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

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«APPROVE»  
Rector of USUE

\_\_\_\_\_ Y.P. Silin

« » \_\_\_\_\_ 20 г.

**REGULATION**

about the International Competition of Applied Projects “Eurasian Marketing Cup”

Yekaterinburg  
2025

## **1. General regulations**

1.1. These Regulations (hereinafter referred to as the Regulations) regulate the procedure for organizing and conducting the International Competition of Applied Projects “Eurasian Marketing Cup” (hereinafter referred to as the Cup).

1.2. The Cup is held within the framework of the Eurasian Economic Youth Forum (hereinafter referred to as the EEYF) and is implemented at the main site of the EEYF - at the Ural State Economic University (hereinafter referred to as the USUE site), as part of the Congress of Entrepreneurship and Engineering. Internet address of the EEYF website [www.eurasia-forum.ru](http://www.eurasia-forum.ru)

1.3. Cup organizer:

Federal State Budgetary Educational Institution of Higher Education "Ural State University of Economics" (Ural State University of Economics), Department of Marketing and International Management.

1.4. Cup partners:

- Association of Communication Agencies of Russia (ACAR), Moscow. Official website: <https://www.akarussia.ru>;
- AKAR Ural – regional representative office of the Association of Communication Agencies of Russia, Yekaterinburg;
- Organizations of the Sverdlovsk region and Russia are members of ACAR, providing case assignments to Cup participants.

1.5. The purpose of the Cup is to identify and develop participants’ creative abilities and interest in applied and research activities, develop and realize the intellectual and creative potential of youth, popularize professional activities in the field of marketing, attract scientists and practitioners in relevant fields to work with youth, as well as the formation human resources for research and practical marketing activities.

1.6. The objectives of the Cup are: support of innovative, infrastructure and promising projects; dissemination of positive experience in project implementation; educational and advisory support for youth entrepreneurial initiatives; creation of an information platform for youth education.

## **2. Subject of competitive evaluation within the Cup**

The subject of competitive evaluation within the framework of the Cup is applied competitive work - solving problems of cases in the field of marketing.

## **3. Conditions for participation in the Cup**

3.1. Students, graduate students, young scientists of educational organizations, academic institutions and other interested organizations in Russia and foreign countries under the age of 35 are invited to participate in the Cup (hereinafter referred to as Participants).

Works prepared by young scientists with an academic degree are not accepted for participation in the Cup.

3.3. Completed works performed individually or by teams of up to 3 people are presented for the Cup.

3.3. One participant (one team) has the right to submit only one work for the Cup.

3.4. Participants' works that do not meet the requirements of Section 5 of the Regulations will not be accepted for participation in the Cup.

3.5. There is no registration fee for participation in the Cup. Expenses for accommodation of non-resident participants, food and transportation expenses for participation in the full-time stage of the Cup are paid by the participants themselves or by sending organizations.

#### **4. Stages and dates of the Cup**

4.1. The Cup is an annual event and is held during the spring semester. The final events of the cup are held during the EEYF. The final dates for the Cup, as well as its main stages, are established by order of the rector of the Ural State University of Economics and are posted on the Cup page of the EEYF website.

4.2. The Cup is held in three stages.

The first stage is the registration of team captains on the EEYF website and sending task requests to the Cup coordinators to the email address specified on the Cup page on the EEYF website; distribution by the organizer of the Cup of technical tasks for performing applied competitive works - solving case problems.

The second stage is (qualifying) examination of competitive applied works prepared by individually registered participants of the first stage or as a result of joint activities of teams with the coordination of captains registered at the end of the first stage; determination of the Cup finalists.

The third stage is the (final) defense and presentation of competitive applied works of the finalists; determination of the Cup winners.

The first stage is carried out by the Organizing Committee of the Cup within the time limits established by the EEYF Directorate.

The second stage, the examination of competitive works, is carried out by the Cup expert commission. Lists of Participants who qualified for the Cup finals are being compiled. The lists of finalists are published on the Cup page of the EEYF website.

The third stage is held between the finalists of the Cup through public defense of competition works.

4.3. Based on the results of the Cup, the organizer of the EEYF publishes a collection of abstracts of the finalists' works. The collection is published in the form of the corresponding chapter of the annual collection of EEYF materials no later than 3 months after the Cup. The collection of EEYF materials is posted in the RSCI and on the websites of USUE and EEYF.

#### **5. Requirements for submitted documentation and rules for registration of competitive works**

5.1. Competitive applied works (hereinafter referred to as the works) are submitted to the Cup in accordance with the technical specifications for cases developed jointly with the Cup Partners and assigned to the participants (teams) by the Organizer following the results of the first stage of the Cup.

5.2. Works are submitted to the Organizing Committee of the Cup in electronic form through a special registration form on the EEYF website [www.eurasia-forum.ru](http://www.eurasia-forum.ru).

