



REAL **LIFE** & REAL
ECONOMICS



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ECONOMICS

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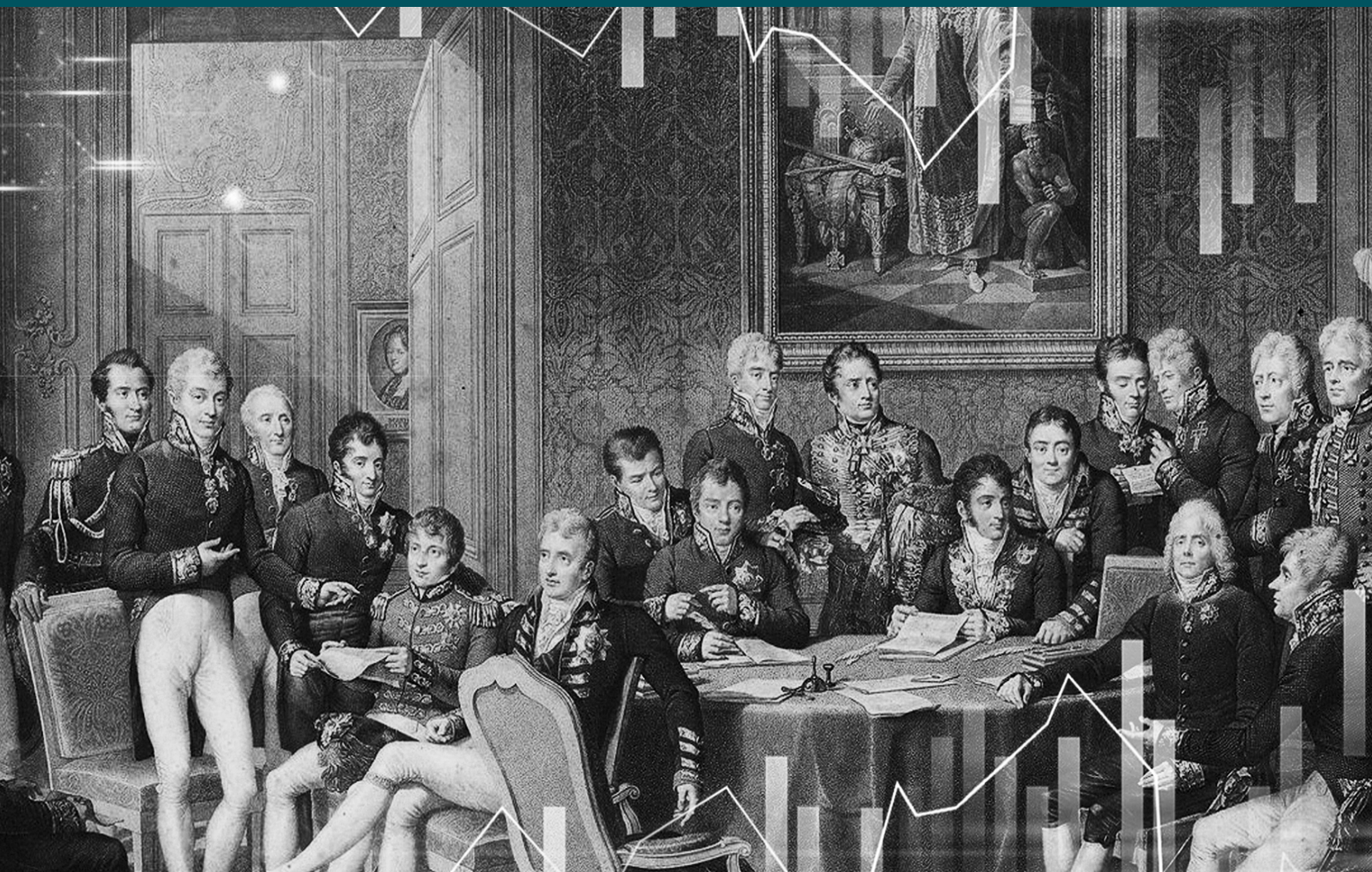
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*“A business that makes nothing but money
is a poor business.”*

Henry Ford





RESOLUTION

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International Interdisciplinary Conference “Real Life and the Real Economics”

**May 15-20, 2021
Resolution**

The given resolution is an overview of the International Interdisciplinary Conference **“Real Life and the Real Economics,”** which took place May 15-20, 2021.

This resolution presents research results demonstrating contradictions and distortions of events that raise questions about the authenticity of widely accepted history. It also contains scientific theses covering questions on how the business structure looks, what components are necessary to make business work as a coherent system, relevancy of academic science today, what is the state of modern science in contrast with ancient science, and what did global disinformation and the consumer society have led to. In their reports, experts, scientists, and business practitioners shared practical models and tools that can be used as a reference point and help to make better decisions in any professional domain.

There is also a section covering the sore subject of “consumer society” and “self-deception” from the perspective of Jean Baudrillard’s philosophy, which raises challenging issues and even provocative questions for each individual and may serve as a foundation for further research. Comprehension of the fundamentals of economics seeks answers about the knowledge and skills that a person needs to keep their business in the marketplace, under unpredictable conditions, and thrive. Entrepreneurs and business leaders will also find a practical “model” of the consumer society — a highly complex task of achieving zero prime cost, which is a certain unspoken ultimatum: “either the businessman will find a solution to solve this highly complex task, or he will go bankrupt.”

There are many insoluble paradoxes in the advanced and technologically driven 21st century. One of these cornerstone mysteries is the factual history of business, economics, and even day-to-day technologies. If it is considered that “money rules the world,” then why, is it the case, there is no single reasonable idea, how and where money came from? What was the progression or metamorphosis and transformations that allowed impersonal pieces of paper and electronic signals to become, today, the central exchange equivalent?

Another ambiguous enigma: since business is a crucial element of the evolution of human activity, why is there no single discipline of ‘business history’ (except for a few common speculative concepts)?

