efficiency and environment.
- Entrepreneurial ecosystem: problems and prospects of small and medium-sized enterprises
- Issues of small business development, including the impact of modern economic and political factors, the specifics of managing small and medium-sized businesses in unstable conditions, the formats of joint work of small businesses with large companies and marketplaces.

**Time limit for a participant's presentation is 7 minutes.**

**Conference schedule:**

9:00 – 10:00 – registration of participants

10:00 – 11:30 – opening plenary session

11:30 – 12:10 – coffee break

12:10 – 14:00 – work of sections

14:00 – 15:00 – master classes

15:00 – 15:30 – closing plenary session

We will be pleased to see you, your colleagues and students at our conference.

If you want to participate, please send me the information about potential participants and topics of their presentations. ([a.badulina@vavt.ru](mailto:a.badulina@vavt.ru))