5.3. To participate in the Cup, the following package of documents must be submitted:

1) A request for a case assignment at the first stage of the Cup is submitted by filling out the participant's registration form on the EEYF website by each individual participant performing the

competition work independently, as well as one representative from each participating team (team of authors) performing the competition work jointly; Also, a request for a case assignment must be sent in free form to the email address of the Cup coordinator indicated on the Cup page on the EEYF website.

2) The author's application for participation in the Cup (Appendix 1) - is submitted by filling out the participant's registration form on the EEYF website at the second stage of the Cup: individual participants who completed the work independently and the captains of the participating teams submit an application by re-filling out the participant's registration form on the EEYF website and Attach completed work and abstracts to the registration form. If the work is prepared by a team of authors, it is attached to the application of the team captain, while other members of the team of authors are registered by filling out the participant registration form on the EEYF website once as members of the team without attaching the work and abstracts.

3) Competitive work, completed case tasks (with a title page in accordance with Appendix 2) - attached as a separate file to the registration form of an individual participant / team captain. Only competitive works submitted through the EEYF website, the authors (all co-authors) of which have been registered by filling out the participant registration form on the EEFM website, are allowed to participate in the qualifying stage;

4) Abstracts of the competition work, reflecting the main provisions and results of the work (Appendix 3) - attached as a separate file to the registration form of the individual participant / team captain.

The absence of any of the documents specified in clause 5.3 within the prescribed period is grounds for refusal of admission to participate in the Cup.

5.5. The competition entry must meet the following requirements:

1) the work must be submitted within the deadlines established by the order of the rector of USUE and published on the EEYF website;

2) the work must comply with the technical specifications of the assigned case;

3) reference material is required: a list of references (at least 10 sources) and links to sources from which quotes, digital data, tables, graphs, diagrams are used;

4) the competitive applied work must be original, the percentage of originality of the text is at least 60%;

5) an abstract of the work must be attached to the competition work.

The work must be formatted as follows: a file in \*.doc or \*.rtf format, the name of the file must indicate the name of the author(s). Font Times New Roman, font size – 14 pt, line spacing 1.5. All margins are 20 mm. The text is justified without hyphenation. All charts and tables must be inserted into the text. Paragraph indent – 1.25. Sheet orientation is portrait. Volume of work: 20-25 pages.

The list of references is drawn up in accordance with GOST R 7.0.100-2018. Footnotes to the text are given in square brackets indicating the source number in the list of references.

Typical work structure: introduction; two chapters (analytical, recommendatory); conclusion and list of sources used.

5.6. For each applied project, abstracts must be prepared that reflect the general idea of the work and meet the following requirements. Abstracts should be formatted as follows: line spacing 1.5 on A4 sheets, font Times New Roman, size 14 pt, margins 20 mm on each side. The volume of abstracts is no more than 3 pages. The originality of the abstract is at least 70%. A sample abstract format is presented in Appendix 3.

## 6. Criteria for evaluating competition entries

6.1. At the first stage of the Cup, the organizing committee selects works for further expert evaluation according to the requirements specified in Section 5 of the Regulations.

6.2. During the second (qualifying) stage, the Cup expert commission examines the participants' work and determines no more than 7 (seven) finalists (teams) of the Cup.

Lists of finalists are published on the Cup page and information letters about reaching the finals are sent to the finalists. If a finalist cannot take part in the final in person, by decision of the Cup organizing committee, he may be allowed to take part online.

Criteria for evaluating work at the second (qualifying) stage:

1) Compliance with the formal requirements for the presentation of the work: clarity of the structure of the work, presence of content, logical connections between parts, design and readability of the text and illustrative materials in it, stylistic correctness of the text, availability of a list of sources (100 points)

2) Depth of analysis – are all factors significant for the case taken into account (100 points)

3) Correctness: absence of factual errors in the data provided for analysis, compliance with the methodology of the selected analytical methods, absence of logical errors in the analysis (100 points)

4) Validity of conclusions and recommendations: compliance with logical connections between analysis, conclusions and recommendations; taking into account all significant factors, identified problems and trends; practical significance of conclusions and recommendations, originality of proposed solutions (100 points)

6.3. Criteria for evaluating participants during the full-time defense of work at the third (final) stage:

◦ Presentation skills (100 points)

◦ Depth of analysis (100 points)

◦ Validity of conclusions and recommendations (100 points)

◦ Ability to give convincing answers to questions (100 points)

6.4. All decisions of the expert commission are recorded and signed by the chairman, secretary and members of the expert commission (Appendices 4, 5).

## 7. Winner's reward ceremony

7.1. Based on the results of the full-time defense, the winners and prize-winners of the Cup are determined. Winners and runners-up are awarded diplomas of 1st, 2nd, 3rd degree and orders of the "Star of Eurasia" for 1st, 2nd, and 3rd place, respectively.