Consequently, if the 'economy' is an integral part of public and social relations, then why does every country have several divergent historical vectors? How many 'economic and business histories' are written and re-written? Undoubtedly, the expression «history is written by the victors» is not a new paradigm. However, the following paradox is a red line in the background of the previous questions: how is it possible to engage in professional activities and conduct business in the conditions of the total absence of an accurate picture of the origins of said business, its history, and its developmental course? Provided that people cannot distinguish truth from lies, facts from fiction, reliable from unreliable?

There is no history of business, history of economy or history of human civilization. These categories simply do not exist as a reflection of scientifically established knowledge of laws. Many researchers, treading the pathway of obstacles derived from false data, simply give up in hopelessness.

**"Business is business!" is the verdict; a multifaceted conclusion and restless justification of why some suffer severe punishment for things that are authorized to others."
"Enigma or Crime", Dr. Oleg Maltsev**

The International Interdisciplinary Conference "Real Life and Real Economics" was conducted to answer these questions. Scholars, professors, experts from different fields, practicing financiers, and business people from different countries such as the USA, Great Britain, Brazil, Italy, Germany, France, Ukraine and Estonia gathered together in one platform for a constructive dialogue.

The first part of the resolution presents the conclusions of the conference participants concerning the issues of business history and technological history of civilization: collisions, contradictions, distortions, and invented histories; the origins of business construction elements and business formula: which sciences compose it.

The second part of the resolution is devoted to the problems of people and consumer society, its elements, and self-deception in terms of Jean Baudrillard's philosophy, the role of money in modern society, and the current analysis of the situation in industries and future predictions.

The third and final part examines the mystery of the origins of economics and business, the origins of business consultants, and the security field, "business heroes" of different times and relevancy of modern science compared to the science of the 16-19th centuries.



History of business and technological history of civilization. Origins of the Business Construction Elements and the Business Formula

Currently, everyone has their own thought of what is “business.” In modern science, there are many explanations of it, ranging from “an organization or enterprise entity engaged in commercial, industrial, or professional activities” to “an occupation, profession, or trade, or is a commercial activity which involves providing goods or services in exchange for profits.” In their [conversation](#) about business history, **Dr. Oleg Maltsev** asked **Dr. Elizabeth Haas Edersheim**: “Was the slave trade a business or not?” The answer was, “Yes, the slave trade was a business.” Accordingly, the definition of the word “business” is very subjective. People have obtained their well-being in society throughout different historical periods in various ways. If we think in terms of Leopold Szondi’s school of fate psychology doctrine, then programmed fate was automatically passed down from generation to generation. Children created their well-being the way their parents and grandparents did. Methods and tools were passed from one generation to another in a chain of order. Thus, the history of humankind, including the history of business, economy, and technology, is a long path of formations with transformations at each step. To this day, such changes continue to occur under the influence of various events, such as COVID-19.

To create a business, one needs the market, capital, commodity circulation, and other components. However, the ability to coordinate all of these components is crucial. Ubiquitously, a new life and a new era came into the picture with the emergence of business. It is usually considered

that the emergence of business occurred after the Bourgeois Revolution of 1830. However, according to **Dr. Maltsev**, the revolution mentioned above was the final stage and not the beginning. It was a political upheaval that completed the formation of the New World in Europe. He notes: "Europe developed the system, forms, restrictions, tasks and laws that we observe today, and they have spread in one form or another to many other countries." Confirming the idea that business began to take shape earlier than what is commonly believed, in an [interview](#), **Dr. Edersheim** notes the following about the management: "Peter Drucker's book, for example, states that historically the leadership of the army had a profound knowledge of management at a very high level. This knowledge was later passed to banks and other organizations."

In 2021 **Dr. Maltsev** authored the book "Enigma or Crime: Real Life and Economics," focusing separately on the "origin of the business elements" (companies, industries, and markets), the nature of the business, which must be sought in human history as the author and many of his colleagues believe. Many enterprises do not succeed, and one of the reasons is that people do not understand the essence of what they are engaged in. **Academician Grigory Popov** investigated the origins of various phenomena and discovered a "law" in science, which states: "Historically, nothing changes, as time passes, everything takes some form of the absurdity of the previous."

Based on this idea, Dr. Maltsev presented the results of his research, that any business structure can be classified into one of the **four classical forms**:

1) *The ship model*. A universal business model where you have a system that is governed by a Captain that organizes his crew members (each of whom has a specific role).

2) *Production-type* business corresponds to a military structure.

3) The third type is related to the area of professional services. Historically it would correspond to the *structure of the religious chivalric orders*.

4) The fourth type is a trade that historically corresponds to a *church structure*.

The scholar concludes that comprehension of this model gives an ability to understand the company's type, structure, and internal order.

Costantino Slobodyanyuk, Pavel Pedina, and Svetlana Illiusha prepared their theses based on the models presented by Dr. Oleg Maltsev many years ago. **Pavel Pedina** and **Svetlana Illiusha** considered a business as a working system model with four components: communication

system, management, human resources, and technology. At one of the discussion panels, S. Illiusha briefly described each element of the business structure (Fig. 1.):

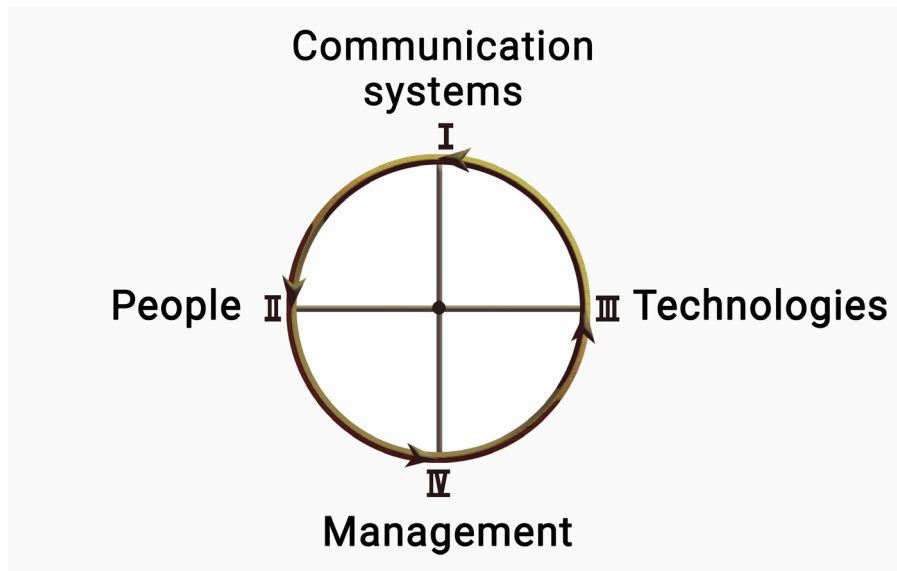


Fig.1. Business structure

I. *Communication systems*. Positioning in the market. Without communication systems, a business cannot interact with other market participants.

