



ЕВРАЗИЙСКИЙ ЭКОНОМИЧЕСКИЙ
ФОРУМ МОЛОДЕЖИ

Уральский государственный
экономический университет



APPROVE

**Chairman of the EYEF Organizing Committee, Vice-chairman
of the Eurasian Economic Club of Scientists' Coordination
Council, President of the Autonomous Non-Commercial
Organization "Big Eurasian University union"**

_____ M.V. Fedorov

Congress of young economists

PROVISION

On the international scientific article competition of young scientists and students "Marketing and management challenges of the XXI century" in English and Russian languages

Ekaterinburg

2013-2014

PROVISION

On the international scientific article competition of young scientists and students “Marketing and management challenges of the XXI century”

1. General provisions

1.1 The international scientific article competition of young scientists and students “Marketing and management challenges of the XXI century” devoted to company management in the conditions of market competitions (hereinafter referred to as competition) is conducted within the V Eurasian Youth Economic Forum “Dialogue of civilizations: green economy”.

1.2 Competition organizers:

- International marketing and management department of the USUE;
- Engineering business and enterprise management department of the Peoples’ Friendship University of Russia;
- Marketing department of the Ural Federal University;
- International economic relations department of the Omsk State University;
- Marketing and advertising department of the Omsk State University;
- Business foreign language department of the USUE

1.3 **Competition participants:** bachelors, PhD students, magisters and young scientist aged **up to 35 years.**

The forum is intended for participation of individual authors of scientific and research projects and group of authors up to 2 people meeting the requirements for participants. The participation must be confirmed by the list of participants and by CVs for each participant. Every participant has to register on the official web portal of the forum www.eurasia-forum.ru

1.4 Competition categories:

- «The best scientific article in management carried out by bachelor students and magister students»,
- «The best scientific article in management carried out by PhD students and young scientists»
- «The best scientific article in marketing carried out by bachelor students and magister students».
- «The best scientific article in marketing carried out by PhD students and young scientists».

1.5 The competition participants can submit the article only on one of the following topics:

1. Company management in different industries and business segments
2. Marketing on the eco-friendly goods market and the environment protection services market
3. Cross-culture management
4. Innovative management
5. Event marketing management
6. Internet marketing and management
7. Marketing and management in trade
8. Consumer behavior
9. Relationship marketing
10. Strategic marketing
11. Organizational behavior
12. International marketing in the conditions of globalization

13. Corporate and country competitiveness management
14. Brand-management
15. Creative marketing and management
16. Business process management
17. Small business management
18. Pricing in the field of trade and services
19. Foreign market entry strategy (M&A, strategic alliances, joint ventures)
20. Marketing communication technologies in the Digital age
21. National mentality features in entrepreneurship and entrepreneurship business culture
22. Marketing of innovations
23. Innovative approaches in business creation and development

1.6. The scientific article should be presented in English or Russian.

The scientific article should be not less than 3 pages and should not exceed 8 pages. The number of authors should not exceed 2 people. The submitted articles should contain new scientific issues, research work and results.

1.7. Article structure and content requirements:

Article thesis should contain clear targets and objectives of the research, the results and conclusions should be described. The article itself should consist of coherent and logic sections/part. All the parts should be started with the titles (including Roman numerals), in bold type.

Article name/title should be given in Russian or English.

Annotation - up to 100 words.

Key words (3-10 words).

I. Introduction (general problem statement and its connection with the previous research and publication results with obligatory references in the text for the used literature).

II. Objectives statement (research ideas, hypotheses and methods).

III. Results (main research material description and scientific results foundation).

IV. Conclusions (scientific novelty, theoretic importance, development prospects on this topic).

Literature (Literature list).

