

SPbPU at the anniversary of the Belarusian State University of Informatics and Radioelectronics

The tenth international scientific-practical conference «BIG DATA and Advanced Analytics» was held, dedicated to the 60th anniversary of the Belarusian State University of Informatics and Radioelectronics (BSUIR), the partner of our university since 2022.



At the plenary session of the conference, Olga Kalinina, Director of the Graduate School of Production Management of the Institute of Industrial Management, Economics and Trade of SPbPU, congratulated the Belarusian university on its anniversary. She noted the high activity of cooperation with the Faculty of Engineering and Economics of BSUIR and wished the staff and students of the Belarusian university success in training qualified specialists for the benefit of the country.

X Международная научно-практическая конференция
«BIG DATA And Advanced Analytics»

13 марта 2024 г.

**ИЗУЧЕНИЕ ИНФОРМАЦИОННОГО
АСПЕКТА МАРКЕТИНГА
В ЭПОХУ БОЛЬШИХ ДАННЫХ**

ПАВЛОВ НИКОЛАЙ ВЯЧЕСЛАВОВИЧ

К.Т.Н., ДОКТОР OF SCIENCE, ДОЦЕНТ,
ВЫСШАЯ ШКОЛА ПРОИЗВОДСТВЕННОГО МЕНЕДЖМЕНТА

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Nikolay Pavlov, Associate Professor of GSPM, delivered a report «Studying the information aspect of marketing in the era of big data» in the online format at the sectional meeting of the conference. The topic of the report aroused keen interest among the participants of the section, which was organized by Vladimir Parkhimenko, Head of the Department of Economics and Marketing of BSUIR.

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