II. *People*. The specialists of the particular company, business partners and company management, external consultants, all persons who keep the business running.

III. *Technologies*, which will ensure the company's competitiveness in the market and will be used to implement the tasks.

IV. *Management*. Organization of the work processes and people, business administration.

Referring to the same model, **Pavel Pedina** believed that only by coordinating all of these four elements it is possible to analyze the company and increase its efficiency: "Once I was forced to go back to the forefathers of my industry and understand what was used before. For this, I chose two companies: the Austrian KSV1870 and the American Dun & Bradstreet. At the time of establishing these companies, at the dawn of the Bourgeois revolution, they also referred to these four elements of business construction in their reports. The deception was a reason for the emergence of this professional service and industry. Only by looking at companies in terms of these four elements can we take deception under control."

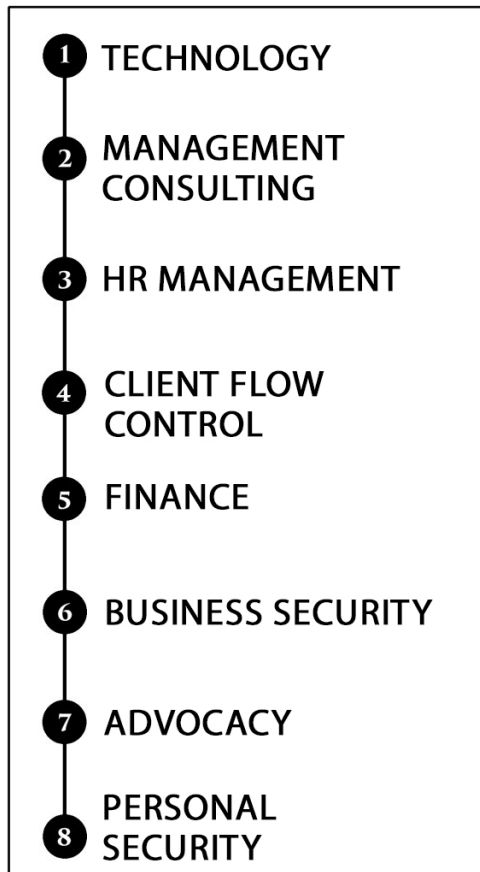


Fig.2 Business scale

Costantino Slobodyanyuk presented the concept of business scale, which Oleg Maltsev explained particularly for management consulting specialists: "This tool made it possible to diagnose various problems in business very quickly. It consists of eight levels: technology, management consulting, HR management, client flow control, finance, business security, advocacy, and personal security (Fig. 2). Considering all these stages, one can diagnose what is going on in the business. But since applied science gives multi-applicable, multi-disciplinary, and multi-instrumental things, we can look at this range from a different angle. All we have to do is to turn it 90 degrees, from the vertical position to the horizontal. Now the universal tool allows us to analyze the history of the business. That is, as Dr. Maltsev said in his thesis, "Everything begins with technology and a scientific approach." Consequently, these stages allow analyzing business history with a scientific and technological approach, to classify historical facts and personalities at each level."

In the discussion dedicated to sciences that compose a business formula, **Dr. Geoffrey West, Dr. Oleg Maltsev, Dr. Lucien Oulahbib, and Andrew Wagner** emphasized that business is not simply mathematics and psychology; instead, it is a complex system that requires an interdisciplinary

approach. To demonstrate this, **Andrew Wagner** gave an example from his experience that vividly characterizes the common approach to business in today's academic field: "When I began studying economics in graduate school, I had one professor who insisted that economics and business is just math. Not even psychology, but just math. You put in some numbers, and some new numbers come out. To pass this professor's class, I was required to write an essay defending this mathematical philosophy. It was a very painful essay to write because I do not agree with that philosophy. I am not the only person in the field of economics who has this concern. I had another graduate professor who confided with me that when he was studying economics, he wrote a paper about the economics profession using too much math. He said that when he showed his professors this paper, they told him to bury that paper and never speak to anyone about it because they thought it would hurt his ability to get a job in the field."

Following the discussion about which sciences compose the business formula, **Dr. Geoffrey West** noted that we need to look across disciplines because business is a whole organism. Even business narrative often uses biological metaphors, such as "the metabolism of a city" and "the company's DNA". The scientist compared the complexity of business structure to a city: "It is true that businesses, like cities, are complex adaptive systems, and in this sense, they are like organisms, composed of a huge number of components communicating with each other in a certain way, a city is not the sum of its inhabitants and architecture, but something more. [...] Cities continue to exist, and companies die. Everyone wants more, and as quickly as possible. If we put it all into mathematics, we won't do without evolutionary biology and physics either."

Iryna Lopatiuk, in her paper, based on one of Dr. Maltsev's fundamental findings, addressed an alternative branch, referring to the work of Giuseppe Alongi, which describes the emergence of crime in a specific territory. One of the primary premises of this work is that certain environmental conditions precede the emergence of crime. She notes that social conditions also play an essential role in the emergence of economics. However, the general formula is as follows: "ECONOMICS = social conditions + complex social agreement + certain institutions and mechanisms + users/participants (with different statuses) + volume forming a special economic environment."