Article structure options:

Annotation Introduction Literature overview Research methods Results presentation Recommendations and Conclusions Literature	Annotation Introduction Research methods Results and discussion Conclusions and further research directions Literature	Annotation Literature overview Research methods Key hypotheses Conclusions Literature
Annotation	Annotation	Annotation

Introduction Research methods Results presentation Key factors for decision taking Conclusions Literature	Introduction Model statement Empiric results Conclusions Literature	Introduction Theoretic basis Data collection methods Calculation results analysis Conclusions Literature
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1.8. Article format requirements

Microsoft Word format (not older than 7th version) There are the following requirements: 1.0 line spacing, A4 paper format, Times New Roman (TNR), margins on each side - 2 cm, full alignment. Paragraph indention -1.25. **Pages are not numbered.**

Title: Name, TNR 22, center alignment. Author surname, name, patronymic in full, TNR 12, in bold type, center alignment. The scientific leader surname, name, patronymic in full, TNR 12, in bold type, center alignment. Company name, TNR 10, bold type, center alignment. Company address, author e-mail TNR 10, bold type, center alignment.

Annotation, key words: TNR 12, italic type, full alignment.

The main text and key words - 2 line spacing: TNR 12, full alignment.

Tables: table name and number should be placed on the center above the table, TNR 12. Text inside the table: TNR 8, center table or column alignment. Abbreviation is not used, full names are presented and the designation is indicated in brackets.

Drawings: names/titles are to be placed under the graphs and pictures (TNR 12, center alignment). Full names without abbreviations are used. Text in the drawings: TNR 8.

References are in dictated in square brackets in the end of the sentence before the full stop. References are to be placed in the end of the article (TNR 8, full alignment).

Abbreviations mentioned in the text: for the first mentioning is written in full and the abbreviation in brackets.

Equations: (TNR 10, Italic, full alignment). Numerations of equations are to be indicated in brackets on the right side. References are to be indicated above the equations. The symbols used in the equations are described directly after the equations.

Lists: the marked lists start with dashes.

Numerations of the chapters are by Roman figure.

2. Tasks and objectives

2.1 The **task** is to form analytic, scientific and creative competences of the young scientists and students as well as support in research making in the sphere of urgent management and marketing problems on the international level.

2.2 Competition objectives:

- To define analytic potential of young scientists and provide support in their developments on the international level, provide opportunity for project result publications in foreign magazines and other international publications in English;

-To form written project creation skills in terms of requirements and approaches developed by the world scientific society;

- To provide electronic platform for young scientists and students of Russia and CIS countries and non CIS countries for knowledge, investment ideas and experience exchange in corporate governance and its marketing management;

- To define the most acute management and marketing development directions in short and long term; to define the trends in business creation and organizational behavior; to study unconventional methods of the present problems solution in corporate management, product and service marketing in the digital age;

- To unite creative youth efforts for global problem solutions considering the present economic development of the countries.

3. Applications

3. 1. For participation you should register on the web site <http://www.eurasia-forum.ru>, pressing the buttons “**Registration**” and «**Take part**» in *Congress of young economists, School of management and marketing* on the competition web page.

3. 2. For sending the application you should complete the fields and attach participant CV or in the case of group participation – the list of participants and CV per each participant.

3. 3. The applications and theses are to be submitted till **February 1, 2014.**

4. Competition procedure

4. The competition has two stages:

4.1 «Selection stage»

«Selection stage»: the applications submitted are to be carried out in a form required in the present Provision. **The theses should not exceed 300 words.** Theses should contain clear problem statement and

targets, expected results and conclusions developed in the full variant of scientific article. Theses should be sent to the e-mail: mmc.usue@gmail.com. The file name is formed based on the topic direction and author surname автора (5_XXXXX.doc). In the case of group of authors the surname of the first author is indicated.

Expert committee form the list of participants and publish on the web site www.eurasia-forum.ru, The participants are offered to send full scientific articles **till March 1, 2014**.

Theses and articles are expertise by at least 2 committee members. The authors are informed about passing to the second stage till **February 9, 2014**. All the recommended projects received by the committee **till March 1, 2014** will be included into electronic collection of scientific papers with ISBN index and placed on the forum web site.

4.2 «Final»: Expert committee defines 3 winners for each of 4 categories **till April 1, 2014**, winners are invited to Ekaterinburg for participation in forum events during **April 23-26, 2014** within the **Marketing and management school**. The scientific articles of the winners are recommended for publication the “Izvestia USUE” magazine and “Upravlenec” magazine. The magazines are recommended by the State Commission for Academic Degrees and Titles of the Ministry for Education, Russia.

