

Conference program

October 6, Thursday

8:45 – 18:00	Registration desk open								
9:30 – 10:00	Coffee break, main hall								
10:00 – 11:30	<p style="color: red; margin: 0;">Plenary session (Conference hall)</p> <p style="margin: 0; text-align: center;"> Alistair Anderson. The Importance of Context in Entrepreneurial Research Igor Filatotchev. Corporate Governance and Institutions in Emerging Markets: Between Economic Efficiency and Social Legitimacy Alexander Bukhvalov. The Russian Management Journal: Concept and Editorial Policy </p>								
11:30 – 12:00	Coffee break, main hall								
12:00 – 13:30	Entrepreneurship in Emerging Economies Room 1209	Internationalization of Emerging Market Firms and Russian Multinational Enterprises Room 1210	Public Procurement and Public-Private Partnership: the Old Issues and the New Solutions Room 1211	Strategizing in Emerging Markets Room 1212	Innovation and R&D Management Room 1213	Global Human Resource Management and Emerging Market Firms Room 1214	Strategic Finance Room 1215	Interdisciplinary Session Room 2222	e-Business: Global and Local Room 2223
	Session chair: Galina Shirokova	Session chair: Andrei Panibratov	Session chair: Andrei Ivanov	Session chair: George Tovstiga	Session chair: Georgy Laptev	Session chair: Marina Latukha	Session chair: Keun Ock Lew	In Russian Session chair: Vitaliy Cherenkov	Session chair: Sergey Yablonsky
	<p>Entrepreneurial self-efficacy, personal initiative and entrepreneurial intentions: comparison of emerging and developed economies Marina Solesvik</p> <p>Institutional entrepreneurship as result of interaction of formal and informal institutes Galina Tsvetkova</p> <p>Understanding the phenomenon of born globals from emerging markets: a 'Black Swan' or a natural event? Tatyana Tsukanova</p>	<p>Analysis of value creation chains in the Russian oil and gas industry Olga Pogrebova, Oxana Yuldasheva, Irina Trefilova</p> <p>Internationalization strategies of Russian national oil companies towards Asia: cooperation or competition? Olga Garanina</p> <p>The interplay of firms' absorptive capacity, export and innovation strategies: evidence from Russia Liubov Ermolaeva, Andrei Panibratov, Joan Freixanet</p>	<p>Public-private partnerships in Russian railway infrastructure in the second half of the nineteenth century: the determination of the concessionaire Natalia Drozdova, Andrei Ivanov</p> <p>Manipulation in public procurement auctions with endogenous entry Elena Podkolzina, Maria Ostrovnaya</p> <p>Regulatory Impact Assessment of Applying Some Scoring Rules in Public Procurement and Public-Private Partnership Tenders Andrei Ivanov, Irina Berezinets</p> <p>Regulatory impact assessment in russia: state and prospects Ekaterina Sokolova</p>	<p>Business model design and firms' performance: case of technical and electronic retail in Russia Ekaterina Migol</p> <p>Institutional choice factors of a resource strategy for firms in developing markets (at the example of Russia) Svetlana Orekhova</p> <p>Spatial development factors of knowledge intensive business services in Russia Olga Kotomina</p>	<p>Exploring the reciprocal relationship between innovation, internationalization and organizational learning: a complex system model for small firm Joan Freixanet, Iya Churakova</p> <p>Switching to innovative strategy: the phantom menace Angel Barajas, Elena Shakina, Petr Parshakov</p> <p>Innovation capabilities of a firm: a key role of information exploration Anna Logacheva, Anatoly Kazantsev, Anna Veselova</p> <p>Managing the fuzzy front end of innovation by lean approach Georgy Laptev</p>	<p>New perspectives of talent management practices in BRIC countries: talent management practices, absorptive capacity and a firm's performance Louisa Selivanovskikh, Marina Latukha, Anna Veselova</p> <p>Contextual factors of talent management in the Russian IT companies Veronika Kabalina, Olga Mondrus</p> <p>Interrelations of talent management and firm's absorptive capacity in emerging markets context: the case of China and Russia Marina Latukha, Anna Veselova, Louisa Selivanovskikh</p>	<p>Profitability and risk-based capital in the Korean insurance industry Keun Ock Lew</p> <p>Financial covenants as