In examining the business formula, **Andrew Wagner** shared Dr. West's perspective that it is crucial to use other disciplines and not only mathematics to understand what business is today: "This pressure is a potent force that keeps economics and the study of business stuck in a world of

math. But business and economics relies on understanding how people behave. They are made from people making choices, and for that reason psychology must be included as well. But I also believe that you can pull useful ideas from every field of study and combine them to look at business in different ways. From my own perspective, there are two very powerful subjects that help me understand business. The first one is history and the second one is biology.”

Considering the business formula, part of **Dr. Lucien Oulahbib’s** research consisted of thoughts about the optimization concept that must be perceived not only in the quantitative but also qualitative. Dr. Oulahbib shares four levels or steps:

“1. Conservation. Reinforcing the foundations by remembering the “legacy” or the history of the spirit which has prevailed to create the enterprise under consideration;

2. Refining all sorts of skills or how to innovate and to integrate those new products (habits, assets, method);

3. Diversification. All of this and, above all, the profile of each person in every team. To gather all kinds of characters, to be unified, to win not against the “others” but against the difficulty to grow forward;

4. Organization. The optimization of the organization by efficient synthesis incarnated by solid and empathic managers able to dissolve all “things” that are not adequately confronting at each goal and purpose considered.”

However, an inadequate perspective on the economy is not the only problem faced by researchers, scientists, experts, and business people. Academician Oleg Maltsev also paid attention to the **historical assessments problems**, which shape worldviews, attitudes, and impact “the way welfare is created,” and influence the quality of training and comprehensive knowledge, among many other factors. As an example, the scholar noted that people in different countries study different histories. For example, Great Britain, Russia, Ukraine, and the United States have vast differences in describing historical events. Further, there are various levels of investigating a particular event in history. Some are familiar with history on a superficial level — for example, from watching films, which are generally portrayed with a dose of “fiction.” Others’ knowledge might be limited only by the general university program. Some researchers have spent many years researching a particular epoch and territory of the historical happening.

In contrast, some topic experts have devoted many years to the study of one particular event. The perception and depth of knowledge of each

expert regarding the same phenomenon will be significantly different, which must be considered. On top of that, in today's academic world, it is not customary to study history through field research methods since it shows how different is the written history from the factual one. Since this method is not popular, scholars do not feel an urgency to develop relevant methodologies and tools. Even visual research methods, and much less methodology, are known only to a small number of scholars. The aforementioned has led to the fact that many scientists do not have the skills to conduct this kind of research.

Dr. Jerome Krase and **Dr. Oleg Maltsev** highlighted an important phenomenon when researchers, scientists, experts, businessmen, or anyone for that matter who works with information “does not see” missing critical data.

“I term it as a subjective failure. A person is only able to see what he knows. If he doesn't know something, he passes it by without paying attention. To start looking for something, one must at least make a hypothesis. Look at the number of false documents being passed off as European mystical teachings. What preceded modern academic science is distorted to the utmost by fakes,” noted Dr. Maltsev.

Dr. Jerome Krase emphasized the necessity to ask the right questions: “My simple learning theory is that you cannot “learn” anything unless you have questions that need answers. Otherwise, even well-targeted messages will either bounce off, ricochet, or totally miss their targeted minds”.

Dr. Maxim Lepskiy expressing his thoughts in Baudrillard's terms, also notes that the distortion of history creates a chaotic view of the world. It, among other things, directly affects the approach of modern science and all other fields: “Distortions, fictions, phantasms become obstacles to the development of the real world. That is why only by getting to an understanding of reality it is possible to verify what is happening, to expose hyperreality. It can be done by verifying informational events and identifying hyperreality as a bound fiction and false picture of the world which — worst of all — being put in the basis of practical activities.” Continuing to examine this issue in various fields, **Pavel Pedina** notes that the distortion of business history is reflected even in linguistics. Based on Oleg Maltsev's work, he cites the example that it is commonly believed that the word “bank” itself came from the Italian “banco” and means a bench or table on which “changers” laid out coins. However, the bank is a sea term: the wardroom, the barrel on which the sailors played cards, and finally, the cash box in the captain's cabin was called a bank. Accordingly, the term (and the money management skill) passed on to the land when sailors got off their ships.

**“It is never possible to clearly distinguish between events and their story, between the description of reality and evaluation”.
Dr. Prof. Emilio Viano**

Dr. Emilio Viano and **Dr. Jerome Krase** highlighted in their presentations that communication technology and the media play an enormous role in distorting the history of all events. As Emilio Viano summarized:

“It is never possible to clearly distinguish between events and their story, between the description of reality and evaluation. Everything that takes on the value of a historical event in the public space was built by those who narrated it. Think, for example, of the various narratives of revolutions, uprisings, colonial conquests, the fight for independence, the building or unification of a country by uniting separate territories and more”.

In turn, speaking of media and technology, **Dr. Jerome Krase** noted: “Importance of exchange valuations, in turn, leads us to consider the role of valid and reliable information (TRUTH) in valuations; whether in business activity or not. [...] In this regard efficiency/efficacy in communication is central to success, while deception in business seems to be normative for both the deceiver and deceived. Here we should consider one of the tenets of Symbolic Interactionism (SI). One SI pioneer, W.I. Thomas, is often quoted as arguing that “If people define things as real, then they are real in their consequences.” And, as I would paraphrase it, “If people believe things to be true, then they are true in their consequences.” This formulation helps me to understand the value of Jean Baudrillard’s societal condition of “hyperreality” in which we cannot distinguish realities from their simulations. (1998) [...] The digital/virtual revolution has provided nothing more than an advanced technological version of watching shadows created by puppeteers on a wall that we believe are our realities.”

In continuation of this view regarding obtaining information, **Dr. Maltsev** noted that people perceive things on the Internet as potentially true: “Any information on the Internet is a way to mislead. Wikipedia is one of them; we’ve already discussed this at the other conference. The second problem relates to multilingual issues. Primary sources are written in “ancient” languages (old Spanish, old German, old Italian, for instance). To get access to primary sources, one needs to have many capable specialists who can translate them from other languages.”

