

**THE NATIONAL RESEARCH  
TOMSK POLYTECHNIC UNIVERSITY  
INSTITUTE OF SOCIAL AND HUMANITARIAN TECHNOLOGIES  
ENGINEERING ENTREPRENEURSHIP DEPARTMENT**



**X INTERNATIONAL THEORETICAL AND PRACTICAL  
CONFERENCE OF STUDENTS, YOUNG SCIENTISTS AND ENTREPRENEURS  
IN THE SPHERE OF ECONOMY, MANAGEMENT AND INNOVATIONS**

**«IMPULSE 2013»**

**Russia, Tomsk, 27-29 November 2013**

**GENERAL INFORMATION**

X International theoretical and practical conference **Impulse 2013** includes two-day program (27-29 November). Students, postgraduates, lecturers, representatives of social organizations, entrepreneurs and managers are invited to participate in it. Delegates can take part in **round table discussions, debates, excursions, plenary meeting and a competition for the best business case solution.**

The conference includes **eight sessions:**

- Section 1. World economy and investments**
- Section 2. Vital problems of financial management**
- Section 3. Advertising and marketing**
- Section 4. Theory and practice of modern management**
- Section 5. Innovations in economy**
- Section 6. Operation of business in crisis situations**
- Section 7. Vital problems of human resource management**
- Section 8. Management, economy and innovations**

**More detailed information about sections you can find in Appendix 1.**

**Attention! The fourth Russian competition for the best business case solution** will be held at this conference. All necessary information is given on the web-site <http://impuls-tpu.ru>.

**NECESSARY DOCUMENTS AND TERMS**

Participants should register themselves on the web-site <http://impuls-tpu.ru> till **November 10, 2013**. All instructions are given there.

**PAPER REQUIREMENT**

**(papers, that do not correspond to the specified requirements, can be rejected)**

The following requirement should be observed:

- size – 2- 3 pages A4 format (including the list of references);
- text editing program – Word or RTF;
- line interval – 1; print type – Times New Roman; print size – 10pt.

Please, pay your attention to **the obligatory standard of paper requirement**

**TITLE OF PAPER (CAPITAL LETTERS)**

surname, name, patronymic, position  
scientific adviser: surname, name, patronymic, academic status, academic degree.  
City /University, organization/Department

Papers are published in author's edition. Please, don't forget to check them up.

Papers should be issued as a separate file named **A. S. Petrov. Paper.**

Every participant can announce no more than 2 papers. Besides each paper should not have more than 3 authors. **Only one** author can come out **with the paper**. The Certificate of participant will be given to each speaker. The authors of the best papers will be awarded with diplomas and prizes.

The notification on paper receiving or its deviation will be sent no later than November 12, 2013, otherwise it is necessary to contact the Organizing Committee. After getting it, send a copy of coupon to the Organizing Committee e-mail within 3 days.

**The conference proceedings will be sent to the author within a month after it.** (The author should fill the gap «postal address» in the application form).

Payment for publishing each paper: 500 rub for students, 800 rub for young scientists.

**CONTACT INFORMATION**

Tomsk Polytechnic University

Institute of Social and Humanitarian Technologies, Engineering Entrepreneurship department

9/4 Usova Street, office 204, 634050 Tomsk, Russia

Phone/fax: +7-3822- 56-35-29

E-mail: [impuls.tpu@gmail.com](mailto:impuls.tpu@gmail.com), conference site: <http://impuls-tpu.ru>

**Tatyana Kalashnikova** - Candidate of technological science, scientific secretary of the conference

Phone: +7-903-951-51-73, e-mail: [tvkalash@tpu.ru](mailto:tvkalash@tpu.ru)

**Alyona Ovchinnikova** – Head of the Organizing Committee

Phone: +7-952-804-68-64, e-mail: [lyona11@mail.ru](mailto:lyona11@mail.ru)

**SECTIONS AND SCIENTIFIC FIELDS OF THE CONFERENCE****Section 1. World economy and investments**

- Topical issues of world economy and international relations
- World Economic Crisis
- External economic strategy of the Russian Federation
- Discussions on globalization
- Problems of investment theory
- Criteria of investment project estimating
- Real estate investments
- Intellectual property investments
- Analysis of multifactor model and prediction of stock markets
- Inflation and economic growth
- Public economic policy
- Labour and social policy
- Banks and monetary and credit policy

**Section 2. Topical issues in Financial Management**

- State and Municipal Finance
- Financial markets and institutions
- Finance of nonprofit institutions and households
- Financial Planning in Enterprise
- Budgeting
- Business-planning
- Reengineering of business processes
- Logistics
- International Finance
- The Credit Theory. Topical issues in Crediting
- Crisis Management
- Topical issues in Insurance
- Theoretical tax problems

**Section 3. Advertising and marketing**

- Ethical issues in Marketing
- Advertising effectiveness control
- Advertising Campaign Planning
- Practical aspects of Marketing in Russia
- International Marketing
- State Management Marketing
- Innovative Marketing and Marketing in scientific and technical field

**Section 4. Modern Management theories and practices**

- Scientific concept of leadership
- Innovative Leadership
- Modern theories of leadership
- Features of Management (in different countries)
- International Management
- Cross-cultural Management
- Organization Theory
- Strategic Management
- Corruption in Management
- System Analysis

### **Section 5. Innovations in Economy**

- Issues in Innovative Economy
- Innovative Education
- Commercialization of Intellectual Property
- Exclusive Economic Zones as an incentive for Innovation Development
- Innovation Financing and Crediting

### **Section 6. Operation of business in crisis situations**

- Arbitration and crisis management
- Arbitration proceedings and bankruptcy
- Innovative technologies in crisis management
- Appraisal activity in crisis management
- Restructuring and the company's financial recovery

### **Section 7. Vital problems of Human Resource Management**

- Principal trends of Personnel Management in Russia, the CIS and in the world
- Modern technologies in Personnel Management
- Catching Social Media Wave
- Leadership
- Education and Training
- Recruitment and use of new technologies
- Motivation and Compensation systems
- Development of Employer Brand (HR-PR)

### **Section 8. Management, economy and innovations**

- Management
- Innovative economy
- International transaction
- Market research
- Global economy