Participants who took 4th and 5th places are awarded certificates for 4th and 5th places, respectively. All participants in the third stage - public defense of projects - receive certificates as Cup finalists.

7.2. Winners (1st place) and runners-up (2nd and 3rd place) of the Cup are awarded cash prizes within the prize fund established on the basis of the order of the rector of USUE and in accordance with the protocol of the Cup expert commission.

Cash prizes (including payment of income tax) are transferred by the Cup organizer within 1.5 months to the personal accounts of winners and prize-winners using the details provided to the Cup coordinator, as well as upon timely provision of copies of other requested documents. Cash prizes

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(including income tax) are transferred subject to the submission of the following documents to the Cup organizer:

- printout from the bank’s personal account: bank details and personal account number for transferring money;
- a copy of the passport page 1, 2 and page with registration;
- a copy of the TIN or a printout of the TIN data from the website.

If the winner or prize-winner of the Cup is a team of authors (team), the cash prize is divided among all members of the team (team) in equal shares.

Cash prizes for foreign participants are given at the USUE cash desk on the day of the award.

## **8. Cup management**

8.1. The Cup is managed by the EEYF Directorate and the Cup Organizing Committee.

8.2. To organize and conduct the Cup, an organizing committee is formed, approved by order of the rector of USUE. The organizing committee includes:

- Chairman of the EEYF organizing committee;
- co-chairman of the EEYF organizing committee;
- scientific director of the Cup;
- Cup coordinator;
- Chairman and members of the Cup expert commission;
- representatives of organizations that are partners of the Cup;
- Secretary of the Cup.

8.2.1. Chairman of the organizing committee:

- approves the Regulations on the Cup, signs the order on holding the Cup and the composition of the organizing committee, the order on the composition of the expert commission of the Cup;
- carries out general management of the organization and conduct of EEYF events.

Co-chairman of the organizing committee:

- directly manages the organization and conduct of the EEYF, within the framework of which the Cup is held, together with the scientific director of the Cup, forms the composition of the expert commission of the Cup.

An expert commission of the Cup is created to conduct an examination of the work.

The Chairman of the Cup expert commission is the Director of the Congress. The Cup expert commission includes highly qualified teachers, leading scientists and specialists from the organizers of the EEYF, the Cup, as well as invited experts. The composition of the expert commission is from 5 to 7 people.

8.2.2. Scientific director of the Cup:

- prepares the Regulations on the Cup and submits it to the rector for approval, prepares changes and additions to it;
- is a co-chairman of the Cup expert commission;
- selects the composition of the Cup expert commission.

8.2.3. Cup coordinator, together with his assistant and the working group:

- ensures the invitation of members of the Cup expert commission;

- sends out information letters about the Cup to universities in the Russian Federation and other countries no later than 3 months before the final stage;
- organizes registration and verification of received work according to established requirements, sends work to members of the expert commission for evaluation;
- sends out information letters notifying participants about their entry into the third round of the Cup no later than 10 days before the final stage;
- organizes the finals and the work of the Cup expert commission;
- organizes the registration of diplomas, certificates and awarding of winners and prize-winners of the Cup section;
- organizes the collection of abstracts of the Cup finalists and their transfer to the USUE Publishing House for inclusion in the collection of EEYF materials;
- compiles a report on the Cup.

8.2.4. Information on the composition of the organizing committee and expert commission of the Cup is published annually on the Cup page of the EEYF website.

### **9. Coordinates of the Cup organizing committee**

Organizer of the Cup: Federal State Budgetary Educational Institution of Higher Education "Ural State University of Economics" (Ural State University of Economics)

Address: 620144, Yekaterinburg, st. March 8/Narodnaya Volya, 62/45

Tel.: (343) 257-91-40, fax: (343) 257-71-47

Official website of the organizer: [www.usue.ru](http://www.usue.ru)

Official website of the Cup and the Eurasian Economic Youth Forum (EEYF): [www.eurasia-forum.ru](http://www.eurasia-forum.ru)

USUE departments responsible for holding the Cup: Department of Marketing and International Management.

Contact details of the Cup coordinators are indicated on the Cup page of the EEYF website.

**PARTICIPANT APPLICATION**  
**Eurasian Marketing Cup\***

Please accept my work for participation in the Eurasian Marketing Cup. I provide the following information about myself:

<b>Type of participation</b> <i>(select)</i>	Individual participant/team captain	
	A member of the team	
<b>Participant</b>	Surname	
	Name	
	Date of Birth	
	Country (citizenship)	
	City of study	
	contact number	
	e-mail	
	Place of study/work	
	Course/group/position	
	Institute/faculty	
	Direction/profile of training	
	Topic/team name	
	FULL NAME.	
Academic degree, title		
<b>Scientific director</b>	University/Organization	
	Department	
	contact number	
	e-mail	
	Surname	
	Name	

\*The application is submitted by filling out the participant registration form on the specialized website of the EEYF.



