

DEAR COLLEAGUES!



National Research University
Higher School of Economics
Master's Programme "Psychology in Business"

Association of Business Psychologists of Russia



National Institute of Certified
Management Consultants

University of Westminster
Center for Business Psychological Studies
Master's Programme "Business-psychology"

**UNIVERSITY OF
WESTMINSTER**



Erickson International Coaching Academy

ARE HONOURED TO INVITE

FOR VI INTERNATIONAL SCIENCE -PRACTICAL CONFERENCE

"BUSINESS PSYCHOLOGY: THEORY AND PRACTICE"

**Moscow, Russia
Myasnitskaya street, 9/11, room 518**

**29th November – 1st December
(Friday – Sunday)**

CONFERENCE IDEA

The sixth conference on business psychology continues the tradition of discussing the directions and methods of psychological support of business from the standpoint of a new, integrated approach. Existing external and internal conditions of business development in Russia require the development of efficient productions, the creation of new jobs, the strengthening of a positive business image in society, etc.. Will businessmen, company executives be able to benefit from the difficulties that a business faces in finding new resources for development? This largely depends on their skills of using business-psychological technologies, which are aimed at improving the efficiency of organizations and people in business.

The purpose of the conference: to exchange of ideas and experience in the use of business psychological technologies in the practice of support of modern business.

The conference topics include the following:

- psychological meaning of business processes in terms of different approaches and their application in practice;
- psychological content of business process management, the practice of working with leaders and organizations;
- modern trajectories of professional development and self-improvement of managers and personnel of business organizations;
- modern technologies to increase personal effectiveness and develop the personal potential of business owners;
- experience in the implementation of research, diagnostic and consulting business-psychological projects at the level of the company's tactical and strategic goals;
- business-psychological technologies for making optimal decisions in organizations;
- competencies and skills of business psychologists necessary for effective management of organizational changes, creation and development of an effective organizational culture in the company;
- business-psychological methods of analyzing consumer behavior, conducting marketing research, forming a brand, etc.

The conference is interdisciplinary. All those interested in business development are invited to participate: businessmen, entrepreneurs, consultants, coaches, managers, students, university teachers, researches, etc.

In program:

plenary reports, session presentations, workshops, round tables, which will be conducted by well-known world level experts in the field of business psychology, management and organizational consulting, coaching, individual counseling, etc.

PARTICIPATION

We invite participants to join the Conference with the following types of participation:

- publication without participation;
- participation with presentation;
- participation without presentation.

The participation is FREE of CHARGE.

PUBLICATIONS

Papers will be published in:

- Electronic Copy of the Book of Proceedings (abstracts);
- Book of Proceedings (5-8 pages according to the guidelines) will be published after positive reviews. The Proceedings of the 6th INTERNATIONAL SCIENCE -PRACTICAL CONFERENCE "BUSINESS PSYCHOLOGY: THEORY AND PRACTICE" will be send for indexing in Thomson Reuters Web of Science Conference Proceedings Citation Index.

IMPORTANT DATES

01.09.2019 – deadline for submission of the application form with abstract (max. 400 words) at website "registration" (for participation with presentation and publication)

01.09.2019 – deadline for the full text submission to the Book of Proceedings (according to the guidelines). Papers should be sent only in the WORD format via e-mail: bpsymaster@hse.ru.

17.11.2019 – deadline for registration submission of the application form without abstract (for participation without presentation and publication).

29.11.2019-01.12.2019 – date of the conference

ADDITIONAL INFORMATION

Registration of the submission form at the conference website ([online registration](#)).

Conference language: Russian and English. Simultaneous interpretation in those languages will be available.