

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
VITEBSK STATE TECHNOLOGICAL UNIVERSITY



PROGRAM

of the III International Scientific and Practical Conference
«EDUCATION AND SCIENCE IN THE 21st CENTURY»

November 1, 2018

International Scientific and Practical Conference
«*EDUCATION AND SCIENCE IN THE 21st CENTURY*»

AGENDA

November 1, 2018

Venue: 72 Moscovsky av., Vitebsk, Belarus
VSTU Building № 1, room 210

9.00-10.00	Conference registration (VSTU Building № 1, the Hall near the room 210)
10.00-10.15	Opening of the conference Greeting of the conferees Vice-rector for Research of VSTU, dr., prof. Alena Vankevich
10.15-11.30	Plenary session
11.30-12.00	Coffee break
12.00-14.00	Work according to the program of the conference

Time limit

Plenary report – 20 min

Section report – 10 min

Plenary session

Chairman: Dr. Alena Vankevich, Vice-rector for Research of VSTU, professor

Secretary: Dmitry Stepanov, Head of Foreign Languages Department

Reports

THE DEVELOPMENT OF FURTHER PROFESSIONAL EDUCATION IN
ECONOMY AND MANAGEMENT

Prof. TATIANA RAZUMOVA, *Chairman of the Department of Labour and
Personnel Economics*

Moscow State Lomonosov University, Russian Federation

BLOCKCHAIN – THE NEW INSTRUMENT OF SAFE KNOWLEDGE
TRANSFER

Dr. ANNA JASIŃSKA-BILICZAK, *Ph.D., associate professor at the Department
of Economics, Finance and Regional Studies*

Opole University of Technology, Poland

POTENTIAL: SPA, TOURIST, INVESTMENT AND CULTURAL OF THE
PARTNER CITIES OF GLUCHOŁAZY AND JESENİK – ON THE BASIS OF
THE ANALYSIS OF THEIR OFFICIAL WEBSITES

Dr. ROMAN ŚMIETAŃSKI, *Ph.D., associate professor at the Department of
International Economic Relations*

Opole University of Technology, Poland

THE PROBLEMS OF MIGRATION SECURITY IN THE REPUBLIC OF
BELARUS

NATALIA BANDARENKA, *Ph.D., Associate Professor of the Department of
Finance and Real Estate Management*

School of Business of Belarusian State University, Belarus

Section 1. INDUSTRIAL TECHNOLOGIES AND EQUIPMENT

Chairman: Dmitry Ryklin, Head of the Department of Textile Materials Technology, professor

Secretary: Dmitry Stepanov, Head of Foreign Languages Department

Reports

MODERN DIGITAL PRINTING ON LINEN GOODS

Abramovich N., associate professor, Head of the Department of Design

Tolobova E., associate professor

Vitebsk State Technological University, Belarus

INVESTIGATING THE GEOMETRIC CHARACTERISTICS OF WOOL FIBERS USING AN ACOUSTIC DEVICE PAN-1

Ahmedov A.A., Ph.D., Chief of the Department of Metrology and Standardization
“Paxtasonoat Ilmiy markazi” Joint stock company, Uzbekistan

Valieva Z.F.,

Tashkent Institute of Textile and Light Industry, Uzbekistan

NOMENCLATURE FORMATION OF QUALITY INDICATORS FOR POLYMERIC SOLES

Dauhan M.I., assistant,

Vitebsk State Technological University, Belarus

Hasanava S.P., graduate student

Vitebsk State Medical University, Belarus

BASIC ASPECTS OF KNEE-PAD DESIGN TECHNOLOGY FOR SPORTSWEAR

Getmantseva V.V., Guseva M.A., Goncharuk E.O., Andreeva E.G.

The Kosygin State University of Russia, Russian Federation

INVESTIGATION THE PROCESS OF INCREASING THE VOLUME OF COMBINED COTTON POLYETHERIC YARN WITH THE USE OF ELECTROMAGNETIC WAVES OF SUPERFLOW CURRENTS

A. Kulandin, postgraduate student

A. Kogan, professor of the Department of Technology of Textile Materials

Vitebsk State Technological University, Belarus

ASSESSMENT OF THE SAFETY INDICATORS OF SOFT TOYS

Leontyeva I.G., senior lecturer

Antonina L.V., associate professor

Omsk State Technical University, Russian Federation

YARN PRODUCTION DEFINED PROPERTIES BY SORTING OF COTTON
FIBRES ACCORDING TO THEIR MATURITY

Makhkamova Sh. F.,

Gafurov K., professor

Tashkent Institute of Textile and Light Industry, Uzbekistan

TEXTILE WASTES AND THE AREAS OF THEIR APPLICATION

Mileeva E., master student,

Zimina E., doctoral student

Vitebsk State Technological University, Belarus

EXPLORATION OF THE GRAPHIC FORM OF A RAGLAN SLEEVE
PRODUCT DESIGN

Ovlyakulieva M.S., Getmantseva V.V.

