


University	Peter the Great St. Petersburg Polytechnic University
Level of English proficiency	Advanced (C1)
Educational program and field of the educational program for which the applicant will be accepted	<u>ECONOMICS &amp; ECONOMETRICS</u> 5.2.3. Regional and sectoral economy
List of research projects of the potential supervisor (participation/leadership)	Grant “Development of scientific and theoretical foundations for the creation of logistics networks based on digital platforms” funded by RFBR according to the research project № 20-014-00029
List of the topics offered for the prospective scientific research	Digital transformation of ecological-socio-economic systems as the main components of the quality of life of the population;  <ol style="list-style-type: none"> <li>1. System integration of digital services as a tool to improve the quality of life;</li> <li>2. The relationship between the basic requirements for the digital twin of the product and improving the quality of life of the population;</li> <li>3. Theory and practice of introducing artificial intelligence to improve the health and well-being of the population;</li> <li>4. 5. Social orientation of the population's phygital service in the context of the new technological order of Industry 4.0.</li> <li>5. Social orientation of the population's phygital service in the context of the new technological order of Industry 4.0.</li> </ol>
 <p>Research supervisor: Sergey E. Barykin, Doctor of Science (<i>place of thesis defence – St. Petersburg state university of economics</i>)</p>	<i>Social sciences 5.02. Economics and Business, Financial management</i>
	Supervisor’s research interests
	Problems of improving the quality of life in the new technological order of Industry 4.0
	Development of scientific and theoretical foundations for the formation of smart supply chains
	System integration of digital services, logistics and trade
Research highlights	
Postgraduate students analyze the theory and practice of the formation of smart supply chains, the main trends in the development of digital services and socio-economic indicators of the quality of life in the new technological order of Industry 4.0	
Supervisor’s specific requirements:	
Digital logistics platforms	
Smart supply chain	
Trading business	

	Phygital service
	<p>Supervisor's main publications</p> <ol style="list-style-type: none"> <li>1. Barykin, S.E.; Sergeev, S.M.; Kapustina, I.V.; Fedotov, A.A.; Matchinov, V.A.; Plaza, E.D.L.P.; Mottaeva, A.B.; Sharkova, A.V.; Borisova, A.Y.; Karmanova, A.E. Environmental Sustainability and Digital Transformation of Socio-Economic: Quality of Life Perspective. <i>J. Environ. Assess. Policy Manag.</i> 2023, 25, 1–18, doi:10.1142/S1464333223500011.</li> <li>2. Barykin, S.E.; Strimovskaya, A.V.; Sergeev, S.M.; Borisoglebskaya, L.N.; Dedyukhina, N.; Srklyarov, I.; Sklyarova, J.; Saychenko, L. Smart City Logistics on the Basis of Digital Tools for ESG Goals Achievement. <i>Sustainability</i> 2023, 15, 5507, doi:10.3390/su15065507.</li> <li>3. Barykin, S.E.; Sergeev, S.M.; Mottaeva, A.B.; De La Poza Plaza, E.; Baydukova, N.V.; Gubenko, A.V. Evaluating energy financing considerations and sustainable energy innovation with the role of financial development and energy development. <i>Environ. Sci. Pollut. Res.</i> 2023, 30, 6849–6863, doi:10.1007/s11356-022-22576-x.</li> <li>4. Zhang, B.; Ying, L.; Khan, M.A.; Ali, M.; Barykin, S.; Jahanzeb, A. Sustainable Digital Marketing: Factors of Adoption of M-Technologies by Older Adults in the Chinese Market. <i>Sustainability</i> 2023, 15, 1972, doi:10.3390/su15031972.</li> <li>5. Barykin, S.E.; Sergeev, S.M.; Provotorov, V.V.; Lavskaya, K.K.; Kharlamov, A.V.; Kharlamova, T.L. Energy Efficient Digital Omnichannel Marketing Based on a Multidimensional Approach to Network Interaction. <i>Front. Energy Res.</i> 2022, 10, 1–8, doi:10.3389/fenrg.2022.946588.</li> </ol>
	<p>Results of intellectual activity</p> <p>Analytical description of the digital twin of retail chains The concept of a digital logistics platform has been developed</p>