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Reference

on the Academic Lead of the Core Curriculum of the Higher Education Programme – Master's Programme Field of Study: 38.04.02 Management Programme: International Business

№ п\п	Name of the Academic Lead / Head of Programme	Employment Terms and Conditions	Academic Degree, Academic Title	Thematic Focus of Independent Research (Creative) Activity (participation in carrying out such activity) in the field of study, as well as the name and details of the document confirming its assignment	Publications in Leading Russian Peer-Reviewed Scientific Journals and Publications	Publications in International Peer-Reviewed Scientific Journals	Presentation of Research (Creative) Findings at National and International Conferences, Indicating the Title of the Paper (Presentation Topic)
2025 г.							
	Matveeva Alla Ivanovna	Primary Place of Employment	Doctor of Philosophical Sciences, Associate Professor, Professor of the Department of Creative Management and Humanities	Contract No. C-36/2025 dated November 24, 2025, conducted under the thematic research plan of the Department of Creative Management and Humanities of USUE. Topic: "Analysis of a Company According to a Digital Strategy in the Context of Economic Transformation." Client: Federal State Budgetary Educational Institution of Higher Education "Ural State University of Economics" Contractor: Matveeva A.I.	1. "Formation of Mechanisms for Sustainable Management of Mineral Resources in the Eastern Regions of Russia" D'yachkova A.V., Shutaleva A.V., Matveeva A.I., Putilova E.A. <i>Izvestiya Tula State University. Earth Sciences</i> . 2025. No. 2. P. 73-80. (Web of Science Quartile: Q4, VAK List Category: 1, RSCI: Yes, RSCI Core: Yes, Web of Science: Yes) 2. "Demographic Security and Socio-Economic Sustainability of Mining Regions in Russia"		1. Report: "Development of Psychological and Pedagogical Support in Modern Education of the Sverdlovsk Region" All-Russian Scientific-Practical Conference with International Participation "Technopark of Universal Pedagogical Competencies," Cheboksary. 2. Report: "System Analysis of Regional Development and the

			<p>Contract No. C-36/2025 dated November 24, 2025 Executed under the thematic research plan of the Department of Creative Management and Humanities at USUE.</p> <p>Topic: “Conducting a comparative analysis of costs, justification of economic efficiency. Grounds for justification.”</p> <p>Client: Federal State Budgetary Educational Institution of Higher Education “Ural State University of Economics”</p> <p>Contractor: Matveeva A.I.</p>	<p>Stradanchenko S.G., Matveeva A.I., Shagaeva O.A., Nekrasova I.E. Izvestiya Tula State University. Earth Sciences. 2025. No. 3. P. 140-147. (Web of Science Quartile: Q4, VAK List Category: 1, RSCI: Yes, RSCI Core: Yes, Web of Science: Yes)</p> <p>3."Creative Management in Financial Management: Concepts, Strategies, and Successful Examples from International and Russian Practice" Matveeva A.I., Yalunina E.N., Korotenko V.E. <i>Ekonomicheskoe razvitie Rossii [Russia's Economic Development]</i>. 2025. Vol. 32. No. 1. P. 39-44. (VAK List Category: 1)</p> <p>4."Scientific and Methodological Approaches to Assessing the Investment Attractiveness of Organizations in the Waste Processing and Recycling Sector" Yalunina E.N., Matveeva A.I., Potysiev O.N. <i>Fundamental Research</i>. 2025.</p>		<p>Role of the Human Factor in Managing Customer Communications: Development of Omnichannel Customer Communication Strategies Using Artificial Intelligence - A Philosophical and Social Analysis" Multi-Format Conference on Digital Technologies for Business and Artificial Intelligence Tech Week 2025, organized by "Synergy" Corporation, November 24, 2025.</p> <p>3.Report: "Psychological Aspects of Implementing Medical Information Systems (Case Study of 'Center for Eye Protection' LLC)" V International Scientific-Practical Conference "Digital Economy and Online Education: Key Trends and Obstacles," Yekaterinburg, May 20, 2025. Yekaterinburg,</p>
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				<p>of Project and Construction Processes.”</p> <p>Client: Federal State Budgeted Educational Institution of Higher Education “Ural State University of Economics”</p> <p>Contractor: Matveeva A.I.</p>	<p>No. 7. P. 126-133. (VAK List Category: 1)</p> <p>5."Modern Approaches to Psychological and Pedagogical Support in the Educational Environment: Individualization, Digitalization, and Prevention of Emotional Burnout" Matveeva A.I., Yalunina E.N. <i>Razvitie obrazovaniya [Development of Education]</i>. 2025. Vol. 8. No. 1. P. 84-91. (VAK List Category: 1)</p> <p>6."Strategic Priorities for Enhancing the Competitiveness of Fishing Industry Enterprises in the Context of Global Challenges" Matveeva A.I., Yalunina E.N., Korotenko V.E. Vestnik Altayskoy Akademii Ekonomiki i Prava [Bulletin of the Altai Academy of Economics and Law]. 2025. No. 2-1. P. 100-104. (VAK List Category: 2).</p> <p>7."Employee Satisfaction as a Strategic Factor of Organizational Effectiveness in</p>	2025.
