

**PROGRAM OF THE EIGHTTH INTERNATIONAL SCIENTIFIC-PRACTICAL
CONFERENCE "BUSINESS PSYCHOLOGY: THEORY AND PRACTICE", HSE,
MOSCOW 26th - 27th of November
ONLINE, ZOOM**

For participation you should register

<https://www.hse.ru/ma/pb/polls/530075491.html>

Day 1. Friday, 26th of November

Plenary Session

10.00-10.30

Opening session.

10.00-10.15 - Dr Natalia L. Ivanova, Professor, Academic Director of the Master's program Psychology in business (HSE, Moscow).

[Business Psychology: Approaches, Practices, Trends](#)

10.15-10.30 - Dr Maria A. Chumakova, Associate Professor, Head of the Department of Psychology, HSE (Moscow)

[Welcome speech. Business Psychology within the HSE Department of Psychology](#)

10.30-11.50 Presentations

10.30-11.00 - Dr Takhir Yu. Bazarov, President of the Association of Business Psychologists of Russia, Professor of Moscow State University. M. V. Lomonosov.

[About the Trans-Subject Perspective of the Development of Organizations in a pandemic](#)

11.00-11.25 - Dr Timothy A. Nestik, the Head of the Laboratory of the Social and Economic psychology of the IP RAS (Moscow).

[Foundations of Social Optimism in Uncertainty: From a Leadership Vision to Strategic Dialogue](#)

11.25-11.50 - Dr Olga S. Deyneka, Acting Head of the Department of political psychology of St. Petersburg state University (St. Petersburg)

[Trust in Business](#)

11.50-12.10 Coffee-break

12.10-15.00 Presentations

12.10 – 12.35 - Dr Elena N. Makhmutova, Associate Professor of the Department of Pedagogy and Psychology at the Moscow State University of International Relations (Moscow)

Raisa N. Litvinova, Postgraduate Student of the Moscow State University of International Relations (Moscow)

[Psychological, Pedagogical and Organizational Design of the Educational Environment of the University for the Development of Entrepreneurial Competencies of Students](#)

12.35-13.00 - Dr Lisa Matthewman, Principal Lecturer, Chair of the Course Leaders Forum Steering Group, Westminster Business School, University of Westminster (London, UK).

[Using holistic business psychology for wellbeing enhancement](#)

13.00-13.25 – Dr Medyanik Olga Viktorovna, Scientific. Researcher of the Laboratory for the Study of Socio-Economic and Political Processes of Modern Society, St. Petersburg State University (St. Petersburg)

[Identification of Socio-Psychological Factors in the Transformation of the Behavior of Consumers of Insurance Products and Services under the Influence of a Biological Threat Caused by the COVID-19 Pandemic](#)

13.25-13.50 – Dr Petr K. Vlasov, Consultant in the Organizational Design, Trainer, Head of Research and Publishing Projects at the Institute of Applied Psychology "Humanitarian Centre". Member of international professional associations IAAP, EAWOP, SIOP (Kharkov, St. Petersburg).

[Productive Relationships in the Organization. Experience of Practical Application of the Human-Element Method of Will Shuts.](#)

13.50-14.00 Coffee-break

14.00 – 15.30 - Presentations

14.00 – 14.20 – Dr Vladimir A. Shtroh, Professor at the Department of Psychology, National Research University Higher School of Economics (Moscow)

[Employee Attitudes Toward Organizational Change: Resistance vs Willingness](#)

14.20-14.40 - Vasilisa V. Dayneko, Postgraduate Student of the Department of Psychology, National Research University Higher School of Economics (Moscow)

[Applying the Ideas of Positive Psychology in Business](#)

14.40-15.10 – Anna V. Lebedeva ICF (PCC ICF), General Director of the International Coaching Academy, Executive coach, team coach, founder and first President of ICF Russia (Moscow).

[Successful Coaching of Top Officials: What Competencies Should a Business Psychologist Develop?](#)

15.10-15.30 - Corinne Forasacco, Academic Director of the Certified Coaching Leadership & Dr Change Program, ESSEC Business School (Cergy, France),

Elena de Préville, Doctor of Psychology (PhD), Research Fellow at the ESSEC Chair of Change Management (France), Associate Research Fellow, Institute of Psychology, Russian Academy of Sciences (Moscow).

[Development and Maintenance of Psychological Resilience among the Company's Employees in Modern Conditions](#)

15.30-16.00 – Lunch

16.00 – 18.00 - Presentations

16.00 – 16.40 – Dr Ivan Malbasic, Assistant Professor, University of Zagreb, Faculty of Organization and Informatics (Zagreb, Croatia).

[Mission driven university throw business psychology perspectives](#)

16.40-17.10 – Dr Olga I. Patosha, Associate Professor at the Department of Psychology, National Research University Higher School of Economics (Moscow).

Dr Khristo Kaftanjiiev, Professor of the Faculty of Journalism, Sofia University by St. Clement Ohridskiy (Sofia, Bulgaria).

[Archetypes in advertising in the focus of business psychology](#)

17.10 – 17.40 - Dr. Warren Thorngate, Professor Emeritus of Psychology at Carleton University (Ottawa, Canada)

[The ecology of problems and solvings](#)

17.40-18.00 – Dr Alexander V. Zakharov, Leading Instructor of Rossiya Airlines, Academician MNAPCHAK, EAAP (Moscow).

Dr Vitaly P. Tretyakov, Professor of the Department of Ergonomics and Engineering Psychology, Faculty of Psychology, St. Petersburg State University, Head of the Center for the Development of Professional Competence A.O. Leningrad Regional Electric Grid Company, IAEA expert (St. Peterburg)

[The Trinity of Readiness Theory: attempt to compose](#)

Day 2. Saturday, 27th of November

Workshops

Business psychological workshops from master program

“Psychology in Business” graduates

11.00-12.00

Andrey Evdokimov, business development consultant, leaders and teams, business psychologist, PCC (ICF) coach, marketer, speaker, entrepreneur

[Sustainable Development \(ESG\) and Systems Thinking](#)

12.00-12.30

Anna Kosolapova, business psychologist, consultant of the TBS group holding

[Changing the Professional Sphere: Case Study](#)

12.30-13.30

Natalia Chernova, business psychologist, entrepreneur, systematically develops CEOs, teams, organizations, inspires people to act.

[OKNO: OK or NO. Personal Leadership Trajectory](#)

13.30 – 14.00 - Lunch

14.00 – 14.30

Alexey Mileev, business psychologist, business consultant, trainer

[E-learning in HR Practice](#)

14.30-15.00

Christina Stepina, business psychologist, marketer, Founder of the Online School on Personal Brand

[Building an Effective Personal Brand: Tools, Packaging](#)

15.00-15.30

Natalia Koshits-Neshkova, business psychologist, coach, gestalt therapist

[Resistance - Harm or Good? From the Experience of Resistance Management by Gestalt Practitioner](#)

15.30-16.00

Anna Toropova, business psychologist, Head of HR department of the branch network of Tenzor company

[Employees Journey Map: Experience in HR Management](#)

Closing of the Conference