POLYTECH
Peter the Great
St.Petersburg Polytechnic
University

DTMIS'2020

International Scientific Conference
"Digital Transformation on Manufacturing,
Infrastructure and Service"

DTMIS'2020

18-19 November 2020

CONFERENCE PROGRAM

18 NOVEMBER

09:30 – 10:00	**Registration of participants (Zoom*)** `click`
10:00 – 10:20	**Conference opening ceremony**
10:20 – 11:50	**Keynote**

Moderator:
Nikita Lukashevich, Deputy Director for International Affairs of Institute of Industrial
Management, Economics and Trade SPbPU

Time	Speaker	Theme
10:20 - 10:50	**Aleksandr Kozlov,** Doctor of Sciences, Professor of Graduate School of Business and Management SPbPU	The Dynamics of the Level of Regional Business Digitalization: Comparative Study of Russia and Poland
10:50 - 11:20	**Andrey Zaitsev,** Doctor of Sciences, Professor of Graduate School of Industrial Economics SPbPU	Modeling Changes in the Enterprise Information Capital in the Digital Economy
11:20 - 11:50	**Nelli Kozlova,** PhD, Deputy Head for International Activities of Graduate School of Service and Trade SPbPU	Omnichannel Marketing as a Win-Win Strategy for University's Export Capacity Building

TRACKS: Economic Efficiency and Social Consequences of Innovations
Economy and Industry 4.0

11:50 **Registration of participants (Zoom)*** click
12:20 **Track reports**

Moderator: *Andrey Zaitsev*, Doctor of Sciences, Professor of Graduate School of Industrial Economics SPbPU

Technical coordinator: Sergey Shiryayev

19 NOVEMBER

TRACKS: Digital Transformation of Business: Industrial Solutions
Digital Transformation Theory, Technologies and Approaches

9:30 **Registration of participants (Zoom)*** click
10:00 **Track reports**

Moderator: *Anastasia Lyovina,* PhD, Associate Professor of Graduate School of Business and Management SPbPU

Technical coordinator: Anna Smirnova

TRACK: Management in Marketing, Service and Trade
in Digital Transformation

11:30 **Registration of participants (Zoom)*** click
12:00 **Track reports**

Moderator: *Irina Krasyuk,* Doctor of Sciences, Professor of Graduate School of Service and Trade SPbPU

Technical coordinator: Anna Karmanova

TRACK: Quality Management and Quality Assessment
in Digital Economy

11:30 **Registration of participants (Zoom)*** click
12:00 **Track reports**
Moderator: *Liudmila Nilova*, PhD, Associate Professor of Graduate School of Service and Trade SPbPU

Technical coordinator: Ruslan Ikramov

* Dear colleagues, it is more convenient to go through the registration procedure in advance, 1-2 days before the start of the conference