

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
VITEBSK STATE TECHNOLOGICAL UNIVERSITY



## **PROGRAM**

of the III International Scientific and Practical Conference  
**«EDUCATION AND SCIENCE IN THE 21st CENTURY»**

*November 1, 2018*

International Scientific and Practical Conference  
«*EDUCATION AND SCIENCE IN THE 21st CENTURY*»

**AGENDA**

*November 1, 2018*

Venue: 72 Moscovsky av., Vitebsk, Belarus  
VSTU Building № 1, room 210

9.00-10.00	Conference registration (VSTU Building № 1, the Hall near the room 210)
10.00-10.15	Opening of the conference Greeting of the conferees Vice-rector for Research of VSTU, dr., prof. Alena Vankevich
10.15-11.30	Plenary session
11.30-12.00	Coffee break
12.00-14.00	Work according to the program of the conference

Time limit

Plenary report – 20 min

Section report – 10 min

## **Plenary session**

**Chairman:** Dr. Alena Vankevich, Vice-rector for Research of VSTU, professor

**Secretary:** Dmitry Stepanov, Head of Foreign Languages Department

### **Reports**

THE DEVELOPMENT OF FURTHER PROFESSIONAL EDUCATION IN  
ECONOMY AND MANAGEMENT

**Prof. TATIANA RAZUMOVA**, *Chairman of the Department of Labour and  
Personnel Economics*

*Moscow State Lomonosov University, Russian Federation*

BLOCKCHAIN – THE NEW INSTRUMENT OF SAFE KNOWLEDGE  
TRANSFER

**Dr. ANNA JASIŃSKA-BILICZAK**, *Ph.D., associate professor at the Department  
of Economics, Finance and Regional Studies*

*Opole University of Technology, Poland*

POTENTIAL: SPA, TOURIST, INVESTMENT AND CULTURAL OF THE  
PARTNER CITIES OF GLUCHOŁAZY AND JESENİK – ON THE BASIS OF  
THE ANALYSIS OF THEIR OFFICIAL WEBSITES

**Dr. ROMAN ŚMIETAŃSKI**, *Ph.D., associate professor at the Department of  
International Economic Relations*

*Opole University of Technology, Poland*

THE PROBLEMS OF MIGRATION SECURITY IN THE REPUBLIC OF  
BELARUS

**NATALIA BANDARENKA**, *Ph.D., Associate Professor of the Department of  
Finance and Real Estate Management*

*School of Business of Belarusian State University, Belarus*

## **Section 1. INDUSTRIAL TECHNOLOGIES AND EQUIPMENT**

**Chairman:** Dmitry Ryklin, Head of the Department of Textile Materials Technology, professor

**Secretary:** Dmitry Stepanov, Head of Foreign Languages Department

### **Reports**

#### **MODERN DIGITAL PRINTING ON LINEN GOODS**

***Abramovich N.***, associate professor, Head of the Department of Design

***Tolobova E.***, associate professor

*Vitebsk State Technological University, Belarus*

#### **INVESTIGATING THE GEOMETRIC CHARACTERISTICS OF WOOL FIBERS USING AN ACOUSTIC DEVICE PAN-1**

***Ahmedov A.A.***, Ph.D., Chief of the Department of Metrology and Standardization  
“Paxtasonoat Ilmiy markazi” Joint stock company, Uzbekistan

***Valieva Z.F.***,

*Tashkent Institute of Textile and Light Industry, Uzbekistan*

#### **NOMENCLATURE FORMATION OF QUALITY INDICATORS FOR POLYMERIC SOLES**

***Dauhan M.I.***, assistant,

*Vitebsk State Technological University, Belarus*

***Hasanova S.P.***, graduate student

*Vitebsk State Medical University, Belarus*

#### **BASIC ASPECTS OF KNEE-PAD DESIGN TECHNOLOGY FOR SPORTSWEAR**

***Getmantseva V.V., Guseva M.A., Goncharuk E.O., Andreeva E.G.***

*The Kosygin State University of Russia, Russian Federation*

#### **INVESTIGATION THE PROCESS OF INCREASING THE VOLUME OF COMBINED COTTON POLYETHERIC YARN WITH THE USE OF ELECTROMAGNETIC WAVES OF SUPERFLOW CURRENTS**

