



9th ANNUAL INTERNATIONAL SCIENTIFIC STUDENTS CONFERENCE

**INSTITUTE
OF SECTORAL
MANAGEMENT**

Information Letter

On the 22th of April 2016 Institute of Sectoral Management of The Russian Presidential Academy of National Economy and Public Administration holds the Ninth International Student Scientific and Practical Conference dedicated to the actual problems of Communicative “**Cross-cultural marketing**”

In the frames of the conference will be discussed the following questions:

- The role of a common language in daily corporate communications.
- Application of the Business Communication Skills to manage the differences.
- The specific of the applying of International Communications techniques in different spheres of activities and in different languages.

Working language is English for participants who come to RANEPA. For distance participation Russian language is acceptable.

The important addition is the integration of the student business game in the program of the conference with foreign jury!

The terms of filing and reports for the conference – **till 14th of March, 2016**

The results of the proceeding of the applications by the Committee of the conference will be announced to the authors **till the 11th of April, 2016**.

The sample of the application is in the addition. The photo of the author will be applied (size: 3x4), the report in the form of Word and RTF in 5 pages, with the interval 1.5 (Times New Roman, font size – 14). Margins: high – 2, low – 2, left – 2, right – 3. All the pictures, schemes and references on the sources: (for example: Ivanov, 2010, page 125) will be in the text, at the end of the article – the list of the literature in the alphabet order.

Important: to participate as speaker in addition to the sample of the application form it is necessary to provide a copy of CV in English (maximum 1 page) and a motivational letter in English (maximum 1000 words). **The number of the speakers it is fixed in a maximum number of 5 participants.**

According the results of the conference the book with the publications of the reports of the participants in the author’s interpretation will be published.

Note : *Nonresident reporters from Russian Federation will be given accommodation (1 night) and one meal at the expense of the Conference Committee. Foreign students participants will be given not more than 3 days accommodation and partial ticket reimbursement (10 000 roubles for ticket).*

To take part in the conference one should apply to:

Shakhray Anna Viktorovna (in Russian) - Coordinator and Committee Member

e-mail: shakhray-av@ranepa.ru

tel. +7(495)434-50-48

Vincenzo Ligorio (for foreign participants) – Professor and Committee Member

e-mail: vincentligorio@gmail.com

We will be glad to see the participants of the conference!