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				<p>the Context of Digital Transformation" Matveeva A.I., Ivkina A.S., Kanakhina V.D., Orlova S.V. Vestnik Altayskoy Akademii Ekonomiki i Prava [Bulletin of the Altai Academy of Economics and Law]. 2025. No. 4-2. P. 297-304. (VAK Category: 2)</p> <p>8. "Sustainable Development of the Regions of the Volga Federal District: A Comparative Analysis" Glebova I.S., Matveeva A.I. <i>Ekonomika i predprinimatel'stvo [Journal of Economy and Entrepreneurship]</i>. 2025. No. 3 (176). P. 580-585. (VAK List Category: 2)</p> <p>9. "Psychometric Diagnostics and Forecasting the Effectiveness of Organizational Communication in a Transnational Engineering Company" Matveeva A.I., Fadeeva Z.O., Cortes-Perea E.N., Volostnova K.D. <i>Natural-Humanitarian Studies</i>. 2025. No. 4 (60). P.</p>	
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					<p>797-803.</p> <p>10."Theoretical and Methodological Foundations of the Competitiveness of the Fishing Industry and Their Application in Practice" Yalunina E.N., Matveeva A.I., Potysiev O.I. <i>Moscow Economic Journal</i>. 2025. Vol. 10. No. 2. P. 393-411. (VAK List Category: 2)</p> <p>11."Development of a Comprehensive Approach to Managing Customer Communications Using Omnichannel Strategies and Artificial Intelligence to Optimize Mass Mailing Costs" Matveeva A.I., Panov M.A., Yalunina E.N. Monograph / Kazan, 2025.</p> <p>12."Chapter 1. Analysis of the Problem and Justification for the Need to Implement a Comprehensive Approach to Customer Communication Management" Matveeva A.I. In: <i>Development of a Comprehensive Approach to</i></p>		
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					Managing Customer Communications Using Omnichannel Strategies and Artificial Intelligence to Optimize Mass Mailing Costs. Matveeva A.I., Panov M.A., Yalunina E.N. Monograph. Kazan, 2025. P. 9-54.		
2024 г.							
