

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



**GSOM  
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	<b>Entrepreneurship in Emerging Economies Room 1209</b>	<b>Internationalization of Emerging Market Firms and Russian Multinational Enterprises Room 1210</b>	<b>Public Procurement and Public-private Partnership: The Old Issues and The New Solutions Room 1211</b>	<b>Strategizing in Emerging Markets Room 1212</b>	<b>Innovation and R&amp;D management Room 1213</b>	<b>Global Human Resource Management and Emerging Market Firms Room 1214</b>	<b>Strategic Finance Room 1215</b>	<b>Interdisciplinary Session Room 2222</b>	<b>e-Business: Global and Local Room 2223</b>
	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
<b>14:30 – 16:00</b>	<p><b>Bridging intention-action gap in student entrepreneurship: the role of formal institutions</b> 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><b>Internationalisation of family firms from Central and Eastern Europe: the case of Bulgaria</b> Svetla Marinova, Marin Marinov</p> <p><b>Liability of foreignness as a boundary condition for an entry mode choice: a case of Russian companies on German market</b> Andrei Panibratov, Natalia Ribberink, Anna Veselova, Konstantin Nefedov</p>	<p><b>Проблемы и перспективы комплексного освоения недр на принципах государственно-частного партнерства</b> Elena Goosen, Kirill Sablin, Elena Kagan, Kirill Goosen</p> <p><b>Частная инициатива в концессионных отношениях: необходимость перезагрузки?</b> Denis Kachkin</p> <p><b>Роль затрат и оценка их экономической эффективности при внедрении энергосберегающих технологий при управлении многоквартирными домами</b> Aleksey Budakov, Tatiana Maslevich</p>	<p><b>The corporate risk-management strategy on emerging markets: diving through the crisis</b> Anna Loukianova, Ekaterina Smirnova</p> <p><b>Coordination contracts as value chain creation mechanism: the case of movie industry</b> Margarita Gladkova, Nikolay Zenkevich</p> <p><b>Managerial discretion in emerging markets: what’s new</b> Moustafa Haj Youssef, Ioannis Christodoulou</p>	<p><b>Эффективность инноваций: новая институциональная форма «динамической монополии» Й. Шумпетера</b> Dmitry Bogdanov</p> <p><b>Траектории развития бизнес – моделей на рынке электронной коммерции в России: результаты эмпирического исследования</b> Natalia Linder, Arkadiy Trachuk</p> <p><b>Анализ процесса селекции проектов фундаментальных научных исследований на примере РНФ</b> Yuriy Simachev, Liudmila Zasimova, Timur Kurbanov</p>	<p><b>Employer branding practices for young talents in IT-Companies (Russian Experience)</b> Andrey Zamulin, Dmitriy Kucherov</p> <p><b>Ambidextrous learning in innovation-active companies of BRIC: convergence or divergence trends?</b> Artem Alsufyev</p> <p><b>Innovative work behaviour in high involvement work system – view through AMO model</b> Sofia Kosheleva, Aleksandra Bordunos</p>	<p><b>Does debt add to firm performance in emerging capital markets?</b> Mariia Kokoreva, Tatiana Boroshko</p> <p><b>Interrelation between Payout and Financing Decisions: Evidence from Emerging Markets</b> Artem Anilov</p> <p><b>Empirical investigation on price risk hedging of emerging countries airline companies</b> Donat Dzhamayev, Vitaliy Okulov</p> <p><b>Size effect: evidence from emerging markets</b> Sofia Fomkina, Irina Ivashkovskaya</p> <p><b>Valuation of companies with negative earnings: evidence from airline industry</b> Roman Obukhov</p>	<p><b>Improvement of planning methods for freight rail transportation</b> Andrey Zyatchin, Mariia Sakhanova</p> <p><b>Searching for optimal configuration of corporate education system for Russian companies</b> Elvira Grinberg</p> <p><b>Methodology and Strategies for Companies in the Process of Internationalization</b> José G Vargas-Hernández</p>	<p><b>Knowledge creation and knowledge sharing on the virtual conference: a case study of disruptive innovation festival</b> Liudmila Kokoulina</p> <p><b>Instruments and methods of capturing knowledge from customers: classification and choice</b> Nikita Plyasunov, Dmitry Kudryatsev</p> <p><b>Pricing model developing with using method of granulation in The Knowledge economics</b> Dmitriy Erokhin</p>
<b>16:00 – 16:30</b>	<b>Coffee break, main hall</b>								
	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"
<b>16:30- 18:00</b>	<p><b>Subregional asymmetry in the development of micro-enterprises</b> Liudmila Serova, Iya Churakova</p> <p><b>Location determinants of fast-growing firms in Russia: the role of high-skilled interregional migration</b> