



THE MINISTRY OF SCIENCE AND HIGHER EDUCATION OF THE RUSSIAN FEDERATION
FEDERAL STATE BUDGETARY EDUCATIONAL INSTITUTION OF HIGHER EDUCATION
"URAL STATE UNIVERSITY OF ECONOMICS"
(USUE)




«APPROVED»
Rector of USUE

Y.P. Silin

«10» January 2023

REGULATIONS
on the International Competition
applied projects of young scientists and students
"Marketing Challenge of the University of Trento"
"Trento Marketing Challenge" ("TMC")

Ekaterinburg
2023

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1. General Provisions

1.1. This Regulation (hereinafter referred to as the Regulation) regulates the procedure for organizing and holding the International Competition for Applied Projects of Young Scientists and Students "Marketing Challenge of the University of Trento" "Trento Marketing Challenge" ("TMC") (hereinafter referred to as the Competition).

1.2. The competition is held within the framework of the Congress of Entrepreneurship and Engineering of the Eurasian Economic Youth Forum (hereinafter referred to as EEYF). Internet address of the EEYF website www.eurasia-forum.ru

1.3. Contest Organizers:

– Federal State Budgetary Educational Institution of Higher Education "Ural State University of Economics" (USUE), Department of Marketing and International Management. USUE official website: www.usue.ru.

– University of Trento (Italy), Department of Economics and Management.

1.4. The purpose of the Competition is to provide students studying international marketing in higher education institutions in Russia, northeast Italy and other foreign countries with the opportunity to participate in practical consulting projects.

1.5. Objectives of the Contest: to enable participants to demonstrate their original methods and technologies of international marketing within the framework of the Forum; receive an objective assessment of the methods and solutions created by the participants of the Competition from qualified experts; share experience with competitors.

2. Contest Coordinators

2.1. From USUE - Department of Marketing and International Management:

- Professor, Doctor of Economics Kapustina Larisa Mikhailovna, lapustina@bk.ru;
- senior lecturer Drevalev Andrey Anatolyevich, adrevalev@usue.ru.

2.2. From the University of Trento - Department of Economics and Management:

- Prof. Italo Trevisan, italo.trevisan@unitn.it

3. Participants of the Competition


Students, undergraduates and graduate students of universities in Russia, Italy, as well as other countries can take part in the Competition. Participants are formed into teams of up to 10 people inclusive. The team may include representatives of different universities. Each participant must be registered on the official website of the EEYF www.eurasia-forum.ru.

The competition is held in one nomination: "The best international marketing strategy".

4. Procedure for organizing and timing of the Competition

4.1. Stages and terms of the Competition

The competition is an annual event and is held during the winter and summer semesters. The competition is held in two stages: the qualifying stage and the final.

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The exact dates of the events of the qualifying stage of the Competition are annually set by agreement between the organizers of the Competition and the universities participating in the Competition (partner universities).

The dates for the final of the Contest are established by the order of the rector of the FGBOU HE "Ural State Economic University" and are posted on the Contest page of the EEYF website.

Applications for participation in the Contest are sent to the e-mail addresses of the Contest coordinators specified in clause 2. of this Regulation. Applications are accepted by the Contest coordinators before the start of the qualifying stage of the Contest.

4.2. Algorithm for the implementation of the stages of the Competition

Qualifying stage:

Taking into account the complex nature of the tasks, the qualifying stage of the Competition begins 6 months before the final and consists of the sequential implementation of the following stages:

I FORMATION OF PARTICIPANT TEAMS

1) from the participants who applied for participation in the Contest, the Contest coordinators form teams of up to 10 people. Each team consists of participants from different partner universities (from different countries).

2) the Contest coordinators select for each team a company from among the partner companies of the Contest organizers (from among Russian and Italian companies).

II DOING TEAM WORK: COMPANY ANALYSIS

Each team of participants in the company attached to it conducts:

- 1) analysis of the company, its local market and competitive environment;
- 2) analysis of foreign markets/countries with particular attention to the area of interest of the company and its competitors.

III DOING TEAM WORK: DEVELOPING THE COMPANY STRATEGY

Each team of participants in the company attached to it conducts:

- 1) analysis of the company's strategy in its local environment;
- 2) study of the best business practices for their possible use by the selected company;
- 3) preparation of recommendations on the strategy of the company's entry into the foreign market for the selected company and work on it.