Matveeva Alla Ivanovna	Primary Place of Employment	Doctor of Philosophical Sciences, Associate Professor, Professor of the Department of Creative Management and Humanities	Contract No. C-23/2024 dated December 21, 2024 Executed in accordance with the thematic research plan of the Department of Creative Management and Humanities of USUE. Topic: "Development of a Comprehensive Approach to Managing Customer Communications Using Omnichannel Strategies and Artificial Intelligence to Optimize Mass Mailing Costs" Client: 1. LLC "Div Trade" 2. Federal State Budgetary Educational Institution of Higher Education "Ural State University of Economics" Contractor: Matveeva A.I.	1. "Theoretical Foundations of a Company's Entry into the International Market: Approaches, Factors, and Forms", Matveeva A.I., Yalunina E.N., Ekonomicheskoe razvitie Rossii [Russia's Economic Development].* 2024. Vol. 31. No. 7. P. 44-49. (VAK Category: 1) 2. "Improving Enterprise Business Processes Based on Risk Assessment", Yalunina E.N., Matveeva A.I., Vestnik Altayskoy Akademii Ekonomiki i Prava [Bulletin of the Altai Academy of Economics and Law].* 2024. No. 8-3. P. 504-509. (VAK Category: 2)		1. Online Report: "Resistance in Psychotherapy: Phenomenon, Mechanisms, and Effective Overcoming Strategies" III Practical Conference on Working with Trauma and Crisis States, December 12, 2024. Online participation. Academy of Evidence-Based Psychology. 2. Online Report: "Psychoanalytic Counseling for Clients with Pronounced Narcissistic Personality Traits" III International Conference on	

				<p>3. "Globalization and International Business: Challenges, Risks, and Adaptation Strategies", Matveeva A.I., Yalunina E.N., Boger A.I., Neustroev M.V. Innovatsii i Investitsii [Innovations and Investments].* 2024. No. 8. P. 80-84. (VAK Category: 2)</p> <p>4. "Improving the Efficiency of a Market Agent Management System Considering External Challenges", Yalunina E.N., Matveeva A.I., Kortenko V.E. Ekonomika i Predprinimatel'stvo [Journal of Economy and Entrepreneurship].2024. No. 11 (172). P. 257-261. (VAK Category: 2)</p> <p>5. "Methodology for Assessing the Degree of Interaction between Countries in Priority Areas of Socio-Economic Development of National Economies", Yalunina E.N., Matveeva A.I., Korotenko V.E., Biznes. Obrazovanie. Pravo [Business.</p>	<p>Psychoanalysis: "Psychoanalysis of Passion: Narcissistic, Object, Corporeal," October 5, 2024. RO-Sochi.</p> <p>3.Report: "International Experience in Digitalization of Educational Institutions' Activities" V International Scientific-Practical Conference "Accounting and Analytical Tools for the Development of Rural Territories," November 21, 2024. Center for Sustainable Development of Rural Territories, Department of "Accounting, Analysis and Audit."</p> <p>4. Report: "The Problem of Artificial Intelligence's Influence on Consumer Behavior in the Digital Economy: New Trends and Prospects" Annual International</p>
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				<p>Education. Law].* 2024. No. 4 (69). P. 20-25. (VAK Category: 2)</p> <p>6. "The Metaphysics of Janet's Field: The Influence of Philosophical Principles on Modern Business and Management", Matveeva A.I., Fadeeva Z.O., Boger A.I., Poddubitsky N. Diskussiya [Discussion].* 2024. No. 7 (128). P. 213-220. (VAK Category: 2)</p> <p>7. "Features of Company Entry into Emerging Markets or Markets of Countries with Transition Economies". Yalunina E.N., Matveeva A.I., Poddubitsky N.V. Aktual'nye Voprosy Sovremennoy Ekonomiki [Current Issues of the Modern Economy].* 2024. No. 12. P. 300-304. (VAK Category: 2)</p> <p>8. "Enhancing Company Competitiveness in Global Goods and Services Markets: The Case of the Fishing Industry"Matveeva A.I.,</p>	<p>Online Conference on Artificial Intelligence and Machine Learning "AI Journey," Moscow, December 11, 2024.</p>
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					<p>Yalunina E.N., Korotenko V.E. <i>Ekonomika i Biznes: Teoriya i Praktika</i> [Economics and Business: Theory and Practice].* 2024. No. 12-1 (118). P. 154-158. (VAK Category: 2)</p> <p>9. "Creative Leadership in Modern Management: Methods, Techniques, and Their Impact on Company Competitiveness", Matveeva A.I., Yalunina E.N., Boger A.I., Neustroev M.V. <i>Moskovsky Ekonomichesky Zhurnal</i> [Moscow Economic Journal]. 2024. Vol. 9. No. 7. P. 310-338. (VAK Category: 3)</p> <p>10. "Adaptation of International Company Strategies to the Cultural Environment: Aspects of Improving Efficiency in the Global Market", Matveeva A.I., Fadeeva Z.O., Poddubitsky N.V., Doborodny D.R. <i>Finansovye Rynki i Banki</i> [Financial Markets and Banks]. 2024. No. 9. P. 46-52. (VAK Category: 2)</p>		
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2023 г.							