reflection of 4 pillars of creditworthiness. Ruslan Belyaev</p> <p>Markets record high: the case of speculative bubbles Olga Khon</p> <p>Consumer behavior in mortgage market: evidence from Russia Anna Simbarskaia, Kiran Zhukova</p> <p>The value of real options in high-risk investment projects Anastasia Petrovskaya, Vitaliy Okulov</p>	<p>От концептуализации международной логистики к практическим приложениям Vitaliy Cherenkov</p> <p>Теоретические основания методологии управления глобальными логистическими системами Tatiana Shulzhenko</p> <p>Русские мотоциклы на западном рынке: стратегия стабилизации Elena Kondyukova</p> <p>Использование возможностей многосторонних платформ для развития микропредприятий Iya Churakova</p> <p>Бизнес-моделирование в контексте сетевого подхода Yulia Popova, Olga Yadrikhinskaya</p>	<p>Terrorist events and social networks Isabel Mateos Rubio, Sara Henriques, Jose Luis Abrantes, Claudia Seabra</p> <p>Knowledge exchange in multi-sided platforms: a business model approach Sergey Yablonsky</p> <p>The role and tasks of IT in Russian companies – a survey of the status quo Tatiana Lezina, Volker Nissen, Kornej Reimer, Andrey Saltan</p>
13:30-14:30	<p style="margin: 0;">Lunch</p> <p style="margin: 0;">Campus cafeteria, first floor (3 min. walking)</p>								



14:30 – 16:00	Session chair: Alistair Anderson	Session chair: Svetla Marinova	In Russian Session chair: Svetlana Maslova	Session chair: George Tovstiga	In Russian Session chair: Natalia Linder	Session chair: Elena Zavyalova	Session chair: Bukhvalov Alexander	Session chair: Andrey Zyatchin	Session chair: Sergey Yablonsky
	<p>Bridging intention-action gap in student entrepreneurship: the role of formal institutions Karina Bogatyreva, Galina Shirokova, Oleksiy Osiyevskyy</p> <p>Is the “latecomer advantage” a valid concept for shaping entrepreneurship policy in emerging economies? Jerzy Cieřlik</p> <p>What influences students’ entrepreneurial intentions: some evidences from the comparative pilot study Irina Shafanskaya, Dmitrii Leontiev, Subhasis Ray</p>	<p>Internationalisation of family firms from Central and Eastern Europe: the case of Bulgaria Svetla Marinova, Marin Marinov</p> <p>Liability of foreignness as a boundary condition for an entry mode choice: a case of Russian companies on German market Andrei Panibratov, Natalia Ribberink, Anna Veselova, Konstantin Nefedov</p>	<p>Проблемы и перспективы комплексного освоения недр на принципах государственно-частного партнерства Elena Goosen, Kirill Sablin, Elena Kagan, Kirill Goosen</p> <p>Частная инициатива в концессионных отношениях: необходимость перезагрузки? Denis Kachkin</p> <p>Роль затрат и оценка их экономической эффективности при внедрении энергосберегающих технологий при управлении многоквартирными домами Aleksey Budakov, Tatiana Maslevich</p>	<p>The corporate risk-management strategy on emerging markets: diving through the crisis Anna Loukianova, Ekaterina Smirnova</p> <p>Coordination contracts as value chain creation mechanism: the case of movie industry Margarita Gladkova, Nikolay Zenkevich</p> <p>Managerial discretion in emerging markets: what’s new Moustafa Haj Youssef, Ioannis Christodoulou</p>	<p>Эффективность инноваций: новая институциональная форма «динамической монополии» Й. Шумпетера Dmitry Bogdanov</p> <p>Траектории развития бизнес – моделей на рынке электронной коммерции в России: результаты эмпирического исследования Natalia Linder, Arkadiy Trachuk</p> <p>Анализ процесса селекции проектов фундаментальных научных исследований на примере РНФ Yuriy Simachev, Liudmila Zasimova, Timur Kurbanov</p>	<p>Employer branding practices for young talents in IT-Companies (Russian Experience) Andrey Zamulin, Dmitriy Kucherov</p> <p>Ambidextrous learning in innovation-active companies of BRIC: convergence or divergence trends? Artem Alsufyev</p> <p>Innovative work behaviour in high involvement work system – view through AMO model Sofia Kosheleva, Aleksandra Bordunos</p>	<p>Does debt add to firm performance in emerging capital markets? Mariia Kokoreva, Tatiana Boroshko</p> <p>Interrelation between Payout and Financing Decisions: Evidence from Emerging Markets Artem Anilov</p> <p>Empirical investigation on price risk hedging of emerging countries airline companies Donat Dzhamayev, Vitaliy Okulov</p> <p>Size effect: evidence from emerging markets Sofia Fomkina, Irina Ivashkovskaya</p> <p>Valuation of companies with negative earnings: evidence from airline industry Roman Obukhov</p>	<p>Improvement of planning methods for freight rail transportation Andrey Zyatchin, Mariia Sakhanova</p> <p>Searching for optimal configuration of corporate education system for Russian companies Elvira Grinberg</p> <p>Methodology and Strategies for Companies in the Process of Internationalization José G Vargas-Hernández, Lic. Alejandro Osuna Zatarain</p>	<p>Knowledge creation and knowledge sharing on the virtual conference: a case study of disruptive innovation festival Liudmila Kokoulina</p> <p>Instruments and methods of capturing knowledge from customers: classification and choice Nikita Plyasunov, Dmitry Kudryatsev</p> <p>Pricing model developing with using method of granulation in The Knowledge economics Dmitryi Erokhin</p>
16:00 – 16:30	Coffee break, main hall								
16:30- 18:00	Session chair: Tatyana Tsukanova	Session chair: Svetla Marinova	In Russian Session chair: Svetlana Maslova		Session chair: Nadezhda Pokrovskaia				In Russian Round-table "Case method in business education"
	<p>Subregional asymmetry in the development of micro-enterprises Liudmila Serova, Iya Churakova</p> <p>Location determinants of fast-growing firms in Russia: the role of high-skilled interregional migration Anna Fedyunina, Sergey Kadochnikov</p> <p>The role of the environment in formation the entrepreneurial career scientists in theory embeddedness Larisa Babak, Elena Khagai</p>	<p>Multinationality-performance relationship in Russian MNEs: The moderating effect of contingencies Anna Veselova, Desislava Dikova, Anatoly Kazantsev</p> <p>Championing processes and the emergence of industrial symbiosis: case of Yandex data center in Finland Liudmila Kokoulina</p> <p>Foreign investment motives of Russian acquirers: An extended OLI perspective Desislava Dikova, Andrei Panibratov, Anna Veselova</p>	<p>Перспективы и тренды развития ГЧП в России Maxim Sokolov</p> <p>Концепция "Value for money analysis" в проектах ГЧП Bachuki Tsanova</p> <p>Модели финансирования строительства социального жилья на основе смешанного капитала Liudmila Kirilenko</p> <p>Закон о государственно-частном партнерстве и Закон о концессионных соглашениях: предпочтения правоприменителей Svetlana Maslova</p>		<p>The role of joint R&D centers formation with universities for MNEs in the Russian IT market Tatiana Morozova, Daniil Muravskii, Daria Morozova, Svetlana Kuznetsova, Daria Mironova</p> <p>Competitive priorities in operations and technology management: current status and future prospects for research Liubov Pakhomova</p> <p>Global models of regulatory mechanisms and tax incentives in the R&D sphere for the production and transfer of knowledge Nadezhda Pokrovskaia</p>				<p>Круглый стол «Актуальные вопросы развития кейс-метода в бизнес-образовании»</p> <p>Speakers: Igor Gladkikh, Andrei Zamulin, Natalia Strelakova</p>
18:30 – 20:30	Welcome reception Campus cafeteria, first floor (3 min. walking)								




October 7, Friday

GSOM EMC Entrepreneurship in Emerging Economies Room 1209		Marketing in Emerging Economies Room 1210		Corporate Social Responsibility Room 1211		Information Management and Knowledge Management & E-Business joint track Room 1212		Global Human Resource Management and Emerging Market Firms Room 1214		Regional Economics and Public Finance Room 1215		Implementation of Communication Skills Programmes at Business School: tracing indicators of success Room 2222		Russian Association of Business Education Round table Room 2223		
10:00 – 11:30	Session chair: Jerzy Cieřlik	In Russian Round-table "Consumer behaviour in the context of emerging markets". Круглый стол "Поведение потребителей в контексте развивающихся рынков"	Session Chair: Thomas H. Osburg	Session chair: Sergey Yablonsky	Session chair: Artem Alsufyev	Session chair: Evgeniy Gilenko	Session chair: Elena Orlova	11:00	In Russian Round-table "Financial stability and models of multi-financing of business schools" Круглый стол "Финансовая устойчивость и модели многоканального финансирования бизнес-школ"	Financing of Siberian high-tech companies' activities Natalia Kravchenko Almira Yusupova	Влияние кросс-культурных особенностей на поведение российских и китайских потребителей в сфере розничной торговли Elena Noskova, Irina Romanova	Digitalization and CSR - opportunities for emerging markets Thomas H. Osburg	Factors affecting knowledge management integration in small IT-enterprises Daria Morozova	Developing innovative thinking of personnel as a new trend in human resource management in emerging markets Ekaterina Batovrina	State property management as a factor of development of a region (the case of St. Petersburg) Evgeniy Gilenko Victor Eremin	Evaluation model for language and communication skills program: tracing indicators of effectiveness Elena Orlova Tatyana Martynova
	Small and medium enterprise development in Russia: public expenses – are they effective? Mariia Ginzburg Dmitry Mitin Nadezhda Yashina	Потребительское поведение россиян зрелого возраста (на примере Москвы и Владимира) Marina Sheresheva Natalia Kalmykova Svetlana Berezka	Sustainable Russia: scope for business action Anna Firsova, Alexey Kalinin, Kamila Novak, Natalia Zaitseva	Implicit knowledge research Ekaterina Vorobets Evgenia Gorlacheva	HRD practices in Russian leading companies Victoria Tsybova, Elena Zavyalova, Dmitry Kucherov	Regional aspects of intergovernmental fiscal relations in China Denis Kadochnikov	Teaching language or teaching communication? Experiences and insights from the curriculum of an international business school Leena Louhiala-Salminen, Anne Kankaanranta									
Effectuation and/or causation: what cognitive logic one should foster in different institutional settings? Anastasiia Laskovaia Galina Shirokova Oleksiy Osiyevskyy	Динамика и негативные последствия развития рынков аддитивных товаров Vitaliy Cherenkov	Working the system: contested responses to environmental complexity in organizational settings Kristy Facer	Evaluation metrics of knowledge management system in a high technology industrial enterprise Evgenia Gorlacheva	Project performance management: traditional KPIs or complex adaptive principle? Irina Katunina	Health systems efficiency in decision-making process in terms of eHealth Sorana Vatavu Oana-Ramona Lobont	Development of the communication skills of managers: complex approach Anastasia Chanko										
11:30 – 12:00	Coffee break, main hall															
12:00 – 13:30	Session chair: Almira Yusupova	Consumer Behavior: Emerging Markets Perspectives Session chair: Maria Smirnova	Session chair: Yury Blagov	Session chair: Kurt Sandkuhl	In Russian Session chair: Veronika Kabalina	In Russian Session chair: Evgeniy Gilenko	Session chair: Elena Orlova	In Russian Round-table "Financial stability and models of multi-financing of business schools" Круглый стол "Финансовая устойчивость и модели многоканального финансирования бизнес-школ"	Worlds apart: obstacles to growth for Brazilian and Chinese micro, small and medium firms Chloé Tricaud Antonio Carlos Manfredini Oliveira	Measuring consumer sentiment toward marketing in Russia Ksenia Golovacheva Maria Smirnova	Responsible innovations and value creation: the case of leading Russian companies Yury Blagov	Context-oriented knowledge management in production networks Kurt Sandkuhl	Лучшие практики управления преемственностью в глобальных компаниях Natalia Oparina	Развитие бюджетного федерализма в России через призму реализации правительственных программ Andrey Yushkov, Nina Oding, Lev Savulkin	CEFR levels of oral performances: estimating the task difficulty as a tool of independent and responsible learning Olga Lankina	
	Motivations to start business: institutional context Ekaterina Aleksandrova Olga Verkhovskaya	Motivation of consumers' behavior in duty free stores Natalia Strelakova Yulia Anikina	An examination of the relationship between stakeholder pressure and firm response: a curvilinear observation in firm CSR engagement Pang Xue	Ontology matching in production networks: combined multimodel approach Alexander Smirnov	Международные перемещения как способ реализации бизнес стратегии компании Anna Pimenova	Оценка эффективности бюджетных расходов: региональные проекции развивающейся экономики России Elena Midler	Effectiveness of Feedback in Teaching/Learning Process Irina Glazkova Tatyana Markova									
Comparative case study of IT firms internationalization using business model experimentation: evidence from Finland and Russia Tommi Rissanen Liubov Ermolaeva	How to catch the generation Y: Identifying consumers of ecological innovations among youngsters Katya Soyez	How the corporate social responsibility may help sustainable development of the Russian and Vietnamese enterprises Olga Bobrova, Phuong Vu Dang Nguyen, Maria Matulenko	Intellectual capital elements and performance indicators of Russian companies: do survey results and financial data correlate? Tatiana Andreeva Tatiana Garanina Anastasia Koveyko	Необходимость учета гендерных оснований занятости как факторов повышения эффективности регулирующих вмешательств на региональном рынке труда Lidia Shershova Marina Malakhovskaya	Налоговая и финансовая поддержка инновационной деятельности российских компаний: анализ результатов на основе концепции дополнительности Mikhail Kuzyk, Yuri Simachev, Nikolay Zudin	Underestimated or undiscovered potential of feedback in English teaching Tatiana Repina										
13:30-14:30	Lunch Campus cafeteria, first floor (3 min. walking)															



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	Session chair: Maryna Solesvik	Branding and Marketing Communication in Emerging Markets Session chair: Deniz Dalman	Session chair: Yury Blagov	Session chair: Dmitry Kudryavtsev	Session chair: Shailendra Kumar Rai	Session chair: Alexander Bukhvalov	Session chair: Vladimir Bondar
14:30 – 16:00	<p>Leaders of high tech business: success factors and sustainability of market positions Almira Yusupova</p> <p>Factors affecting the change in the number of companies- "Gazelles" Elena Yakimova Liudmila Ruzhanskaya</p> <p>Strategic priorities and patterns of innovative behavior of large and small companies Svetlana Kuznetsova Natalia Kravchenko</p>	<p>The effect of economic turbulence on consumer behavior: empirical evidence from St. Petersburg dairy market Olga Alkanova, Alexey Sidorenko</p> <p>How does divestment affect brand image: a communication perspective Deniz Dalman, Tashauna Brown</p> <p>Analysis of practical approaches towards brand alliance formation Daniil Muravskii, Elizaveta Baranova</p> <p>A study of television advertising in Brazil Marin Marinov Svetla Marinova Dan Alex Petrovici</p> <p>Luxury brands consumption in Russia: "Chandler's" phenomenon Marina Ochkovskaya</p>	<p>Volunteering@WU: pioneering innovative service-learning initiative in Austria Ekaterina Ivanova</p> <p>Measuring CSR in emerging markets: an index of fairness Maxim Storchevov</p> <p>On the front burner of emerging markets: stakeholder concern as managerial issue Sofia Villo</p> <p>Старение рабочей силы: вызов современным экономикам Marina Kolosnitsyna, Ekaterina Klepikova</p> <p>Оценка влияния корпоративной социальной ответственности на финансово-экономические результаты компании Elena Razumovskaya, Anatoliy Vakhrushev, Denis Razumovskiy, Valeriia Fomenko</p>	<p>Intangible-based strategies of Russian companies Mariia Molodchik Carlos Jardon</p> <p>INNOVARRA Project: Some Preliminary Results Dmitry Kudryavtsev, Tatiana Gavrilova, Anna Menshikova</p> <p>System modeling in spatial strategic planning: analysis and typology Elena Serova</p> <p>The Business Model Innovation Prism: a framework for leading value creation and economic sustainability of cultural and arts organisations Giovanni Schiuma</p>	<p>Does foreign venture capital and private equity firms improve corporate governance: an Indian case Shailendra Kumar Rai</p> <p>Innovative approaches considering indicators for sustainable corporate development Oana-Ramona Lobont, Chis Codruta, Nicolescu Ana-Cristina, Moldovan Nicoleta-Claudia</p> <p>Equity to fixed assets ratio as a tool for bankruptcy prediction Stefea Petru, Brindescu-Olariu Daniel</p> <p>Do industry reinforce firm effects for Russian companies? Anna Bykova, Mariia Molodchik, Carlos Jardon</p> <p>Ownership structure and dividend policy of russian dual-class stock companies Yulia Ilina, Irina Berezinets, Ekaterina Shorokhova</p>	<p>Application of fundamental valuation to Russian non-traded companies: towards private equity market formation Egor Nikulin, Alexander Bukhvalov</p> <p>Determinants of acquisition premium in Russia Svetlana Grigorieva, Sayana Bashkueva</p> <p>The impact of earnouts at the performance of acquiring companies from BRICS countries Elena Rogova, Ekaterina Nazarova</p> <p>Accounting statements information reliability and integrity in financial management decisions Andrei Pelin, Nicoleta Moldovan, Iulia Para</p> <p>Product diversification strategy: Evidence from emerging capital markets. Comparative study. Irina Skvortsova, Irina Ivashkovskaya</p>	<p>New trends towards achieving high levels of fluency in foreign language speaking competencies and the ways of finding their implication in the business schools curriculum Yulia Neyman</p> <p>Foreign languages at German business schools – teaching and evaluation Sergei Zhiliuk</p> <p>Designing the 'Writing for Publication' course Tatiana Markova Irina Pervukhina Irina Skvortsova</p> <p>Communicative approach to teaching foreign languages in the era of computer technologies Svetlana Rubtsova Anzhelika Nikitina</p>
16:00 – 16:30	Coffee break, main hall						
16:30-18:00	<p>Marketing Practices and Strategies Session chair: Tretyak Olga</p> <p>What forms of customer orientation exist in the Russian B2B market? Olga Gulakova, Vera Rebiazina, Maria Smirnova</p> <p>Marketing practices of Russian companies within the context of financial results Daria Lagutaeva, Olga Tretyak, Alexander Grigoriev</p> <p>Specific features of the relationships in Russian agribusiness Olga Kusraeva</p> <p>Market orientation on B2B markets: Russian companies' study Olga Shirshova, Oksana Yuldasheva, Evgenii Kassura</p>	<p>Master class "What makes a good paper" Anderson Alistair Schiuma Giovanni</p>	<p>In Russian Session chair: Molodchik Mariia</p> <p>Барьеры в передаче знаний для административных процессов в высших учебных заведениях Evgeny Blagov, Kiran Zhukova, Anastasiia Pleshkova, Nikita Koritskiy, Emil Soldatkin</p> <p>Интеграция структурированных данных в базы знаний онтологического типа Irina Lescheva</p> <p>Модель рекомендующей системы выбора методологии управления проектом Elvira Strakhovich</p>	<p>Pashkus Readings (in Russian) Guest speaker: Baranov Igor</p> <p>Public Management: New Challenges Менеджмент в государственном секторе: новые вызовы Igor Baranov</p>	<p>In Russian Session chair: Elmira Erzinkyan</p> <p>Теория оценки активов инновационной эпохи Elmira Erzinkyan</p> <p>Добавленная рентабельность как драйвер эффективного роста предприятий Nadezhda Lvova, Neli Abramishvili, Natalia Pokrovskaia</p> <p>Проектный анализ проектов долгосрочного роста на развивающихся рынках на основе концепции RBM (Results Based Programming, Management and Monitoring) Tatiana Ponomarenko, Natalia Belitskaya, Ksenia Koveshnikova</p> <p>Оценка качества управления банками с помощью DEA-моделирования Tatiana Pustovalova, Anastasia Markova</p>	<p>Roundtable 'Trends and prospects in language and communication programs design and development' Moderator: Elena Orlova</p>	
19:00 – 21:00	Gala dinner Grand Hotel Peterhof (by registration)						

October 8, Saturday

	<p style="text-align: center;">Health Care Innovations: through myths and reefs Room 1209 In Russian Session chair: Ivanov Andrei</p>	<p style="text-align: center;">Social Entrepreneurship Room 1210 Session chair: Subhasis Ray</p>	<p style="text-align: center;">Implementation of Communication Skills Programmes at Business School: tracing indicators of success Room 2223</p>	<p style="text-align: center;">Corporate Governance in Emerging Economies Room 1212 Session chair: Ilina Yulia</p>