***A. Kulandin***, postgraduate student

***A. Kogan***, professor of the Department of Technology of Textile Materials

*Vitebsk State Technological University, Belarus*

#### **ASSESSMENT OF THE SAFETY INDICATORS OF SOFT TOYS**

***Leontyeva I.G.***, senior lecturer

***Antonina L.V.***, associate professor

*Omsk State Technical University, Russian Federation*

YARN PRODUCTION DEFINED PROPERTIES BY SORTING OF COTTON  
FIBRES ACCORDING TO THEIR MATURITY

**Makhkamova Sh. F.,**

**Gafurov K.,** professor

*Tashkent Institute of Textile and Light Industry, Uzbekistan*

TEXTILE WASTES AND THE AREAS OF THEIR APPLICATION

**Mileeva E.,** master student,

**Zimina E.,** doctoral student

*Vitebsk State Technological University, Belarus*

EXPLORATION OF THE GRAPHIC FORM OF A RAGLAN SLEEVE  
PRODUCT DESIGN

**Ovlyakulieva M.S., Getmantseva V.V.**

*The Kosygin State University of Russia, Russian Federation*

DEVELOPMENT OF TECHNOLOGY FOR PRODUCING YARN FROM A  
MIXTURE OF COTTON AND NITRON FIBER

**Rajapov O.O.,** doctoral student,

**Gafurov Q.G.,** PhD, professor,

*Tashkent Institute of Textile and Light Industry, Uzbekistan*

SKETCHES OF FABRICS FOR THE INTERIOR IN THE STYLE OF A  
KALEIDOSCOPE

**Samutsina N.,** associate professor

**Shebeko V.,** student

*Vitebsk State Technological University, Belarus*

FEATURES OF HUMAN FIGURES 3D SCANNING

**Zamotsin M.,** postgraduate student

**Dyagilev A.,** associate professor of the Department of Mathematics and  
Information Technologies

*Vitebsk State Technological University, Belarus*

## **Section 2. SOCIAL, HUMANITARIAN AND ECONOMIC PROBLEMS OF EDUCATION AND SCIENCE DEVELOPMENT IN THE 21TH CENTURY**

**Chairman:** Olga Sovetnikova, Ph.D., assistant professor of the Department of Commercial Activity

**Secretary:** Alena Aliakseyeva, Head of the Postgraduate office

### **Reports**

#### LABOUR COST MANAGEMENT AS AN ELEMENT OF THE PERSONNEL POLICY OF THE ORGANIZATION

*Aliakseyeva A., assistant professor of Management Department, master of Economics*

*Vitebsk State Technological University, Belarus*

#### FEATURES OF PROFESSIONAL COMPETENCE OF TECHNICAL STUDENTS

*Burdyko O.V., lecturer*

*Vitebsk State Technological University, Belarus*

#### HUMAN RESOURCE MANAGEMENT CHALLENGES IN THE 21ST CENTURY

*Elsaleh Inas, Dean's Assistant/department coordinator*

*Arts, Sciences & Technology University in Lebanon, Lebanon*

*Postgraduate student of Belarusian State Economic University, Belarus*

#### THE PARTICULARITIES OF LEARNING TECHNIQUES IN THE PROCESS OF READING

*Imperovich V. V., lecturer*

*Vitebsk State Technological University, Belarus*

#### CAUSAL-COMPARATIVE RESEARCH PECULIARITIES IN SOCIALIZATION

*Izmailovich O., lecturer*

*Vitebsk State Technological University, Belarus*

#### INTEGRATION OF ARTIFICIAL INTELLIGENCE INTO MARKETING

*Kalinovskaya I. N., associate professor*

*Sherstneva O. M., senior lecturer*

*Vitebsk State Technological University, Belarus*

TRENDS OF DEVELOPMENT IN AGRICULTURAL COMPLEX OF THE  
EURASIAN ECONOMIC UNION (EAEU) IN FACE OF GLOBAL ECONOMIC  
CHALLENGES