Summarizing the conclusions presented in this part, experts and scholars of the conference, considering the history and formula of business and

the problematics of delusion, distortion and hyper-reality, pointed out the main problems facing society today, and especially people in business. Citing examples from their practice and demonstrating practical models, the conference participants drew attention to the fact that if scholars, entrepreneurs and experts from different domains aim to increase efficiency, it is crucial to understand the factual history, using an interdisciplinary scientific approach, to study the results of field research, and not to rely entirely on the information available to the general public, presented through media and communication technologies.



The consumer society and self-deception as the foundation of the modern world in Jean Baudrillard's philosophy

The philosophical category of “consumer society” was described in detail in Jean Baudrillard's work. Baudrillard authored more than 50 works and essays, some of which unsparingly scrutinize modern consumer society in depth. Some of the terms he used to describe this aspect of society speak for themselves: “silent majority,” “screened out,” “electorate,” and the “kingdom of the blind,” among others. Baudrillard cannot be blamed for his sentiment regarding humans, nor a biased attitude. Since consumer society is one of the main elements of economics in the 21st century, it is the study of Baudrillard's philosophy that can provide answers to modern economics and business environment challenges.

All the speakers on this panel, **Dr. Oleg Maltsev**, **Dr. Emilio Viano**, **Costantino Slobodyanyuk**, and **Prof. Maxim Lepskiy**, emphasized that self-deception and deception play a tremendous role in economics as well as in any other field. Each of the speakers highlighted different aspects of how self-deception occurs.

Dr. Maltsev shared the results of his research, which sheds light on the foundation of self-deception. It is the subject of several chapters of his new book, “Enigma or Crime.” The following concept is cited as follows: *“There is no need to deceive us. We are glad to be deceived.”* The average person wants to be deceived. Why? Baudrillard makes no assessment, he does not call for any change, but he encourages the reader and thinker to address this question himself. According to Dr. Maltsev, the point is that man always chooses what he likes from the outside — the wrapper — and never looks at the content. This is the basis of self-deception. For example, in a consumer society, it would seem that salespeople do not benefit from deceiving their customers. Still, they continue to deceive because there

are vast amounts of people, which means there will always be someone who is not yet familiar with such deception (and therefore cannot resist it), so he can be deceived.

Oleg Maltsev concludes: “Mass nature excludes competence and ethics. If ethics is excluded, the quality of goods and services provided to you does not matter. All of these factors create today’s mainstream value system. [...] The automatic system of human memory is structured in a way that when one goes through an experience (usually a negative one), he automatically regards whatever was used against him as an “effective tool against others” (since he felt the effect of it). Therefore, he will continue to use the “informational deception” trick with others. This allows for a chain reaction to be set in motion globally concerning deception.”

Continuing the discussion about self-deception, **Costantino Slobodyanyuk** gave an example of how people have become a consequence of the mainstream value system in understanding what business reputation is: “In the modern world, most people began to operate with abstract categories. The earliest source that defines the word ‘reputation’ is Michelson’s 1866 dictionary: ‘reputation is reflection, reasoning, good name, honor. Supposedly at that time in Europe, each class had its idea of what reputation was.” C. Slobodyanyuk added that the term “business reputation” began to be discussed in 1980. Some American experts believe that reputation is the first ten lines on Google research in today’s world. He concludes: “This is how people can mislead themselves: they go to Google in the morning and check what their reputation is — without thinking about the essence of the phenomenon itself. Moreover, everyone talks about rebuilding a reputation, but no one explains how to build one.”

**“Character is like a tree and reputation like its shadow.
The shadow is what we think of it; the tree is the real thing.”
Abraham Lincoln**

Speaking about challenges about self-deception, it is worth noting a separate element that plays a crucial role in addressing this issue. Scholars and experts **Dr. Emilio Viano**, **Alan Shapiro**, and **Prof. Maxim Lepskiy** focused on the critical influence of the media on society. **Dr. Emilio Viano** emphasized the role of the media in shaping a distorted picture of the world for people and described the theory of mass communication, which suggests that the sender constructs the message with a particular meaning that is injected into individuals within the mass audience:

“Media messages do affect viewers, but viewers also have some agency, some independence to identify with, reject or interpret the message. The cultivation theory explores the particular kind of media effect. Media, specifically television, shapes our social reality by giving us a distorted view of the amount of violence and risk in the world. This could be the simulacra of Baudrillard. For example, the elderly don’t go out very much; they stay mostly at home in many countries, they watch a lot of television. Particularly they watch the news. The news often talks about crime. The elderly believe that there is a lot of crime in the community, while it is not necessarily so. This is an example of the cultivation theory’s impact. It gives a distorted view on the amount, in this case, violence or risk in the world. [...] Questions of ethics have to be closely considered when discussing mass communication and the media.”

Alan N. Shapiro, speaking of self-deception, noted that we live in societies dominated by mass communication as a force independent of its content, referring to Nocenzi who expended considerable effort showing how risk is conveyed to the masses via the media through the prisms of influentials in various fields: “Special notice was taken of how public trust in the source of information is undermined when ‘scientific’ experts disagree with each other, for example, about the risk to people of eating genetically modified food products. As today in America, the ever-wary Italian public then already had come to mistrust economic, political and mass media institutions; therefore, uncertainty generated even more risk and added to the growth of a culture where risk comes to be expected as an aspect of everyday life.”

**“In a way, only mistrust can save us
from being consumed alive.”
Alan N. Shapiro**

Continuing this discussion, Prof. Maxim Lepskiy shared Dr. Emilio Viano’s and Alan Shapiro’s views on the role of the media. He also noted that the media is making the most of the “seduction” to try to influence all major processes, including business ones: “Deception in professional circles is associated with a lot of certificates and diplomas. I’ve met many businessmen who say that their employees already know how to do everything.’ Salespeople like to get the customer’s attention and seduce them through communications. In financial management, seduction occurs in what my colleague and friend Oleg Maltsev described in his book “The Swaying

Scene." Instead of science, they offer training programs; instead of security, they provide big men with big shoulders and muscles. Instead of accounting, tax returns."

