

**XXVII International
Baltic Communication Forum
BAFO-2025**

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DEAR COLLEAGUES!

We invite you to take part in the [XXVII International Baltic Communication Forum \(BAFO-2025\)](#), which will be held on December 5-6, 2025, at the Bonch-Bruевич Saint Petersburg State University of Telecommunications.

Key topics of the BAFO-2025: PR and marketing in crisis conditions, international, political and business communications in the era of instability, issues and challenges of digitalization, leading trends in the global and national economy, current issues of modern world politics and international relations, promising directions of Russia's external policy in the context of the world's order transformation.

We hope to bring together experts, researches, teachers, postgraduate and undergraduate students as well as degree-holders and business experts that specialize in the fields of:

- business and political communication;
- marketing and economics;
- political science and sociology;
- international relations;
- linguistics and intercultural communication;

Program of [BAFO-2025](#) includes:

- Scientific-practical conference of teachers, postgraduate and Master's students;
- Student scientific-practical conference with presentation competition;
- Master classes and trainings on developing professional and soft skills;
- Round table discussions.

The contributions to the forum will be published in the following:

- Scientific journal "Messenger of the Faculty of Social Technologies and Data Economy";
- Collection of students' articles.

Subsequent to the conference we hope to publish the best student papers co-authored with scientific supervisors as a volume of "Social and humanitarian communications" journal of 2026 (indexed in RSCI).

This is a unique opportunity for authors to demonstrate their scientific achievements and make a significant impact on the development of the scientific community.

Journal link: <https://www.sut.ru/education/fakulteti-i-instituti/sted/iirv/sociogumanitarnie-kommunikacii>

Participation in the Forum is **free** of charge and in-person (travel, accommodation, and per diem expenses are covered by the sending party).

Section of the conference of scientists and young researchers:

1. Theory and practice of social communications;
2. Philosophical, historical, and political issues of today;
3. Modern philology and issues of teaching philological disciplines to students of non-philological faculties;
4. Analytics and strategies: new horizons of business;
5. Environmental safety of telecommunications;
6. Digital technologies in the modern world (in English).

Sections of the student conference:

1. PR communications in business;
2. Advertising and marketing communications in times of crisis;
3. Internet promotion: technologies and cases;
4. Advertising and PR in the sphere of culture and the experience industry;
5. Trends in the development of the media sphere and journalism;
6. Socio-psychological aspects of PR and advertising;
7. Current issues in regional studies and international relations;
8. Interaction between the state and society;
9. Modern trends in the development of the digital economy, management, and business informatics;
10. Artificial intelligence in the socio-humanitarian sphere: possibilities and limitations;
11. Digital society: technological aspects;
12. Environmental safety in modern society;
13. Topical Language and Communication Issues (in English);
14. ICT and Digital Frontiers (in English).
15. East Asia, current problems and development trends.

The best presentations will be selected based on the results of the student conference, and the winners will receive valuable gifts from BAFO sponsors.

Deadlines:

Submission of manuscripts: November 5, 2025 (inclusive)

Registration as a listener (without publication): November 29, 2025

Contacts. Stay tuned for BAFO updates!

Website: <https://bafo-forum.ru/>

VK group: <https://vk.com/bafobonch>

Email: orgcombafo@gmail.com

We look forward to seeing you at the Forum!

