

MINISTRY OF EDUCATION
OF THE REPUBLIC OF BELARUS

VITEBSK STATE
TECHNOLOGICAL UNIVERSITY



EDUCATION AND SCIENCE IN THE 21st CENTURY

PROGRAM

of the IX International Scientific and Practical Conference

*Dedicated to the 60th Anniversary
of Vitebsk State Technological University*



November 4, 2025
Vitebsk

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IX International Scientific and Practical Conference

«**EDUCATION AND SCIENCE IN THE 21st CENTURY**»

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of Vitebsk State Technological University

AGENDA

November 4, 2025

Venue: 72 Moscovsky av., Vitebsk, Belarus
VSTU Building № 1, room 219

10.00–10.10	Opening of the conference, Greetings Rector of Vitebsk State Technological University Dr. Prof. ANDREY KUSNETSOV Head of the Foreign Languages Department, PhD, SVETLANA KOSTYREVA
10.10–11.20	Plenary session
11.40–14.00	Work by sections according to the program of the conference Section 1. Industrial Technologies, Design and Equipment Section 2. Social and Economic Development in the Conditions of Circular Economy Section 3. Language Education for Specific Professional Skills

Time limit

Plenary report – 20 min

Section report – 10 min

Plenary session

Chairman: ALENA ALIAKSEYEVA, PhD, associate professor of the Department of economics and electronic business

Secretary: MARIA MATSUGANOVA, assistant of the Department of marketing and finance

Reports

CULTIVATING EMOTIVE DISCOURSE THROUGH AFFECTIVE COMMUNICATION IN SOFTWARE ENGINEERING EDUCATION

SVETLANA KOSTYREVA¹, PhD, *Head of the Foreign Languages Department*

ZHANNA DEMYANOVA², PhD

¹*Vitebsk State Technological University, Belarus*

²*Moscow Power Engineering Institute, Moscow, Russia*

REGIONAL DIGITAL PLATFORMS FOR SMART COOPERATION

ALENA ALIAKSEYEVA, PhD, *associate professor*

ANASTASIIA ROMANOVA, *student*

NATALIA SALTRUKOVICH, *student*

Vitebsk State Technological University, Belarus

BELARUSIAN NATIONAL COSTUME AT THE INTERCULTURAL CROSSROADS: TRADITION MEETS INNOVATION

ANGELINA KORSHAK, *student*

SVETLANA KOSTYREVA, PhD, *Head of the Foreign Languages Department*

Vitebsk State Technological University, Belarus

Section 1. INDUSTRIAL TECHNOLOGIES, DESIGN AND EQUIPMENT

Chairman: Prof. Dr. DMITRY RYKLIN, Head of the Department of technical regulation and commodity science

Secretary: ANASTASIA RADYUK, PhD, associate professor of the Department of technical regulation and commodity science

Reports

USING THE CARPET TEXTURES IN THE DESIGN PROJECT FOR THE RESTAURANT 'CHAYKHANA'

Ermakova I., student

Samutsina N., PhD, associate professor

Vitebsk State Technological University, Belarus

ENVIRONMENTAL IMPACT ASSESSMENT OF CHEMICAL SYNTHESIS IN ANTIBODY-DRUG CONJUGATES (ADCS) FOR ONCOIMMUNOLOGY

Ilkevich D.A., student

Belarusian State University, Belarus

CREATING AN ACTION ADVENTURE GAME CHARACTER COSTUME

Kapustina U., student

Samutsina N., PhD, associate professor

Vitebsk State Technological University, Belarus

VISUAL COMMUNICATIONS IN BRANDING

Li Siyan, master student

Abramovich N.A., PhD, associate professor

Vitebsk State Technological University, Belarus

THE EFFECT OF POLYVINYLPYRROLIDONE AND POLYVINYL ALCOHOL ON THE PROPERTIES OF FILM MATERIALS BASED ON SODIUM ALGINATE FOR USE IN DENTISTRY

Medvedeva D.A.¹, graduate student

Konopleva V.N.¹, student

Poletaeva A.N.¹, PhD, associate professor

Bokova E.S.¹, Dr., Prof.

Oltarzhevskaya N.D.², Dr., Prof.

