Dear conference participants!

**"Master's program - 2025. Community of stakeholders. Building the future together!"**

Following the conference, we will publish a collection of articles. The collection will be published in the scientific electronic library (by November 30, 2020). The articles will be published free of charge. The collection will feature the following sections corresponding to the general theme of the Conference:

1. Master's programs: international programs of the future.

2. Applied master's programs VS corporate universities: partnership or competition.

3. Master's programs as a point of growth and development of regions.

4. Master's programs as a social elevator of professional development.

5. Online training in master's programs.

6. Partnership with business in the implementation of master's programs.

7. Promotion of master's programs.

8. Master's programs as the basis for the development of cultural and scientific educational centers.

**Article submission guidelines:**

Volume - up to 5 pages, including figures, in .docx format, page margins - 2 cm (0,787 inches) on each side. File name should contain the last name and initials of the authors, for example ErejonkovaNM.docx

**Article structure:**

**The title** (in English and Russian) is printed in capital bold letters in the center of the page without indentation. Font (typeface) -  Times New Roman, size (point size) - 14, line spacing - 1.5.

**Information about the author (in English and Russian)** is printed under the heading (one blank line). The full name is printed in bold lowercase letters. Font (typeface) - Times New Roman, size (point size) - 12, text alignment - center. On the next line, write your academic degree, academic title, position and place of work in lowercase letters. Font (typeface) is Times New Roman, size (size) - 12, text alignment - center, line spacing - 1.5.

**Abstract and keywords (in English and Russian)** are printed in lowercase letters. Font (typeface) is Times New Roman, size (point size) - 12, text alignment - justify, line spacing - 1.5.

The abstract should be no longer than 50 words. The abstract should contain a summary of the problem statement, investigation goals, methods and results of the research. Number of keywords or phrases: 5-7.

**The article** is printed in lowercase letters. Font (typeface) - Times New Roman, size (point size) - 12, without compression or thinning. Paragraph indent - 1.25 cm, line spacing – 1.5, text alignment - justify.

**The list of sources** should be arranged in the order the sources are mentioned in the text.

**Illustrations** (pictures, diagrams) should preferably be presented in color.

**Links** are formatted in the text in square brackets.

The **originality** of the text should be at least 75%. All incoming articles are checked for plagiarism.

Articles should be sent to: potaninconf2020@unn.ru by October, 19, 2020., Please indicate "Conference-2020" in the subject line.

The organizing committee has the right to reject the article for reasons of its inconsistency with the requirements of the conference without peer review. The information about the conference is posted on the website of Lobachevsky State University of Nizhny Novgorod http://potaninconf2020.unn.ru/

**Information about the author (attached for each author)**

| 1 | Full name (in English) | |
|---|---|---|
| 2 | Full name (in Russian) | |
| 3 | Full title of the organization, city (in English) | |
| 4 | Full title of the organization, city (in Russian) | |
| 5 | Position (in English) | |
| 6 | Position (in Russian) | |
| 7 | Academic degree and academic title (if any) (in English) | |
| 8 | Academic degree and academic title (if any) (in Russian) | |
| 9 | E-mail, Facebook account | |
| 10 | Contacts (WhatsApp, Telegram) | |
| 11 | Title of the article in English | |
| 12 | Title of the article in Russian | |
| 13 | Abstract and keywords in English | |
| | | |
| 14 | Abstract and keywords in Russian | |
| | | |