Matveeva Alla Ivanovna	Primary Place of Employment	Doctor of Philosophical Sciences, Associate Professor, Professor of the Department of Creative Management and Humanities	Expert, Center for Strategic Initiatives for the Sverdlovsk Region November 22, 2023 R&D on the topic: "Influence of Creative Management and Business Psychology on the Success of International Business: Analysis and Optimization of Strategies for Interaction with Partners and Clients" Client: LLC "Elizor" Contract No. C-51/2023 dated December 7, 2023, executed under the thematic research plan of the Department of Creative Management and Humanities, USUE. Topic: "Development of a Market Positioning Strategy for an Organization in the Industrial Automation Sector (Using a Business Psychology Approach to Create an Effective Integrated Marketing	1. "The Physiocratic Theory of the Productive Man in Political Economy: Influence on the Bourgeois Concept"*** Matveeva A.I., Babkova-Esterkina A.D. Sotsial'no-gumanitarnye znaniya [Social and Humanitarian Knowledge].* 2023. No. 12. Pp. 216–219. (VAK Category: 2) 2. "Analysis of the Essence of Class Contradiction in the Production Process and Absolute Surplus Value"*** Matveeva A.I., Babkova-Esterkina A.D. Ekonomika: vchera, segodnya, zavtra [Economics: Yesterday, Today, Tomorrow].* 2023. Vol. 13. No. 11-1. Pp. 51–63. (VAK Category: 2) 3. "The Social Individual and the Class Individual: The Transition to Capital", Matveeva A.I., Fadeeva Z.O. Kontekst i refleksiya: filosofiya o mire i cheloveke [Context and Reflection: Philosophy about the World and Man].* 2023. Vol. 12. No.			1.III Scientific Forum with International Participation "Extreme Psychology in an Extreme World"*** May 15–17, 2023 (remote format) Report: "Challenges in Improving Emergency Psychological Assistance: Effective Organizational Forms and Methods" 2.International Women's Forum in Yekaterinburg** September 8, 2023 Organized by the Government and Legislative Assembly of Sverdlovsk Region with the participation of the Union of Women of Russia, Sverdlovsk Regional Branch Report: "Spiritual Socialization of Women in the Era of Globalization: Perspectives from Feminism and Cultural

				<p>Communications Complex)"</p> <p>Client: Federal State Budgetary Educational Institution of Higher Education "Ural State University of Economics"</p> <p>Contractor: Matveeva A.I. for LLC "NPK"</p>	<p>11-1. Pp. 28-38. (VAK Category: 2)</p> <p>4. "The Influence of Industrialization on the Alienation of Science: The Production of Relative Surplus Value" Matveeva A.I., Babkova-Esterkina A.D. , Aktual'nye voprosy sovremennoy ekonomiki [Current Issues of the Modern Economy].* 2023. No. 12. Pp. 443-448. (VAK Category: 2)</p> <p>5. "Machines as an Engine of Development: Revolutionizing Production and the Growth of Social Contradictions", Matveeva A.I., Babkova-Esterkina A.D. , Voenno-ekonomicheskiiy vestnik [Military-Economic Bulletin].* 2023. No. 4. Pp. 45-49. (VAK Category: 2)</p>		<p>Traditions"</p> <p>3.Educational Forum for Local Self-Government Bodies of Sverdlovsk Region "Integrated Development of Municipalities: Strategy, Finance, Tactics" October 17, 2023 Training Sessions Conducted:</p> <ul style="list-style-type: none"> - "Adaptive and Manipulative Strategies in Managerial Business Communication: Techniques and Counter-Techniques" - "Handling Objections, Destructive Discussions, and Overcoming Negative States in Business Communications" <p>4.IV All-Russian Scientific-Practical Conference "Psychological and Pedagogical Support</p>
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							<p>of the Educational Process" September 11, 2023 Report: "Problems and Prospects of Psychological and Pedagogical Support at Different Educational Levels"</p> <p>5. Annual Enterprise Agile Russia Conference Moscow, November 17, 2023 Report: "Why Do Agile Transformations Often Fail? How to Organize Teams Around Business Value and End Customers Rather Than IT Systems?"</p>
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