

20th of May

Time	Event	Participants	Content	Lecture room
10.00–11.00	<i>Plenary session</i> Opening speech. Introductory speech of the experts. Overview of the seminar topic and format.	<i>Moderator:</i> Faerberg E.I. <i>Key participants:</i> Kozhevnikov A.D., Vasilieva A.S., Khovaev S.Y., Kozlov A.V., Fomenkov D.A., Professor Dolores Sánchez Bengoa	Knowledge management and quality management developed separately and without strong correlation dependence. The purpose of the seminar is construction of a system, integrated approach on the basis of the two concepts for further appliance in different practical spheres.	407
11.00–11.15	<i>Coffee break</i>			401
11.15–12.45	<i>Workshop</i> “Quality knowledge or knowledge of the quality?”	<i>Moderator:</i> Kozhevnikov A.D. <i>Key participants:</i> Khovaev S.Y., Vasilieva A.S., Professor Dolores Sánchez Bengoa	Definition of knowledge management and quality management. The role of the concepts of modern management. Substantiation of the actuality of the two concepts in the modern stage of development of management. Historical overview of the two development concepts. Practical examples of the knowledge management and quality management implementation.	405
12.45–13.45	<i>Lunch break</i>			
13.45–15.00	<i>Workshop</i> “The role of the knowledge management in quality management practice”	<i>Moderator:</i> Faerberg E.I. <i>Key participants:</i> Kozhevnikov A.D., Khovaev S.Y., Vasilieva A.S., Alenina K.A.	The section allows to educe point of tangency of the two concepts. Similarities and differences of the approaches. Combination of the two concepts in practice.	405
15.00–15.15	<i>Coffee break</i>			401
15.15–16.30	<i>Workshop</i> “Reframe of the intellectual capital and knowledge management connection”	<i>Moderator:</i> Professor Dolores Sánchez Bengoa <i>Key participants:</i> Kozhevnikov A.D., Khovaev S.Y., Faerberg E.I., Vasilieva A.S., Fomenkov D.A.	Deeper understanding of knowledge management and its differences from intellectual capital management. Definition and types of knowledge and intellectual capital. Practical examples of interconnection of intellectual capital and knowledge management.	405
16.30–16.45	<i>Coffee break</i>			401
16.45–18.00	<i>Panel discussion on the results of the workshops and parallel sessions. Closing remark</i>			405

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Time	Event	Participants	Content	Lecture room
10.00–11.00	<i>Workshop</i> “How to Capture Value from Market Knowledge: Implications for Quality Management”	<i>Moderator:</i> Fomenkov D.A.	Marketing as a cross-functional discipline. Marketing as a reflection of innovative processes in an organization. Marketing as a method for externalisation of internal processes in a company. Application of knowledge and quality management concepts in marketing.	405
11.00–11.15	<i>Coffee break</i>			401
11.15–12.45	<i>Workshop</i> “legal aspects in development of intellectual capital and quality systems in a company”	<i>Moderator:</i> Kozlov A.V. <i>Key participants:</i> Erachtina O.S., Pahomova L.M., Tretiukova E.S.	Legal aspects in application of the two approaches: knowledge and quality management. Russian law system specifics in intellectual property protection.	405
12.45–13.45	<i>Lunch break</i>			
13.45–15.00	<i>Workshop</i> “Development of information technology – key factors of success: knowledge transfer and quality management”	<i>Moderator:</i> Stavenko J.A. <i>Key participants:</i> Deryabin A.I., Lebedev V.V., Korchagina V.P.	Information technology as a method of quality and knowledge management implementation. Establishment of knowledge transfer on the information technology basis.	405
15.00–15.15	<i>Coffee break</i>			401
15.15–16.30	<i>Workshop</i> “Application of knowledge and quality management concepts on practice in Russian circumstances”	<i>Moderators:</i> Faerbers E.I. Molodchik M.A. <i>Key participants:</i> Gergert D.V., Artemiev D.G., Kozhevnikov A.D., Bykova A.A., Khovaev S.Y., Alenina K.A., Vasilieva A.S., Shakina E.A.	Specifics of quality and knowledge management implementation in Russian circumstances. Practical examples of the two concepts implementation. Discussion with practitioners.	405
16.30–16.45	<i>Coffee break</i>			401
16.45–18.00	<i>Closing ceremony</i>			407