

### **Participation of teachers in international collaborative projects, foreign internships, academic mobility programs**

International cooperation and academic mobility of teachers contributes to the expansion of cooperation with foreign universities and allows you to be in the trend of the best educational practices and scientific activities.

The administration and teachers of the accredited cluster of educational programs take an active part in various international projects and programs.

In 2016, an Agreement on cooperation in the field of education and science was signed with the University of Applied Sciences in Stralsund (Germany). Also this year, the International Scientific and Practical Conference "Organization and Management of Business Processes in the Field of Commercial Activity" was held, in which students and teachers of accredited educational programs and the Belarusian Trade and Economic University of Consumer Cooperatives took part.

The signing of the Agreement on scientific and educational cooperation between SPbPU and the Belarusian Trade and Economic University of Consumer Cooperation (Gomel, Belarus) took place in 2017. The Graduate School of Service and Trade and the Belarusian Trade and Economic University of Consumer Cooperatives implemented a program of academic mobility and training under the international educational program of additional professional education "Organization and management of processes in the field of commercial activities." According to the agreement, Associate Professor of the Graduate School of Service and Trade Kozlova N. gave a guest lecture on the topic "Consumer Value Management: innovative approaches and solutions in various industries and spheres of activity" for students of the Belarusian Trade and Economic University of Consumer Cooperatives.

In 2017, within the framework of the cooperation agreement, the Higher School of Economics and Television held an International Scientific and Practical Conference

«Russian-German economic relations: new opportunities and growth points» jointly with the Stralsund University of Applied Sciences (Germany). A delegation from the University of Applied Sciences in Stralsund arrived in SPbPU within the framework of academic mobility, a round table was held on the topic "Russian-German trade relations: history and development prospects". A return visit of representatives of the Graduate School of Service and Trade took place in June, during which a round table was organized for students of the Faculty of Baltic Management Studies on the topic "Actual directions of marketing development: from theory to practice". In September 2017, representatives of the Graduate School of Service and Trade visited the leading universities of the city of Sofia (Bulgaria), and the delegation also took part in the international conference "Economy of the XXI century: corporate, national, international" at the New Bulgarian

University at the plenary meeting of the conference with the report "Trade Policy of the Eurasian Economic Union". The second visit of the delegation of the University of Applied Sciences in Stralsund to SPbPU and the return visit of the delegation of the Graduate School of Service and Trade within the framework of academic mobility of teachers took place.

At the initiative of the Graduate School of Service and Trade, in 2017, an Agreement on Cooperation was signed between the Institute of Industrial Management, Economics and Trade and the Faculty of Management of the Technical University of Sofia (Bulgaria), aimed at the development of educational and scientific activities between universities.

In 2018, the visit of the associate professor of the Graduate School of Service and Trade Kozlova N. to the University of Toulouse Jean-Jaures (France) within the framework of the project of academic mobility of teachers Erasmus + During the visit, a presentation of courses of lectures in English took place on the topic: «Marketing 4.0: New Trends and Approaches», «Marketing - mix applied to International Business Development» for graduate students enrolled in the programs "International Trade" and "Cross-cultural cooperation". The International Scientific and Practical Conference "Russian-German Economic Relations: new opportunities and growth points of the Baltic region" jointly with the University of Applied Sciences in Stralsund (Germany).

In 2019, the delegation of the Graduate School of Service and Trade visited SIMSR University, India Guest lectures at the University of Management K.J. Somaya Mumbai, India in the framework of the discipline "International Marketing" was read by Associate Professor N. Kozlova. In April, a delegation from the Graduate School of Service and Trade visited the University of Applied Sciences in Wiesbaden (Germany). On September 20, Frank Sossnovski, General Director of the logistics company Insellogistik Rügen / Hiddensee (Rügen, Germany), gave an open lecture on the topic "Specificity of work of medium and small businesses in conditions of economic sanctions" for students of the direction of training "Trade". In December, the delegation of the Graduate School of Service and Trade visited the University of Applied Sciences in Stralsund (Germany), during the visit, consultations were held on the current issues of the implementation of the educational program with the possibility of obtaining two diplomas in the direction of training "Trade" students of SPbPU and the University of Applied Sciences in Stralsund.

The international academic mobility of teachers of the Graduate School of Service and Trade in 2020 was opened by the visit of the Associate Professor of the Graduate School of Service and Trade with guest lectures to the University of Management Mumbai, India. During the visit N. Kozlova gave lectures and conducted seminars and workshops for graduate students: "Cultural Nuances of Communication in Russia", «Retailing Modules in Russia», «International Business in Russia». On February 6-7, 2020, the delegation of the Graduate School of Service and Trade took part in the Forum "Polytech Days in Berlin", which was held at the Russian House of Science and Culture in the capital of Germany. During two working days, representatives of the Graduate School of Service and Trade took part in panel discussions and roundtables within the framework

of the Forum. There was also a networking session with key academic and industrial partners of the Graduate School. Stralsund University of Applied Sciences, Lemgo University of Applied Sciences, Berlin University of Applied Sciences, Deutsche Telekom AG, Insellogistik Rügen / Hiddensee GmbH, Pomm Point GmbH took part in joint discussions. In March 2020, within the framework of the international project Erasmus + "Teaching mobility", which includes lecturing and conducting seminars for students of the Anatolian University (Eskisehir, Turkey), Associate Professor of the Graduate School of Service and Trade Kozlova N. held a series of lectures and seminars for students of the Faculty of Business Administration - Bachelor's and International MBA programs as part of the Consumer Behavior course. In May, representatives of the Graduate School of Service and Trade (Barykin S., Kapustina I. and others) took part in online negotiations with the King Mongkut Institute of Technology Ladkrabang (Thailand) on joint scientific research in the promising direction of "smart learning" (Smart Learning).

In addition, teachers participating in the implementation of accredited educational programs took part in the following international events:

- Brno International Week, Brno University of Technology, Brno, Czech Republic (November 6-9 2017, October 15-18 2018, October 14-17 2019, October 19- 22 2020);
- Innovative Economic Symposium 2017 (IES2017), Institute of Technology and Business, České Budějovice, Czech Republic (October 19 2017);
- 30-th International Business Information Management Association conference», Madrid, Spain, November 8-9 2017;
- International Polytech Summer School 2018, August 21-23 2018;
- International Scientific Conference «Digital Transformation on Manufacturing, Infrastructure and Service» (2018, 2019, 2020);
- International Teaching Days / International Week in Steyr, University of Applied Sciences Upper Austria, Steyr, Austria (May 14-16 2019);
- International Scientific Conference on Innovations in Digital Economy (October 24-25 2019);
- International Scientific Conference "Global Challenges of Digital Transformation of Markets" (September 24-25 2020).