**Kireyeva A.**, *Dr. of Economics, Professor*  
*Belarusian State Economic University, Belarus*

IMPLEMENTATION OF THE MATHEMATICAL MODELING METHODS  
DURING THE STARTUP MARKETING STRATEGY DEVELOPMENT

**Kofanov O.**,  
*National Technical University of Ukraine, "Igor Sikorsky Kyiv Polytechnic  
Institute", Ukraine*

GENESIS OF THE PARADIGM OF SUSTAINABLE ECONOMIC  
DEVELOPMENT

**Lebedeva E.N.**, *Ph.D., assistant prof.*,  
**Sementchukova I. U.**, *Ph.D., assistant prof., Dean of the Faculty*  
*Vitebsk State Technological University, Belarus*

THE IMPACT OF SOCIAL MEDIA SITES ON JOB PERFORMANCE

**Dr. Nahed Taha**, *Chairperson of Marketing Department*  
*Arts Sciences and Technology University in Lebanon, Lebanon*  
*Doctoral student of Belarusian State Economic University, Belarus*

INTEGRATING SOCIAL RESPONSIBILITY INTO BUSINESS STRATEGY  
AND ORGANIZATION'S CULTURE (THEORETICAL ASPECTS)

**Nesrine Hafez Harfoush**, *Public Relations Officer*,  
*Arts Sciences and Technology University in Lebanon, Lebanon*  
*Postgraduate student Belarusian State Economic University, Belarus*

PROBLEMS AND PROSPECTS OF DEVELOPMENT OF CONSUMPTIONS  
SOCIETY

**Nikolayeva Y.**, *senior lecturer*  
*Vitebsk State Technological University, Belarus*

IMPLEMENTATION OF THE INTEGRATED COMMUNICATIONS THEORY  
BY THE EXHIBITION COMPANY

**Palubinski P.**, *Master of Philology, Lecturer*  
*Belarusian State Economic University, Belarus*

THE USE OF ONLINE VIDEOS FOR TEACHING FOREIGN LANGUAGE

**Pasiutsina Y.**, *lecturer*  
*Vitebsk State Technological University, Belarus*

## RESUME TYPES

**Serebryakova V.**, lecturer

*Vitebsk State Technological University, Belarus*

## RFM-ANALYSIS AS A MARKETING POLICY PLANNING TOOL

**Sharstniou U.**, Ph.D., associate professor

**Vardomatskaja E.**, senior lecturer of the Department of Mathematics and Information Technologies

*Vitebsk State Technological University, Belarus*

## RESEARCH OF ECONOMETRIC MODELS FOR CREATION OF EXPECTED VALUES

**Stasenya T.P.**, senior teacher,

**Mandrik O.G.**, senior teacher,

*Vitebsk State Technological University, Belarus*

## ANALYSIS OF READING ACTIVITIES AS A SUBJECT FOR TEST DESIGN

**Stepanov D.**, Head of Foreign Languages Department

*Vitebsk State Technological University, Belarus*

## THE MAIN DIRECTIONS OF IMPROVING THE EFFECTIVENESS OF FINANCIAL CONTROL IN THE REPUBLIC OF BELARUS

**Vankevich Y.**, student

*Belarusian State Economic University, Belarus*

## THE INFLUENCE OF THE MODERN INTERNATIONAL FINANCIAL SYSTEM ON THE DEVELOPMENT OF FINANCE IN THE REPUBLIC OF BELARUS

**Vankevich Y.**, student

**Rudinskaya T.**, student

*Belarusian State Economic University, Belarus*

## FINANCIAL REGULATION OF THE INVESTMENT PROCESS: EUROPEAN EXPERIENCE

**Zelenkevich M.**, Ph.D., Head of the Department of Finance and Real Estate Management

*School of Business of Belarusian State University, Belarus*