It is worth noting that there are many people — professors, scientists, public figures, artists, composers and other cultural figures — who drew inspiration from Baudrillard's works. In their presentations at this conference, participants and speakers turned their attention to elements of consumer society.

Referring to Baudrillard's writings on consumer society, Oleg Maltsev shared the results of his research in the panel discussion. He looked at the businessman in current society. The fundamental distinction of the businessman is his unwillingness to allow for society to determine his position (status, opportunities). However, society sets him a highly complex task: achieving **zero prime cost**. O. Maltsev explained: "Reaching zero prime cost is achieved when nothing is invested in what is produced and (or) sold. You might think that such a configuration is possible only when something is stolen. That is not always the case in business. People in business have developed a "tremendous tool" — political marketing. Baudrillard implicitly described the aforementioned approach in a number of his books."

As an example, Oleg Maltsev demonstrated how states seize by force with the help of private military companies the natural resources of other countries. On the one hand, the state is not directly involved in the seizure, which means there is no global scandal, but by financing these armies, the result of their labor — that is, the natural resources — goes to them for free, providing a zero prime cost for potential projects and production. This method is observed in many instances of the global market among players on all levels. Dr. Maltsev concluded by adding: "The consumer society sets the businessman with the super-objective of zero prime cost. At the same time, society is not interested in how he will solve this problem. Therefore, business people alone must find a way to solve it. If he fails to do this, his company will be declared bankrupt. On the contrary, if he finds a solution to achieve zero prime cost, his business flourishes."

Continuing the consideration of "consumer society" and its elements, **Maryna Illiusha**, based on Dr. Maltsev's works, noted in her thesis that human life has become the main value of mankind in consumer society: "If there is no such value of life, then there is no consumer society, because people are not in a hurry to live. "Consumer society" is the realization of dreams, the realization of life as one imagines it. Otherwise, there is no consumer society. But this life kills humans. In essence, man turns into

a kind of robot, as Jean Baudrillard wrote about in his book *The System of Objects*.” She also notes that Baudrillard’s philosophy precedes and provides an excellent basis for studying the psychology of inferiority, a scientific category introduced by Oleg Maltsev: “Inferiority is an equalization imposed by social programs, stereotypes, ineffective behavior patterns, etc. If one does nothing about his inferiority, he will be like everyone else — a ruck.”

Andrew McLaverty Robinson in his paper described one of the elements of the “consumer society”, money, and noted the unique role it plays today: “Money takes vital force – which is necessarily local, part of the id-flow – and makes it transferrable and exchangeable. Today it has instead become the only register of value. Hence, capital operates on the same magical/symbolic/interpretative level as resistance to it, and as the vital force which has been lost (Bey, 1996:61). The process of abstraction saps some of the vital force it captures. Things which are commodified often lose their meanings, their emotional intensity, their ability to provide peak experiences. This “disenchantment”, or decathexis, is termed “cool” by Baudrillard and has become especially widespread in modernity. Another of the dangers is that people can simulate vital force by simply “printing more money”. When someone prints more money, they appear to possess – to summon magically – a fragment of the cosmic life-force. Wampum disappeared as currency when European settlers learned to mass-produce beads. States can simply print banknotes, saving state finances but causing inflation. Today the main method of “printing money” is credit. (This may be why usury was seen as so dangerous and sinful in the Middle Ages). All these methods also have regressive distributive effects: powerful actors can capture a larger share of money by “printing” it, even if it is devalued. This process could have progressive effects if the people “printing money” were the poor, but most often, it is either the existing elite or an emerging elite. Either way, they perform a kind of parlour trick to transfer real wealth to themselves by transferring its signifier.”

Considering one of the elements of consumer society such as the money from another perspective, **Ph.D. Oleksandr Sahaidak** noted that the production of money is separate from needs: “Since very long, money has transformed from the equivalent of real production of goods and services into a psychological stimulus.”

Olga Panchenko pointed out that there is the following proportion in the 21st century: “In 90% of cases, money is acquired, and only in 10% of cases is earned.” Referring to O. Maltsev’s book “*The Swaying Scene*,” which

describes in detail how people acquire money, she also gives a classification of how those who are able to acquire money this way do it:

1. *Law enforcement;*
2. *Criminals;*
3. *Private intelligence services;*
4. *Various financial frauds,* considering the technological trends that exist today (including on the Internet).

As the discussion of the “consumer society” continued, some questions focused on the impact of the pandemic and what the future holds. In answering these questions, **Andrew Mark Creighton**, first of all, noted that the pandemic has further demonstrated the consumerism of modern society: “For many of us, — expectedly over the last few pandemic ridden years, though this has been an increasingly prevalent trend more or less globally for the past three or four decades — we have seen that society is increasingly reliant not only on online consumption and production, but the production and consumption of online virtual artifacts (e.g., video games, material within video games, art, online real-estate).”

Prof. Vitalii Lunov and **Adam Mead** shared the view that a significant change in consumer society is already taking place due to the events of the pandemic. In his report, **Adam Mead** took the idea that there will always be a consumer society because it is a necessary construct of society: “In a sense, the consumer society will never leave us because it’s a necessary construct of human society. The pandemic is likely only to be a speedbump in the evolution of markets. It may speed up some things, such as remote working, and slow down others, but by and large, the rate of change will continue unabated just like evolution continues unabated.”

Prof. Vitalii Lunov shared the results of his reasoning on this topic: “Consumer society is nothing but the society chasing superfluity, not that concrete corresponding needs and desires that need to be realized, mentalized or filled as a place of ‘lack’, of something lacking, but that which will become superfluous. This is the essence of consumer society — superfluous pleasure and the very essence of the simulacra’s survival, its longevity — it does not correspond directly to any human need, and perhaps only through confused drives.” Resorting to J. Bataille’s works on the sacrifice inherent in the contemporary pandemic situation, as well as those of Lacan, he notes that it cannot be denied, that its symbolic function is impulsive “act out” of what has become superfluous in the “circulation” of human relationships, “and so the pandemic is a new round of consumer society,” Prof. Lunov concludes.