5. Assessment criteria for articles and theses

The following criteria are assessed:

- accordance to the competition topics and project urgency (5 scores);
- independence and distinction of the research (10 scores);
- use of adequate research methodology (10 scores);
- clear targets, results, conclusions explanation (5 scores);
- logic and coherence (5 scores);
- professional English level (5 scores).

6. Competition committee

6.1 The competition committee is formed from among the highly qualified teaching staff, leading scientists and specialists, competition organizers, invited experts representing educational institutions and other Russian and foreign establishments.

6.2 Committee members:

Russian experts:

Ivanova T.B., candidate in sociology, docent of the Engineering business and enterprise management department of the Peoples' Friendship University of Russia

Ivukina E.S., candidate in economics, docent of business English department

Kapustina L.M., doctor of economics, professor, deputy chairman International marketing and management department of the USUE

Kovalev V.E., candidate in economics, deputy chairman of the foreign economic activity department of the USUE

Kozlova O.A., doctor of economics, professor of the marketing and advertising department of the OMSK State University of Dostoevsky, member of the European marketing Academy (EMAC), managing partner of the marketing agency «Delfy».

Kotlyarevskaya I.V., doctor of economics, deputy chairman of the marketing department of the USUE

Kuklin A.A., doctor of economics, professor, executive of the Economic safety Center of the Institute of Economics of the Ural department Russian Academy of Sciences

Markova T.L., candidate in sociology, docent of the business foreign language department of the USUE

Oiner O.K doctor of economics, deputy chairman of the corporate marketing маркетинга department of the State University – Higher School of Economics

Ultan S.I., candidate in economics, docent of the foreign economic relations department, international business faculty, Omsk State University

Vozmilov I.D., candidate in economics, docent of the marketing and international management department, USUE

Foreign experts:

Barabaner Helic Zelicovich (Estonia)

Dauletova Aziza Mekemtasovna, deputy chairman of the marketing and logistics department, Karaganda University of Economics (Republic of Kazakhstan)

Dolores Sanches Bengoa, doctor of science, lecturer and researcher of the Applied Science University (Austria)

Mukashev Timur Abugalievich, candidate in economics, Market relations Institute director, Karaganda University of Economics (Republic of Kazakhstan)

Bernd Hailier, Prof. European Retail Academy (Germany)

Phillip Imel, Prof. North College of Virginia (USA)

Dr. Tomasz Branka, Faculty of Political Science and Journalism Adam Mickiewicz University in Poznan (Poland)

Italo Trevisan Prof. Department of Economics and Management, University of Trento (Italy)

Ermoshenko Nickolay Nikolaevich, doctor of economics, deputy chairman of marketing, management and business economics department of the National Academy of Management, Kiev (Ukraine)

Mariam Voskanyan, deputy chairman of the department of the Russian-Armenian (Slovenian) University (Armenia),

Starovoitova O.V., candidate in economics, Belorussian State University of Economics (Minsk, Belorussia)

Yangos Hadjiyannis, director of the Cyprus University of Marketing (International business school), Cyprus

Marius Vakarelu, National school of politics and jurisprudence, Bucharest, Rumania

Martin John David Quigley, lecturer-researcher of the Prague University of Economics (Czech Republic)

6.3 Committee member responsibilities:

- Checking availability of attached documents with the application for participation. Within the selection stage: consideration and analysis of the received documents;
- Selection of the winners in four categories;
- Keeping the competition Minutes of Meeting.

6.4 The committee takes the decision based on the score sum taken by the competition participants.

6.5 The competition committee has a right to allocate/create special categories.

7. Results making

7.1 By the committee decision the following places are given I, II, III.

7.2 The scientific articles of the winners are recommended for publication the “Izvestia USUE” magazine and “Upravlenec” magazine. The magazines are recommended by the State Commission for Academic Degrees and Titles of the Ministry for Education, Russia.

7.3 There is an option for participants to publish the articles in the scientific papers collection on a fee paid basis.

8. Contacts

Competition organizers:

Marketing and international management department of the USUE

Ph. 8 (343) 221-17-86

Department chairman Kapustina Larissa M., Doctor of Economics, professor, lapustina@bk.ru

Competition coordinator:

Zhadko Jevgeniya.A., mmc.usue@gmail