

Lomonosov Moscow State University
School of Public Administration
VI Student Conference
Current International Problems and Their Solutions

General

Modern heroes – who are they?

Modern values – the shift in time.

21-st century generation – how unique we are.

Neuro-linguistic programming – a working strategy or a myth? How to make things done: influence people, get support and achieve results.

Politics

Modern political landscape: no more super-power or a crash of one-polar world.

The tools of influence and mitigation in contemporary politics.

European Union – prospects and scenarios.

Economics

Current prospects and promising fields for growth.

Digital currency and its prospects.

Digital economy – what does it promise?

Business

Modern gizmos – threats, solutions, prospects.

Proliferation of the cyberspace and the death of traditional retailing? Reality or myth?

Who are they? The Forbes list representatives.

Intelligence? Genius? Or just a bit of luck – what is vital for success today?

Branding and Marketing

Promote or not promote? (current challenges and opportunities for marketers)

Modern traps of marketing.

The era of brands from dawn till dusk. What are the key elements of successful branding today?

The challenges of competition in the current marketplace.

What is advertising in modern marketing?

Management

Managerial savvy – inborn or acquired?

Planned obsolescence in practice – enticing consumers or frustrating them?

Open door policy vs autocratic style. Strengths and weaknesses of both.

Modern leadership styles (by the example of real companies).

Managing cultural diversity. The importance of cultural awareness at work.

Crisis and crisis management (report on the cases of how crises were mitigated and draw conclusions).

Bossless experiment – would you dare?

Civil Service

Public administration today – solutions, prospects and challenges. What does it take to be an efficient public servant today?

Today's civil servant – the ideal portrait.

The image of a modern public servant. ideal vs real.

Non-profits

Non-Profit Organizations – Virtues and Contradictions.

Ethics

Principles or profit? Ethics at work.

Ethical dilemmas facing current businesses and individuals.

Corporate responsibility: problems and concerns.

Whistleblowing – benefiting or self-promoting?

Ways to combat corruption.

Environment

From petrochemicals to solar energy... What is the future promising us?

Environmentally friendly – modern fashion or social responsibility? How conscious are the companies stating they are green?

Clean energy – the present and prospects.

Employment

Current employment landscape. What are the most promising areas for alumni?

HR department: expertise and competence.

HR specialist: immediate and implied responsibilities.

Interview preparation – How impress an interviewer?

How to raise moral? Helpful tips.

Efficient corporate culture – the backbone of corporate success.

Progress

AI – Salvation or Threat?

Invention is a black swan. The future is with innovation.

Artificial Intelligence – immediate solutions to long-standing issues.

Space exploration – the waste of resources or investment into the future?

Current trends

Feminism.

Critical thinking.

Emotional intelligence.

Work-life balance – how to save yourself from the pressure of workload.

Current political reform – prospects and outcomes.

New topics 2021

Informal Leadership and its Value

Life After the Pandemic: What the World is going to Be Like

What we Learnt from the Current Crisis (economically, socially, morally)

Knowledge Management – the New Angle

Leadership: Why Giving Feedback is Important

Crisis Communication

Which Industries Benefited from the Pandemic and Why?

Disruptive Innovations

Social Networks – the Future of Marketing and Promotions

Talent Management

Organization Structure – Which One Is Beneficial These Days?

Ethics in Civil Service

Deglobalization – Inevitable Trend or the Phenomenon of the Covid Reality?

How to Motivate Employees – My Guidance

Behavioral Economics

Free topic – discuss the relevancy with your professor.