# Основные треки (секции) Scopus-конференции

# «****Global Challenges of Digital Transformation of Markets-2021»****:

**1. Functional Management in Age of Digitalization – трек ВШПМ** (координатор трека Ливинцова М.Г., научные руководители трека — Калинина О.В., Козлов А.В.)

This track accepts submissions on different functional aspects of management in the age of digital transformation.

* [Digital Transformation Challenges in Logistics and Supply Chain Management](http://gdtm.spbstu.ru/#t4).
Submissions for this track discuss digital technologies in logistics and supply chain management, considering the current trends in optimization and digital transformation of business processes. The experience of developing logistics solutions for the tasks of the digital agenda in different countries is analyzed. A further focus is on the national and regional models of cooperation for organizing logistics networks based on digital technologies.
* **Marketing transformation** in the Digital Era.
The problems of relationship marketing, the impact of digital transformation on marketing and marketing communications, transformation of customer experience and responsible consumption as trends in the digital economy, transformation of marketing competencies in the Digital Era are considered.
* Digital business management and transformation of business processes in the digital economy.
Topical issues of modern digital technologies and their impact on the operational activities of industrial enterprises are considered.
* Strategic management in the context of digitization of the economy.
The issues of strategic management at the macro and micro levels, including the strategic management of territories and various types of socio-economic systems located within these territories (regions, complexes, enterprises) in the context of digital transformation, are considered.
* HR-management.
Modern trends and technologies of HR-management are analyzed. Such subjects as human capital investment, change management, and new requirements on the quality of human resources in the context of digitization are considered.

**2. Human-centered Technologies and Marketing Strategies in the Digital Age — трек ВШСиТ – трек ВШСиТ** (координатор трека Краснов А.С., научный руководитель трека — Божук С.Г.)

The section examines key issues in terms of the impact of digitalization on processes and interactions in various spheres of human activity in order to meet the needs of the individual and society. Smart technologies provide customization, omnichannel and phydgital interaction based on the analysis of digital and natural information during product promotion and interaction with consumers. A separate place in the section is given to the main trends in the collection and analysis of big data, focused on identifying consumer trends. The transformation of marketing processes allows not only to increase interest in projects of social and environmental responsibility through engagement technologies and the activities of individual ideological brands, but also to move to the design of new products and lean production.

**3. Industrial Management in the Digital Era — трек ВШПМ** (координатор трека Алексеева Н.С., научные руководители трека — Ильинский А.А., Нурулин Ю.Р.)

This track accepts materials on various aspects of industrial management in the Digital Era. Track issues are related to management in construction (digital transformation in the construction industry), production management (approaches to digital transformation at metallurgical and machine-building enterprises), energy management (digital energy, cybersecurity of digital energy facilities), management of oil and gas enterprises (digital transformation in oil and gas industry), as well as industrial management in general (digital transformation of industrial enterprises). The issues of global challenges for the current management paradigm, problems and prospects for the development of the "Industry 4.0" concept and the digitalization of industries, enterprises and industrial markets, analysis of trends in the digitalization of industrial enterprise management processes are considered.

**4. Quality of Life: Theory and Practice in the Context of Digitalization – трек ВШСиТ** (координатор трека Лямин Б.М., научный руководитель трека — Барыкин С.Е.)

The topic of the track covers the current areas of interdisciplinary research on the problem of quality of living improving in the new technological order of Industry 4.0. Within the framework of this track, the challenges of the digital transformation of ecological-socio-economic systems and the problems of system integration of digital services as tools for improving the quality of living will be considered. The interrelation of the main requirements for the digital twin of the product, the theory and practice of introducing artificial intelligence to improve the health and well-being of the population, the social orientation of the digital services will also be the issues of the track's work.