The Kosygin State University of Russia, Russian Federation

DEVELOPMENT OF TECHNOLOGY FOR PRODUCING YARN FROM A
MIXTURE OF COTTON AND NITRON FIBER

Rajapov O.O., doctoral student,

Gafurov Q.G., PhD, professor,

Tashkent Institute of Textile and Light Industry, Uzbekistan

SKETCHES OF FABRICS FOR THE INTERIOR IN THE STYLE OF A
KALEIDOSCOPE

Samutsina N., associate professor

Shebeko V., student

Vitebsk State Technological University, Belarus

FEATURES OF HUMAN FIGURES 3D SCANNING

Zamotsin M., postgraduate student

Dyagilev A., associate professor of the Department of Mathematics and
Information Technologies

Vitebsk State Technological University, Belarus

Section 2. SOCIAL, HUMANITARIAN AND ECONOMIC PROBLEMS OF EDUCATION AND SCIENCE DEVELOPMENT IN THE 21TH CENTURY

Chairman: Olga Sovetnikova, Ph.D., assistant professor of the Department of Commercial Activity

Secretary: Alena Aliakseyeva, Head of the Postgraduate office

Reports

LABOUR COST MANAGEMENT AS AN ELEMENT OF THE PERSONNEL POLICY OF THE ORGANIZATION

Aliakseyeva A., assistant professor of Management Department, master of Economics

Vitebsk State Technological University, Belarus

FEATURES OF PROFESSIONAL COMPETENCE OF TECHNICAL STUDENTS

Burdyko O.V., lecturer

Vitebsk State Technological University, Belarus

HUMAN RESOURCE MANAGEMENT CHALLENGES IN THE 21ST CENTURY

Elsaleh Inas, Dean's Assistant/department coordinator

Arts, Sciences & Technology University in Lebanon, Lebanon

Postgraduate student of Belarusian State Economic University, Belarus

THE PARTICULARITIES OF LEARNING TECHNIQUES IN THE PROCESS OF READING

Imperovich V. V., lecturer

Vitebsk State Technological University, Belarus

CAUSAL-COMPARATIVE RESEARCH PECULIARITIES IN SOCIALIZATION

Izmailovich O., lecturer

Vitebsk State Technological University, Belarus

INTEGRATION OF ARTIFICIAL INTELLIGENCE INTO MARKETING

Kalinovskaya I. N., associate professor

Sherstneva O. M., senior lecturer

Vitebsk State Technological University, Belarus

TRENDS OF DEVELOPMENT IN AGRICULTURAL COMPLEX OF THE
EURASIAN ECONOMIC UNION (EAEU) IN FACE OF GLOBAL ECONOMIC
CHALLENGES

Kireyeva A., *Dr. of Economics, Professor*
Belarusian State Economic University, Belarus

IMPLEMENTATION OF THE MATHEMATICAL MODELING METHODS
DURING THE STARTUP MARKETING STRATEGY DEVELOPMENT

Kofanov O.,
*National Technical University of Ukraine, "Igor Sikorsky Kyiv Polytechnic
Institute", Ukraine*

GENESIS OF THE PARADIGM OF SUSTAINABLE ECONOMIC
DEVELOPMENT

Lebedeva E.N., *Ph.D., assistant prof.*,
Sementchukova I. U., *Ph.D., assistant prof., Dean of the Faculty*
Vitebsk State Technological University, Belarus

THE IMPACT OF SOCIAL MEDIA SITES ON JOB PERFORMANCE

Dr. Nahed Taha, *Chairperson of Marketing Department*
Arts Sciences and Technology University in Lebanon, Lebanon
Doctoral student of Belarusian State Economic University, Belarus

INTEGRATING SOCIAL RESPONSIBILITY INTO BUSINESS STRATEGY
AND ORGANIZATION'S CULTURE (THEORETICAL ASPECTS)

Nesrine Hafez Harfoush, *Public Relations Officer*,
Arts Sciences and Technology University in Lebanon, Lebanon
Postgraduate student Belarusian State Economic University, Belarus

PROBLEMS AND PROSPECTS OF DEVELOPMENT OF CONSUMPTIONS
SOCIETY

Nikolayeva Y., *senior lecturer*
Vitebsk State Technological University, Belarus

IMPLEMENTATION OF THE INTEGRATED COMMUNICATIONS THEORY
BY THE EXHIBITION COMPANY

Palubinski P., *Master of Philology, Lecturer*
Belarusian State Economic University, Belarus

THE USE OF ONLINE VIDEOS FOR TEACHING FOREIGN LANGUAGE

Pasiutsina Y., *lecturer*
Vitebsk State Technological University, Belarus

RESUME TYPES

Serebryakova V., lecturer

Vitebsk State Technological University, Belarus

RFM-ANALYSIS AS A MARKETING POLICY PLANNING TOOL

Sharstniou U., Ph.D., associate professor

Vardomatskaja E., senior lecturer of the Department of Mathematics and Information Technologies

Vitebsk State Technological University, Belarus

RESEARCH OF ECONOMETRIC MODELS FOR CREATION OF EXPECTED VALUES

Stasenya T.P., senior teacher,

Mandrik O.G., senior teacher,

Vitebsk State Technological University, Belarus

ANALYSIS OF READING ACTIVITIES AS A SUBJECT FOR TEST DESIGN

Stepanov D., Head of Foreign Languages Department

Vitebsk State Technological University, Belarus

THE MAIN DIRECTIONS OF IMPROVING THE EFFECTIVENESS OF FINANCIAL CONTROL IN THE REPUBLIC OF BELARUS

Vankevich Y., student

Belarusian State Economic University, Belarus

THE INFLUENCE OF THE MODERN INTERNATIONAL FINANCIAL SYSTEM ON THE DEVELOPMENT OF FINANCE IN THE REPUBLIC OF BELARUS

Vankevich Y., student

Rudinskaya T., student

Belarusian State Economic University, Belarus

FINANCIAL REGULATION OF THE INVESTMENT PROCESS: EUROPEAN EXPERIENCE

Zelenkevich M., Ph.D., Head of the Department of Finance and Real Estate Management

School of Business of Belarusian State University, Belarus