

## XXVI International Baltic Communication Forum

SPbSUT))) **STDE**

**DEAR COLLEAGUES,**

It is our great pleasure to invite you to take part in the XXVI International Baltic Communication Forum (BAFO-2024), which will be held on December 6 - 7, 2024 in The Bonch-Bruевич Saint Petersburg State University of Telecommunications.

The key topics of BAFO-2024 are: PR and marketing in crisis conditions, international, political and business communications in an unstable era, challenges and prospects of digitalization, leading trends in the global and domestic economy, topical issues of modern world politics and international relations, promising directions of Russia's foreign policy in the context of the global order transforming.

**We invite everybody to participate in the Forum:**

- researchers and educators
- postgraduate and graduate students
- students and undergraduates
- specialists in the field of communications, marketing and economics
- specialists in the field of political science and sociology
- experts on international relations
- specialists in the field of linguistics and intercultural communication
- representatives of the expert community and business

**BAFO-2024 Program:**

- Scientific and practical conference of educators, postgraduates and undergraduates;
- Student scientific and practical conference and competition of reports;
- Master classes and trainings on the development of professional skills and soft skills;
- Round-table discussions.

The following materials will be published based on the results of the scientific-practical conferences:

- Scientific journal "Bulletin of the Faculty of Social Technologies and Data Economics" (RSCI);
- Proceedings of students' papers.

In addition, this year the best papers co-authored by students and their supervisors will be selected by the section leaders and have a chance to be published in the first debut issue of our journal (indexed in RSCI) in 2025.

This is a unique opportunity for authors to demonstrate their scientific achievements and make a significant contribution to the development of the scientific community.

Journal link:

<https://www.sut.ru/education/fakulteti-i-nstituti/sted/iirv/sociogumanitarniekommunikacii>

Participation in the Forum is free of charge, full-time (payment for travel, accommodation and per diem at the expense of the guiding side).

### **Conference sections for educators and academic staff:**

1. Theory and practice of social communication
2. Philosophical, historical and political issues in modern times
3. Modern philology and challenges of teaching philological disciplines to students of non-philological faculties
4. Analytics and strategies: new horizons in business

### **Conference sections for students:**

1. PR communications in business
2. Advertising and marketing communications in business
3. Internet promotion: technologies, cases
4. Prospects for PR in the social and cultural sphere
5. Trends in media and journalism development
6. Socio-psychological aspects of PR and advertising
7. Current issues in regional studies and international relations
8. State-society relation
9. Modern trends in digital economy, management, and business informatics
10. Artificial intelligence in the socio-humanitarian sphere: prospects and challenges
11. Digital society: technological aspects
12. Topical Language and Communication Issues (in English)
13. ICT and Digital Frontiers (in English)

Based on the results of the student conference, the best reports will be chosen, and the winners will receive valuable gifts from BAFO sponsors.

### **Deadlines**

Full paper submission (for article publication): November 10, 2024 (inclusive)

Registration as a listener (without publication): November 29, 2024.

## **Contacts**

Website

<https://bafo-forum.ru/>

The group

<https://vk.com/bafobonch>

Mail

[orgcombafo@gmail.com](mailto:orgcombafo@gmail.com)

**Subscribe and follow the BAFO news.**

**Welcome to the Forum!**

