

Track: Language and Professional Communication in Business Education

Track Chairs:

Elena Orlova, Head of Foreign Languages for Business and Management department, St Petersburg State University, Associate Professor
 Tatyana Martynova, Associate Professor, Foreign Languages for Business and Management department, St Petersburg State University
 Vadim Klimachev, Head of International Cooperation, Gazprom Corporate Institute

06.10.2023 Day 1

10:00-18:00 Room: 1210	Language. Critical thinking. Business Education.	Session Chair: Elena Orlova, GSOM SPbU, Russia Session Languages: English, Russian Session Format: Offline
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Plenary sessions: 10:00 – 11:30			
	Authors	Affiliation	Title
1.	Orlova Elena Martynova Tatyana	GSOM SPbU, Russia	Developing language sensitivity of business school graduates
2.	Karelina Alina Suvorova Elena	Far Eastern Federal University, Vladivostok, Russia	Navigating uncertainty through dialogue: Metacurriculum as a response to educational challenges
Coffee break 11:30 – 12:00			
Sessions: 12:00 – 13:30			
1.	Klimachev Vadim	Gazprom Corporate University, St. Petersburg, Russia	Corporate approaches to building language competencies and designing profiles of professional communicators in Gazprom group
2.	Firsanova Viktoriya	SPbU, Russia	Conversational Artificial Intelligence for Inclusive Education
3.	Stepanov Aleksey	Russian University of Cooperation, Kaliningrad, Russia	Language practices and issues at international small business projects of the south-eastern coast of the Baltic Sea

Lunch break 13:30 -14:30			
Sessions: 14:30 – 16:00			
1.	Kaminskaya Albina	GSOM SPbSU, Russia	Modern communication: Integral Approach
2.	Lazursky Arsen	Moscow State Linguistic University, Moscow, Russia	Communication Dumb-down and Three Imperatives for Education Systems (Stating a Research Problem)
3.	Pavlova Natalia Neuman Yulia	GSOM SPbSU, Russia	Training firm as an educational tool for developing professional communication skills in the process of business German teaching
4.	Nikolaeva Eleonora Drozдова Olga	Moscow State Institute of International Relations, Moscow, Russia	In search of the perfect foreign language textbook
5.	Blagov Evgeny	GSOM SPbU, Russia	VR Public Presentations Training Effectiveness Subjective and Objective Assessment: Experience and Further Developments
Coffee break 16:00 – 16:30			

16:30-17.50 Room:1210	Roundtable 1 Artificial intelligence and education: what to be ready for and how to prepare?	Moderator: Tatyana Martynova Session Language: Russian Session Format: Offline
17:50–18:00	Concluding words	Elena Orlova

Panelists:

1. Sergey Lukashkin, Director of the Research and Education Centre "Digital Technologies in Education" of St. Petersburg State University, adviser at VTB Bank
2. Arsen Lazursky, Director of the Center for the Development of Professional and Life Skills of MGLU
3. Alina Karelina, Head of the Department of Professionally-oriented Translation of the VI-SRMI, Associate Professor

4. Elena Suvorova, Associate Professor, Far Eastern Federal University
5. Vadim Klimachev, Head of International Cooperation, Gazprom Corporate Institute, Candidate of Science in Economics
6. Viktoriya Firsanova, PhD student, department of Mathematical Linguistics, SPbU

Discussion points:

- How does the introduction of artificial intelligence technologies transform education?
- What is the main potential of AI tools for educational purposes? What risks and limitations of the implementation of AI tools do you observe in your professional activity?
- Does the use of AI technologies in education change communication between a instructor and a student? How can instructors prepare for the changes?
- What teaching functions can be delegated to AI tools? Can AI technologies substitute a human instructor? Why (not)?

07.10.2023 Day 2

12:00 -13:30	Roundtable 2 Professional Language and Communication. Training of professional business communicators.	Moderator: Vadim Klimachev, Gazprom Corporate University Language: English or Russian Session Format: Offline or Hybrid (TBD in September)
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Business audience:

Global communicators who carry out international projects in organizations.

Employees of national and international companies who are interested in the discussion of questions on global communications, language and business in time of unprecedented changes and sustaining cultural exchange.

Discussion Points:

- Profile of a professional business communicator: key competencies, their maturity levels at different stages of career and professional development.
- Industrial and cross-cultural factors and their impact on the modern professional communication.
- The role of professional business communicators in communication teams and crisis communication.

- Transforming the role of the language in modern business – going beyond the boundaries of traditional functions relating to information exchange and dissemination; emergence of the language of professional communication as a backbone of business development; shaping a professional language environment; crisis management and crisis communication.