In contrast, **Dr. Athina Karatzogianni** noted that the pandemic has had a strong effect on the economy and that in the future, there will be even greater changes that will lead to the disappearance of the consumer society: "I think it's becoming more and more real and urgent to think about a society that is more aware. There is a school of thought that needs to be looking at reforming our consumer behavior to consume less, consume sustainably, to be mindful of this acceleration and what it is doing to the environment. We need to reform industries to consume less... Fundamentally I don't think that how we consume and this consumer society have made us very happy."

Prof. Maurie J. Cohen shared Karatzogianni's view that the end of consumer society is possible. He also notes that groups of people who refuse to consume have begun to emerge: "There are today numerous examples from around the world of consumers turning away from consumerist lifestyles and challenging long-standing commitments predicated on the idea that a good life is effectively achieved through material accumulation. [...] Once the focus for evaluating the achievements of political parties becomes oriented less around impelling consumer-driven economic growth and more toward more robust and effectual measures of well-being, we will likely start to see the withering of consumer society."

Taking into account the conference participants' theses on self-deception, consumer society, and the development of society in the future, we can conclude with a quote from Dr. A. Karatzogianni's speech at the conference panel: "We have to reconsider how we live, not just how we consume".

**"We have to reconsider how we live,
not just how we consume".
Dr. Athina Karatzogianni**



The mystery of the scientific origins of economics and business. Origins of Business construction elements, consultants and the security field

Considering the origins of business consultants and the security field, we are faced with a long history of their formation. The fields did not emerge overnight; they responded to the needs of people who were trying to solve particular business problems. At the same time, in parallel, each period of history was perpetuated by its business heroes, who had differences among themselves.

According to **Prof. Elizabeth Haas Edersheim**, looking back at history, one can see how the industry has changed. For example, back in 1850, management in companies was not well known. But in 1886, the first firm in the world to use “management consulting” in their name opened — Arthur W. Little. Then James McKinsey launched McKinsey in 1926, and gradually the field has become what we see today. Prof. Edersheim shared her definition: “A consultant is not a person who is just giving advice. It is about being a change agent, coach, thinking partner, problem-solving, managing projects, and supplementing headcount”.

Speaking about the history of business consulting, **Eduardo Almeida** noted that the emergence of Frederick Taylor’s School of Scientific Management in the late 19th and early 20th centuries is a milestone for him, as well as the necessary conditions for the emergence of this field: “The best time for business consulting is always in times of crisis: all the most famous companies in this field rose during the Great Depression or in wars. They thrived most in times of uncertainty. McKinsey, for example, flourished after World War II. They supported the military and governments

and organized opportunities for citizens to evolve after these big crises and transform society.”

Dr. Oleg Maltsev presented a consulting tool consisting of 8 stages. This model shows the stages of industry formation and, at the same time, illustrates the stages through which the consultant guides his client.

1. **Methodological level.** It is challenging to consult a person without mythologies.

2. **Disillusionment with science.** For example, the client can be disappointed in what he was taught at university. He begins to look for a person who could explain and teach him everything.

3. **The level of commitment.** The person is committed to a particular school in their field. Commitment often leads to collapse because the person only sees partially, which is dangerous in a world where everything changes rapidly.

4. **Opening up an industry or specialization.** A person cannot choose the advisors they need.

5. **Conflict in the industry.** Narrow specialization does not work in this industry. A level of comprehensive knowledge is needed here. You can't solve a problem by knowing only one industry and having some skills. If you get a group of consultants together, the lawyers will say one thing, and the business consultants will say another. This situation leads to an industry conflict.

6. **Science fundamentals.** People need to understand the value of what you do. You have to teach them to do that.

7. **Changing philosophy.** A person's problems start with his philosophy. It directly affects his skills and his business management system.

8. **Alternative industry.** Finally, the client realizes that there are people who are better at doing what he does (but they don't do it).

In essence, the presented tool demonstrates what challenges await the consultant on the way to cease consulting the client — that is, to reach the point where the client acts independently. Most importantly, this tool gives a clear understanding of what to do and at what point in time, depending on the client's expertise and training. Dr. Maltsev says: **“Consulting and education (training) of a businessman are two separate things; you have to do both of them at the same time.”**

Apart from business consulting, the conversation also regarded the origins of the security field. **Dr. Oleg Maltsev** and **Dr. James Finckenauer** noted that these two fields — business consulting and security — are directly associated. If you do not appeal to business consultants in time, you will soon have to deal with security problems. At the same time, even

government agencies often outsource security functions to the private sector. **Dr. Finckenaue**r shared the results of his research on the state's approach to security: "Upholding justice and the rule of law, and protecting the human rights of incarcerated individuals, are obviously different goals than maintaining a cost-efficient business model that maximizes the profit margin." This is the dilemma. He pays attention to the fact that engaging outside contractors in defense matters has a long history – the use of mercenary armies being one such example (Blackwater). He also notes that Blackwater's founder Eric Prince, can be considered a business hero or anti-hero of his time.

Speaking about business heroes of different times **Dr. Oleg Maltsev, Dr. Elizabeth Edersheim, Serhii Svyrydenko** noted that different business heroes appear in specific spheres over time. Dr. Edersheim shared her idea of what a business hero looks like: "From my perspective, a business hero changes our expectations about what business can do in a good and healthy way for humanity. It could be anything: from Andrew Carnegie, who changed the approach in the steel industry, to Thomas Hussey, who changed the way we bought our shoes." She also highlighted other business heroes from different times: Bruce Henderson; George Eastman; Henry Ford, who changed the way people deliver products; Thomas Watson, who thought not of the next generation but the generations after that. The next business heroes are Robert Noyce, Peter Drucker, Frances Hesselbein, Paul Polman, Hubert Joly, Elon Musk and Steve Jobs. In this thesis, Prof. Edersheim concluded: "Peter Drucker said, the best way to predict is to create. They didn't break laws, didn't adhere to laws; they made laws. [...] Heroes are people that really see business as their vehicle but not their purpose. Their vehicle is to serve and to make the world a better place, and they do it in a way that changes our expectations."