<p>10:00 – 11:30</p>	<p>Оценка влияния введения эффективных трудовых контрактов на результаты деятельности бюджетных медицинских учреждений: случай Свердловской области Elena Kalabina</p> <p>Саморегулируемые организации в российском здравоохранении Tatiana Sklyar</p> <p>Эмпирический анализ расходов населения России на лекарства Liudmila Zasimova, Elena Kossova</p> <p>Использование нового подхода для анализа и изменения бизнес-модели компании на российском фармацевтическом рынке Denis Klimanov, Olga Tretyak</p>	<p>Developing social entrepreneurship models in Russian legal and socioeconomic context Yulia Aray, Yury Blagov</p> <p>Marketing and social entrepreneurship in India: a review and typology Chinmoy Bandyopadhyay, Subhasis Ray</p> <p>Investigate global social enterprise endorsement marks and recommend a tailor made social enterprises endorsement mark for the emerging market in China Eric Lam Tak Ming</p> <p>From social projects to social entrepreneurship in Nizhny Novgorod region Marianna Liubimova</p>	<p>Workshop “English for students at business school: what should the speaking test be like?”</p> <p style="text-align: center;">Moderator: Olga Lankina</p> <p style="text-align: center;">Implementation of Communication Skills Programmes at Business School track closing Elena Orlova</p>	<p>Director busyness as a determinant of company performance Irina Berezinets, Elmira Gardashova</p> <p>Board of directors as a factor of firm performance in innovative companies Kirill Berezkin</p> <p>Intellectual capital of Board of Directors: evidence from Russian companies Tatiana Garanina, Irina Berezinets, Yulia Ilina</p> <p>Social capital of Board of Directors and financial performance: evidence from Russian companies Egor Kachura, Tatiana Garanina</p> <p>The Unintended Benefits of Empowering Boards in Conglomerates: The Case Study of AFK Sistema Tatiana Dolgopyatova, Alexander Libman, Andrei Yakovlev</p>
<p>11:30 – 12:00</p>	<p>Coffee break, main hall</p>			
<p>12:00 – 13:30</p>	<p style="text-align: center;">Session chair: Christopher Gerry</p> <p>Benchmarking the performance of Saint-Petersburg public hospitals Yuri Fedotov, Kazimir Iablonskii</p> <p>Application of Data Envelopment Analysis method to evaluating efficiency of resource use in Russian regional healthcare Maxim Solonin, Christopher Gerry</p> <p>Health Risk Communication: The importance of the eWOM José Luís Abrantes, Victor Silva, Romeu Lopes, Carla Silva, Isabel Mateos Rubio</p>	<p style="text-align: center;">Session Chair: Yury Blagov</p> <p>Collaborative consumption business models in an emerging economy context: an exploration of mixed stakeholder impacts Kristy Faccer</p> <p>Antagonistic resources in social entrepreneurship: exploit or avoid? Yulia Aray, Olesia Bandaluk, Anastasia Petrova-Savchenko, Alina Rucheva</p> <p>Success of a social enterprise Valentina Zhokhova, Daria Sokolova</p> <p>Новые формы предпринимательской деятельности в сфере здравоохранения в РФ Mariia Faraponova</p> <p>Маркетинговый аудит в некоммерческих организациях Mariia Artemova</p>		<p style="text-align: center;">In Russian Session chair: Berezinets Irina</p> <p>Добровольное раскрытие информации и вероятность дефолта: исследование взаимосвязи Margarita Ganieva, Irina Berezinets, Yulia Ilina</p> <p>Корпоративное управление как фактор успешного развития в железнодорожном комплексе Республики Узбекистан Farkhod Karakulov</p> <p>Методологические аспекты администрирования корпоративной социальной ответственности в системе корпоративного управления Gennadiy Kosolapov</p> <p>Корпоративное управление и результативность сделок по слияниям и поглощениям: анализ взаимосвязи Evgenia Rustanovich</p>
<p>13:30-14:30</p>	<p>Lunch Campus cafeteria, first floor (3 min. walking)</p>			
<p>14:30 – 17:00</p>	<p>In Russian Round table “The 20th anniversary of the Presidential Program: GSOM contribution into the improvement of managerial retraining in Healthcare sector” (Conference hall) Круглый стол «К двадцатилетию Президентской программы: вклад ВШМ СПбГУ в совершенствование подготовки управленческих кадров в сфере здравоохранения». Moderators: Vladimir Zholobov, Andrei Ivanov</p> <p>Десять лет подготовки управленческих кадров в сфере здравоохранения в ВШМ СПбГУ: предварительные итоги Andrei Ivanov</p> <p>Рифы и мифы синдрома профессионального выгорания Anton Bichun, Maksim Zolotov, Yulia Suhlyayeva, Irina Rodina, Maria Shalyapina</p> <p>Разработка и внедрение стратегии развития платных медицинских услуг в НИИ скорой помощи имени И.И. Джанелидзе Anton Povzun</p> <p>Инновационные технологии управления качеством и безопасностью медицинской деятельности Oleg Kulikov</p>			
<p>17:00 – 17:30</p>	<p>Coffee break, main hall</p>			