

DEAR COLLEAGUES!!



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



Association of Business Psychologists of Russia

Alumni Club of the Master's Programme Psychology in Business

Department of Psychology NRU HSE

Erickson International Coaching Academy
(Russia)



ARE HONOURED TO INVITE

FOR IX INTERNATIONAL SCIENCE -PRACTICAL CONFERENCE

"BUSINESS PSYCHOLOGY: THEORY AND PRACTICE"

24TH – 26TH NOVEMBER

(THURSDAY – SATURDAY)

ONLINE, ZOOM

CONFERENCE IDEA

The Ninth Conference on Business Psychology continues the tradition of discussing the directions and methods of psychological support for business from the standpoint of a new, integrated approach. In the current external and internal conditions for the development of business in Russia, it becomes especially important to develop efficient industries, create new jobs, strengthen the positive image of business in society, etc. Will entrepreneurs and company executives be able to benefit from the difficulties that businesses face and find new resources for development? This largely depends on their mastery of business psychological technologies that are aimed at improving the efficiency of organizations and people in business.

November the 24th: Preliminary day. Master classes of the students of the master's programme "Psychology in Business"

November the 25th:

Plenary session: keynote speakers' presentations.

Sessions:

Session 1. "Leadership in business" (Professor T. Bazarov)

Session 2. "Communication in the organization" (Professor V. Shtroo)

Session 3. "External business environment" (Associate Professor O. Patosha)

Session 4. "Tools of psychological support for business" (Associate Professor N. Antonova)

November the 26th: Master classes of business psychologists - practitioners.

The purpose of the conference: to exchange the ideas and experience in the application of business psychological technologies in the practice of supporting 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.

Participants:

The conference is interdisciplinary. All those who are interested in business development are invited to participate: teachers and students of universities, managers and employees of organizations, consultants, practitioners and others.

Forms of participation: with presentation in Session and presentation.

The participation is FREE of CHARGE

In program: plenary presentations, master classes, session presentations.

Participation certificate: following the results of participation in the conference, a certificate is issued from the Higher School of Economics and the Association of Business Psychologists of Russia.

Registration:

Registration for in the conference website - <https://social.hse.ru/en/bispsy/2022/>

The deadline for registration for the conference for participants with a presentation is **November 14, 2022.**

(in the registration form write the abstract - no more than 200 words)

The deadline for registration for the conference for participants without presentation is **November 20, 2022.**

Contacts:

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