Answering the question about business heroes, **O. Maltsev** structured his thesis in a way that would be practical and understandable to experts and ordinary people. Analyzing world literature, he derived character-heroes in chronological order that reflected the standards of the businessman of a particular time: starting with Robin Hood, A. Dumas' "The Count of Monte Cristo," moving on to such characters as Honoré de Balzac's "Gobseck," to heroes from the "The Noble Crook" series by O. Henry. After that came the times of the characters of R.L. Stevenson in "Treasure Island," Arthur Conan Doyle in "The Treasures of Agra" and "The Hound of the Baskervilles." Then comes the era of Theodore Dreiser with his "Trilogy of Desire" ("The Financier," "The Titan," "The Stoic"), who made the reader fall in love with the field of finance. After that was Jack London with his work "The Gold Rush,"

and ending with “The Godfather” by M. Puzo and the “79 Park Avenue” by Robbins Harold. According to the academician, if one reads these books in chronological order, he will get a complete picture of what type of people were heroes for most people in certain times.

**“War, trade and piracy are three-in-one
and not to be divided”
J.W. Goethe**

Continuing this discussion, **Serhii Svrydenko** approached business heroes from history, suggesting that the key elements of different periods become the primary resource (tangible/intangible) around which big business is created. The series of business people pointed by S. Svrydenko includes Morgan the pirate as the hunter of gold, Rockefeller as the hunter of natural resources, and ends with the information hunters of the post-digital revolution period. Svrydenko makes the following prediction: “In the next period, information will become exclusively a tool that will serve to obtain a new resource, perhaps a manifestation of global corporatization, when companies will influence the policies of states, when belonging to a company will be more important than nationality...”



**“Why do I need science that does not help me
to live better?”**

V.P. Svetlov

Experts from various countries, including **Dr. Oleg Maltsev, Federico Roso, Prof. Vladimir Skvorets, Prof. Maxim Lepskiy, Prof. Araceli Almaraz Alvarado** and **Pavel Pedina**, expressed concern about the lack of proper education in various fields. They highlighted the importance of a scientific approach. **Prof. Maxim Lepskiy** believes that “today’s education is a set of minimal competencies, composed in an unclear way.” At the same time, **Prof. Vladimir Skvorets**, having made a historical overview of the science and education reforms, concluded that there was “an eradication of knowledge and science from the state and social administration.” **Prof. Araceli Almaraz Alvarado** expressed her concern about the lack of a scientific approach in business: “There are many programs in economics, but such an area as business history does not exist in the curricula.” **Pavel Pedina** says, “Personally, for me and my work, science and technology are very important elements of business design.” **Federico Roso**, on the example of health and safety, writes that personnel training and risk assessment play a fundamental role in this sector today.

Based on the conference discussions of scientists, researchers, and experts, there is a particular reason that today we stand at a kind of cross-roads — there is a necessity to apply exercise science in all domains, and business in particular. Fortunately, there are interdisciplinary researches on how to implement this. Prof. Lepskiy emphasized that the work of the Expeditionary Corps around the world opened his scholar’s eye to the importance of medieval science research. Dr. Maltsev pointed out that the ability to apply science and being educated are two different things. The study of the 16th-18th-century scholarship allows us to have a different worldview, obtaining the necessary data for using and fulfilling tasks. According to the work of Academician G. Popov, this pre-modern science was constituted differently, to be precise, around the critical skills of the era. Consequently, since business and economics have become an integral part of modern society responsible for prosperity, science should be aimed at improving efficiency and developing urgent skills in these same areas.

“Business as a system was designed according to the scientific model that preceded contemporary academic science. Thus, the effective business knowledge industry implies the following configuration: academic science should be arranged and systematized around key skills; an interdisciplinary approach allows the individual to realize these skills at a high professional level and on a fundamental scientific basis.

The ultimate goal is efficiency”.

Dr. O. Maltsev.

The resolution of the international interdisciplinary conference “Real Life and Real Economics” conference presents the research results of participants — experts, academics, and business practitioners. It illustrates the main problems and challenges in modern society that prevent every individual from succeeding in their life: self-deception, money-grabbing, lack of a scientific approach, and contradictions within academia itself. Also, this resolution sheds light on practical tools, including the business scale, business structure, and the concept of optimization in the organization. The resolution also presents various ideas and scientific categories, such as the psychology of inferiority, subjective failure, and zero prime cost, for further independent study. The experts also shared their predictions for the future. This resolution is a guide for a person to get acquainted with current problems, pay attention to the importance of asking the right questions, find answers, obtain quality knowledge, effectively implement this knowledge in his life, and improve skills, thereby increasing the level of his well-being.

«To succeed, you either need to change your dreams or improve your skills.»

Jeff Cornwall.

The resolution represents the main conclusions, the results of discussions, and paper fragments of speakers and participants of the international interdisciplinary conference «Real Life and Real Economics.» Conference papers are freely accessible in the Collected papers book published in Google Books and on the official conference's website. The participants' speeches from online panels of the conference are available on the [YouTube channel](#) of the European Academy of Sciences of Ukraine and the Facebook page of [Granite of Science publication](#).





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<i>James Finckenauer</i>	<i>Vladimir Skvorets</i>
<i>Alan N. Shapiro</i>	<i>Federico Roso</i>
<i>Maxim Lepskiy</i>	<i>Andrew McLaverty-Robinson</i>
<i>Lucien Oulahbib</i>	<i>Serhii Svyrydenko</i>
<i>Athina Karatzogianni</i>	<i>Svetlana Illiusha</i>
<i>Adam Mead</i>	<i>Andrew Mark Creighton</i>
<i>Andrew Wagner</i>	<i>Pavel Pedina</i>
<i>Costantino Slobodyanyuk</i>	<i>Maryna Illiusha</i>
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