¹The Kosygin State University of Russia, Russia

²Koletex LLC, Moscow, Russia

GRAPHIC DESIGN AS A TOOL FOR INTERCULTURAL COMMUNICATION IN THE ERA OF THE BELT AND ROAD INITIATIVE

Popova A.V., associate professor

Fan Yaxin, master student

Shynkarenko P., student

Vitebsk State Technological University, Belarus

IDENTIFICATION AND CLASSIFICATION OF CLOTHING AND FOOTWEAR PRODUCTS

Radyuk A.N., PhD, associate professor

Sheremet E.A., PhD, associate professor

Revina M.E., student

Vitebsk State Technological University, Belarus

STUDY OF THE POSSIBILITY OF PRODUCING YARN WITH IMPROVED PROPERTIES ON A MODIFIED RING SPINNING MACHINE

Raximberdiyev M.R., student

Makhkamova Sh.F., associate professor

Sherniyazova Sh.A., student

Tashkent Institute of Textile and Light Industry, Uzbekistan

ALKENE COMPOUNDS ALKOXYCARBONYLATION BY ALCOHOLS AND CO IN THE SYNTHESIS OF PRACTICALLY IMPORTANT ESTER PRODUCTS

Sevostyanova N.T., PhD, senior researcher

Tula State Pedagogical University named after L.N. Tolstoy, Russia

THE ONE-POT PROCESS OF 2-HEXANOL DEHYDRATION AND HEXENES ALKOXYCARBONYLATION FOR HEPTANOATES SYNTHESIS

Sevostyanova N.T., *PhD, senior researcher*

Batashev S.A., *Ph.D., senior researcher*

Tula State Pedagogical University named after L.N. Tolstoy, Russia

DESIGNING THE FASHION COLLECTION IN THE DIGITAL SPACE

Tukhanova V.Y., *PhD, senior lecturer*

Goncharik E.M., *student*

Higher School of Economics (Moscow), Russia

GRAPHIC DESIGN IN THE CONTEXT OF CULTURAL HERITAGE

Zhang Shu, *master student*

Abramovich N.A., *PhD, associate professor*

Vitebsk State Technological University, Belarus

Section 2. SOCIAL AND ECONOMIC DEVELOPMENT IN THE CONDITIONS OF CIRCULAR ECONOMY

Chairman: VOLHA SAVETNIKAVA, PhD, Head of the Department of marketing and finance

Secretary: MARIA MATSUGANOVA, assistant of the Department of marketing and finance