IV PERFORMANCE OF TEAM WORK: INDIVIDUAL TASKS OF COMPANIES

Each team of participants performs individual tasks for their company.

V PARTICIPATION IN THE VIDEO CONFERENCE OF THE SELECTING STAGE

The result of the qualifying stage is a video conference organized by the University of Trento (Italy), at which the participating teams present the results of their research and practical tasks of companies to the experts of the Competition. The number of experts of the qualifying stage of the Contest includes: Contest coordinators, representatives of partner companies and representatives of participating universities. Experts express their assessments, comments and suggestions on the submitted works, give preliminary assessments to teams.

The video conference is held in February. The date of the video conference is set by its organizer, the University of Trento.

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Based on the results of the suggestions and comments received at the video conference, the participating teams correct their work to present them in the final of the Competition.

The final:

I Registration of final participants:

"To participate in the final of the Competition, the participating teams that have reached the final are registered on the official website of the EEYF (www.eurasia-forum.ru) until March 20, 2023"

To participate in the final of the Competition, the following package of documents must be submitted:

- 1) an application for participation in the final of the Competition from each team member (Appendix 1) - submitted by filling out the registration form of the participant on the EEYF website;
- 2) competitive work - submitted by e-mail to the addresses of the Contest coordinators specified in clause 2 of these Regulations;

All documents are submitted as a single package within the time period specified on the EEYF website.

The absence of any of the specified documents, within the established period, means refusal to participate in the Competition.

II Full-time defense of works in the final:

The teams with the highest scores are invited to the final stage of the Contest in Yekaterinburg to present their work to the expert committee of the Contest final.

Students from foreign participating countries:

- 1) develop connections and relationships with foreign companies participating in the TMC project and explore business opportunities in Yekaterinburg;
- 2) promote the brand of their universities;
- 3) strengthen ties with USUE teachers and students.

Expenses for accommodation, food and transportation for participation in the full-time stage of the Competition are paid by the participants themselves, or by sending organizations.


The expenses for accommodation, meals and transportation for participation in the finals of the Competition for participants and representatives of the co-organizer of the Competition - the University of Trento, are paid in accordance with the current bilateral agreement between USUE and the University of Trento.

4.3. Procedure for the Competition

The qualifying stage of the Competition is planned to be held on the basis of the University of Trento, the final stage - on the basis of the Ural State University of Economics.

The main events that determine the holding of the final of the Competition are:

- information work with universities, academic institutions, as well as other organizations and institutions of the countries of Eurasia on the holding of the Competition,
- organization of processing of competitive works, registration of mandatory and additional documentation of participants in the final of the Competition;
- formation of the composition of the expert commission of the final of the Competition, examination of competitive scientific works of the expert commission;
- holding the final of the Contest;
- coordination of the awarding of the winners of the Contest;

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- consideration of other issues arising during the preparation and holding of the final of the Contest. The Ural State University of Economics is responsible for carrying out the above activities.

If by the beginning of the Forum (April 20, 2023) the borders between a number of countries are not opened, participation in the competition is also possible using remote technologies - registered participants and speakers get access to USUE cloud resources based on the MS Office 365 platform and connect to interactive sessions within events through teams created in Microsoft Teams.

5. Requirements for competitive works

To participate in the final of the Competition, each team must prepare a competitive work in Russian and / or English, containing the marketing strategy of a foreign company in the Russian (or other foreign) market, as well as recommendations for its implementation.

Competition tasks are provided to participants by the following companies:

- Group of companies Stilsoft (LLC Stilsoft, Russia);
- LLC Holding Cable Alliance (Russia);
- University of Trento (Italy);
- 24TTL (24TTL LLC, Russia);
- WoodBag (OOO "Wood Bag Int", Russia).

The competition work must meet the following requirements:

1) the work must reflect the results of the team's work in the qualifying stage and be recommended by the expert committee of the qualifying stage for participation in the final of the Competition. The work submitted to the final of the Competition should be finalized taking into account the comments and suggestions of the expert commission based on the results of the team's participation in the videoconference.

2) the competitive work must be author's, the percentage of originality of the text is not less than 60%;

3) it is necessary to have reference material: links to sources from which quotes are used, figures in the text, tables, graphs, diagrams;

4) the work must be formatted as follows: file in *.doc, *.docx, *.rtf, or *.pdf format. Sheet orientation is portrait. The volume of work is not less than 30 pages. All charts and tables must be inserted into the text. Typical structure of work: introduction; chapters reflecting the results of PESTLE-analysis, SWOT-analysis, practical results; conclusion and list of used literature.