## EURASIAN MARKETING CUP

### Competition project

#### Project name

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Author: \_\_\_\_\_  
(FULL NAME)

Student (graduate student, etc.) \_\_\_\_\_ group,  
course

Full-time (part-time) education \_\_\_\_\_

Name of university, organization \_\_\_\_\_

Scientific director: \_\_\_\_\_  
(Full name, academic degree, position)

city  
202\_

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### **Requirements for the preparation of abstracts of competitive works**

The competition work must be accompanied by an abstract in which it is necessary to indicate the main provisions and results of the work. Abstracts should not exceed 3 pages.

Files in \*.doc (\*.docx) or \*.rtf format, titled with the author's last name, are accepted for consideration. A4 format. Font Times New Roman, font size 14 pt, line spacing – one and a half. All margins are 20 mm. The text is aligned in width with automatic hyphenation. Sheet orientation is portrait. Paragraph indent – 1.25. All charts and tables must be inserted into the text. The list of references is drawn up in accordance with GOST. Footnotes to the text are given in square brackets indicating the source number in the list of references.

The author's initials and last name should be printed at the top center of the page.

The next line indicates the full name of the university (organization), then the city. Below, in the middle of the line, indicate the title, then keywords (no more than 5 words or phrases). Then the text is placed. At the end, the initials and surname of the scientific supervisor, his academic degree and academic title are indicated.

I. I. Ivanov, A. A. Petrov  
Kemerovo State University, Kemerovo

#### **Heading**

*Keywords: ...; ... (no more than 5; indicated separated by semicolons)*

*Text text text text text text text text text text text text text text text text text [1]. Text text text text text text text.*

*Bibliography (if any)*

1. ...
2. ...

Scientific supervisor: A. B. Sidorov,  
academic degree, academic title

**MINUTES OF THE MEETING OF THE EXPERT COMMISSION**

on determining the finalists of the Eurasian Marketing Cup

\_\_\_\_\_ № \_\_\_\_\_  
 Yekaterinburg

**Composition of the expert commission:**

Chairman of the expert commission:

FULL NAME. - \_\_\_\_\_ job title

Co-chairman of the expert commission:

FULL NAME. - \_\_\_\_\_ job title

Members of the expert commission:

FULL NAME. - \_\_\_\_\_ job title

**Agenda for the meeting of the expert commission:**

Determination of the finalists of the Eurasian Marketing Cup as part of the qualifying stage.

Based on the results of the first stage of the Eurasian Marketing Cup, \_\_\_\_\_ works of participants were admitted to expert evaluation.

**Having assessed the submitted scientific projects, the commission decided:**

1. Establish the following ratings for the participants' projects on a 100-point scale:

Table 1 – Average ratings of participants

№	Full names of team members	Name of university, organization	Number of points scored

2. In accordance with the points scored, bring \_\_\_\_\_ the following participants to the finals of the Competition in the direction (section)

Table 2 – Finalists of the Competition by direction (section) \_\_\_\_\_

№	Full names of team members	Name of university, organization	Number of points scored

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

**MINUTES OF THE MEETING OF THE EXPERT COMMISSION**

on determining the winners of the Eurasian Marketing Cup

\_\_\_\_\_ № \_\_\_\_\_  
Yekaterinburg

**Composition of the expert commission:**

Chairman of the expert commission:

FULL NAME. - \_\_\_\_\_ job title

Members of the expert commission:

FULL NAME. - \_\_\_\_\_ job title

FULL NAME. - \_\_\_\_\_ job title

**Agenda for the meeting of the expert commission:**

Determination of the winners and prize-winners of the Eurasian Marketing Cup as part of the final (final) stage.

Based on the results of the qualifying round of the Eurasian Marketing Cup, \_\_\_\_\_ works of participants were admitted to the finals.

**Having assessed the submitted scientific projects, the commission decided:**

1. Establish the following ratings for the participants' projects on a 100-point scale:

**Table 1 – Average ratings of participants**

№	Full names of 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 in the final (final) stage of the Eurasian Marketing Cup

**Table 2 – Award documents of participants**

№	Full names of team members	Name of university, organization	Type of award document, amount of cash prize broken down for each team member

Be recognized as the winner of the Eurasian Marketing Cup

\_\_\_\_\_  
 (team name)  
 \_\_\_\_\_  
 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(Full names of team members)

Be recognized as a winner (II place) of the Eurasian Marketing Cup

\_\_\_\_\_

(team name)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(Full names of team members)

Be recognized as a winner (III place) of the Eurasian Marketing Cup

\_\_\_\_\_

(team name)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(Full names 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