Reports

FACTORS OF STAFF COMPETITIVENESS IN THE CONTEXT OF DIGITALIZATION OF THE ECONOMY

Aliakseyeva A., PhD, associate professor

Sheremet O., master student

Vitebsk State Technological University, Belarus

DIGITAL INTEGRATION PLATFORMS FOR REGIONAL ECONOMIC DEVELOPMENT

Aliakseyeva A., PhD, associate professor

YANG Xu, master student

Vitebsk State Technological University, Belarus

APPLICATION OF SMART COOPERATION IN SME DIGITALIZATION

Aliakseyeva A., PhD, associate professor

ZHOU Xinghong, master student

Vitebsk State Technological University, Belarus

DIGITAL TRANSFORMATION OF PUBLIC PROCUREMENT IN THE OIL AND GAS INDUSTRY USING BLOCKCHAIN TECHNOLOGY

Batisheva M.A., master's degree

*Peter the Great St. Petersburg Polytechnic University, St. Petersburg,
Russia*

THE PROBLEM OF THE DECLARATIVE PRINCIPLE IN THE CONTEXT OF DIGITAL SERVICE TRANSFORMATION

Batisheva M.A., master student

*Peter the Great St. Petersburg Polytechnic University, St. Petersburg,
Russia*

THE GLOBAL ACCOUNTING ENVIRONMENT

Buhayeu A.V., PhD, professor

Vitebsk State Technological University, Belarus

ECONOMETRIC ASSESSMENT OF THE FINANCIAL CONDITION OF OJSC VITRAIBYT

Bykau K., senior lecturer

Vitebsk State Technological University, Belarus

THE IMPORTANCE OF FUNDING RESEARCH AIMED AT IMMUNOTHERAPY IN INTEGRATION WITH NANOMEDICINE IN THE CANCER TREATMENT

Ilkevich D.A., student

Belarusian State University, Belarus

A CONCEPTUAL MODEL FOR INTEGRATING TIME AND ATTENDANCE SYSTEMS WITH A COMPANY'S ERP SYSTEM

Kozik D., student

Zaitseva O., PhD, associate professor

Vitebsk State Technological University, Belarus

ASSESSMENT OF BORROWERS' CREDITWORTHINESS IN THE RISK MANAGEMENT SYSTEM OF BANKS IN THE REPUBLIC OF BELARUS

Kruchko M., student

Zaitseva O., Ph.D, associate professor

Vitebsk State Technological University, Belarus

ANALYSIS OF THE STATUS AND DEVELOPMENT OF BELARUS-CHINA FOREIGN TRADE COOPERATION

Li Yining, master student

Savetnikava V., PhD in Economics, associate professor

Vitebsk State Technological University, Belarus

HAKATON AS A MODEL OF AGILE MANAGEMENT IN EDUCATIONAL AND CORPORATE PRACTICES

Matsuganova M.D., master student

Chernenko D.V., senior lecturer

Vitebsk State Technological University, Belarus

ANALYSIS OF PRODUCT RANGE USING THE HIERARCHICAL CLUSTERING METHOD

Matsuganova M.D., master student

Kazakov V.E., PhD, associate professor

Vitebsk State Technological University, Belarus

INNOVATIVE EVENT MARKETING FORMATS AND THEIR ROLE IN BRAND PROMOTION

Matsuganova M.D., master student

Rudnitsky D.B., senior lecturer

Chernenko D.V., senior lecturer

Vitebsk State Technological University, Belarus

DIGITALIZATION OF MUNICIPAL GOVERNANCE: THE ROLE AND CHALLENGES OF CITIZEN DIGITAL LITERACY

Nikolaeva E.A., master student

Peter the Great St. Petersburg Polytechnic University, Russia

CHOICE OF PROFESSIONAL EDUCATION BY THE POPULATION OF THE REPUBLIC OF BELARUS AND THE RUSSIAN FEDERATION

Petukhov N.A.¹, PhD, Senior research fellow

Glushko V.A.²

¹*Institute of Control Sciences of the Russian Academy of Sciences, Russia*

²*OGBPOU «RAT named after S.A. Zhivago», Russia*

STATUS AND OPPORTUNITIES FOR IMPROVEMENT OF BELARUS-CHINA INVESTMENT COOPERATION

Sheng Yongxing, master student

Savetnikava V., PhD in Economics, associate professor

Vitebsk State Technological University, Belarus

ARTIFICIAL INTELLIGENCE IN MARKETING AND ADVERTISING CONTENT CREATION: TRANSFORMATION OF APPROACHES AND ETHICAL CHALLENGES

Taramykina A.S., student

Semenovich D.P., student

Sherstneva O.M., senior lecturer

Vitebsk State Technological University, Belarus

ASSESSMENT OF THE EFFICIENCY OF ELECTRONIC COMMERCE

Vardomatskaya E.U., senior lecturer

Vitebsk state technological University, Belarus

METHODOLOGY FOR ADOPTING STANDART 1C: ACCOUNTING CONFIGURATION TO THE SPECIFICS OF AN ENTERPRISE

Vodovozova A., student

Zaitseva O., PhD, associate professor

Vitebsk State Technological University, Belarus

SCIENTIFIC AND TECHNICAL COOPERATION BETWEEN BELARUS AND CHINA: STATUS, PROBLEMS AND DEVELOPMENT PROSPECTS

Xie Hui, master student

Savetnikava V., PhD in Economics, associate professor

Vitebsk State Technological University, Belarus

DATA FRAGMENTATION IN THE LABOR MARKET REGULATION SYSTEM OF BELARUS: CHALLENGES AND SOLUTIONS

Zaitseva O.V., PhD, associate professor

Vitebsk State Technological University, Belarus

INCOME TAX POLICIES' IMPACT ON TECHNOLOGY-BASED SMES AND SYSTEM OPTIMIZATION: EVIDENCE FROM COMPANIES

Zhao Tairan, master student

Vitebsk State Technological University, Belarus

Section 3. LANGUAGE EDUCATION FOR SPECIFIC PROFESSIONAL SKILLS

Chairman: SVETLANA KOSTYREVA, PhD, Head of Foreign Languages Department

Secretary: ANNA BUYEVICH, PhD, associate professor of Foreign Languages Department

Reports

FACE-THREAT AND POLITENESS STRATEGIES IN HUMAN-AI DIALOGUE

Buyevich A.A., PhD, associate professor

Kolonitskaya A.I., student

Vitebsk State Technological University, Belarus

EVOLUTION OF SYNTACTIC STRUCTURES IN HUMAN-AI COMMANDS

Buyevich A.A., PhD, associate professor

Niafiiodava E.V., student

Vitebsk State Technological University, Belarus

DEVELOPMENT OF THE EDUCATIONAL ENVIRONMENT THROUGH VISUAL COMMUNICATION

Glusova C.S., assistant

Kurilchik S.A., student

Vitebsk State Technological University, Belarus

UNDERSTANDING THE ROLE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN HIGHER EDUCATION

Izmailovich O., lecturer

Vitebsk State Technological University, Belarus

METHODS OF VALUES ANALYSIS ON THE LEXICAL-SEMANTIC LEVEL

Kireyenko V.A., Head of the Foreign Languages Department

Vitebsk State Order of Peoples' Friendship Medical University, Belarus

THE FORMATION OF STUDENTS' SOCIOCULTURAL COMPETENCE BASED ON ENGLISH-LANGUAGE ADVERTISING VIDEOS

Kornivskaya A.Y., student

Vitebsk State University named after P.M. Masherov, Belarus

MERCH AS A PLATFORM FOR POPULARIZING CHILDREN'S VISUAL LANGUAGE

Popova A.V.¹, associate professor

Novik A.A.¹, student

Shynkarenko P.N.², student

¹*Vitebsk State Technological University, Belarus*

²*Vitebsk State University named after P.M. Masherov, Belarus*

THE ROLE OF NATIONAL COMPONENT IN TEACHING ENGLISH AS A FOREIGN LANGUAGE

Sakharova K.I., student

Vitebsk State University named after P.M. Masherov, Belarus

LINGUOPRAGMATIC FEATURES OF THE COMMUNICATION STRATEGY OF VSU NAMED AFTER P.M. MASHEROV IN MEDIA SPACE

Shalapukho A.Y., student

Vitebsk State University named after P.M. Masherov, Belarus

CONCEPT OF NEGOTIATIONS IN DISCOURSE OF ENGLISH LANGUAGE MEDIA

Stepanov D., senior lecturer

Vitebsk State Technological University, Belarus

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