6. Contest Management

The expert committee of the final of the Competition is formed by the organizers from among highly qualified teachers, leading scientists and specialists from the organizers of the Competition, as well as invited experts from universities, academic institutions, other organizations and institutions.

The composition of the expert commission is approved by the order of the rector of USUE and published on the Competition page of the EEYF website.

The duties of the committee members include:

- verification of compliance of competitive works with the specified requirements during the correspondence stage;
- participation in the work on the evaluation of the works of the Competition for the protection of projects;
- determination of the winners of the Contest;

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- Keeping the minutes of the Competition.


The expert commission makes a decision by a large number of votes based on the sum of points received by the contestants.

The expert commission has the right to allocate special nominations.

7. Summarizing procedure

The criteria for evaluating competitive works include the following parameters: clarity and clarity of presentation of the material, depth and completeness of analysis, presentation skills. If necessary, experts can give assessments according to additional criteria: the absence of factual errors, the ability to formulate conclusions, the originality of the study, the defense of the work.

By decision of the Expert Commission, the participants in the final of the competition are awarded I, II, III places, all participants are awarded diplomas, special prizes.

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Appendix 1


PARTICIPANT'S STATEMENT

International Competition
 applied projects of young scientists and students
 "Marketing Challenge of the University of Trento"
 Trento Marketing Challenge ("TMC")*

I ask you to accept my work for participation in the International competition of applied projects of young scientists and students "Marketing Challenge of the University of Trento" "Trento Marketing Challenge" ("TMC"). I provide the following information about myself:

Participant / Team Captain / Team member	Surname	
	Name	
	Patronymic	
	Date of Birth	
	Place of work/study	
	Position/group, course	
	Faculty	
	department	
	specialty, specialization	
	Address (with zip code)	
	contact number	
	e-mail	
	Work theme	
Scientific adviser	Surname	
	Name	
	Patronymic	
	Academic degree, title	
	University (organization)	
	contact number	
	e-mail	

*The application is submitted in the form of filling in the registration form of the participant on the specialized website of the EEFM by each member of the team. In the line "Theme of work" members of one team indicate the name of their company.

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Appendix 2

MINUTES OF THE MEETING OF THE EXPERT COMMISSION
on determining the winners and prize-winners of the International Competition for
Applied Projects of Young Scientists and Students
"Marketing Challenge of the University of Trento"

"Trento Marketing Challenge" ("TMC")

_____ № _____
Yekaterinburg city

Composition of the expert commission:

Chairman of the expert commission:

Full name. – position

Chairman of the expert commission:

Full name. – position

Members of the expert commission:

Full name. – position

Agenda of the meeting of the expert commission:

Determining the winners and prize-winners of the International Competition for Applied Projects of Young Scientists and Students "Marketing Challenge of the University of Trento" within the framework of the final (final) stage.

According to the results of the qualifying round of the International Competition for Applied Projects of Young Scientists and Students "Marketing Challenge of the University of Trento", _____ works of participants were admitted to the final.

After evaluating the presented scientific works, the Expert Commission decided:

1. Set the following marks for the participating teams:


Table 1 - Average ratings of participants

team number	Full name team members	Name of university, organization	Number of points scored

2. In accordance with the points scored, assign the following award documents to each participant of the final (final) stage of the Contest:

Table 2 - Award documents of participants

№ n/n	Full name team members	Name of university, organization	Type of award document prize money broken down for each team member

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3. Recognize as a winner

International Competition of Applied Projects for Young Scientists and Students
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(team name)

(Full name of team members)

Recognize as a winner (II place)

International Competition of Applied Projects for Young Scientists and Students
"Trento University Marketing Challenge" "Trento Marketing Challenge" ("TMC")

(team name)

(Full name of team members)

Recognize as a winner (III place)

International Competition of Applied Projects for Young Scientists and Students
"Trento University Marketing Challenge" "Trento Marketing Challenge" ("TMC")

(team name)

(Full name of team members)

Chairman of the expert commission

_____ / full name
Signature

Co-chairman of the expert commission

_____ / full name
Signature

Member of the expert commission

_____ / full name
Signature

Secretary

_____ / full name
Signature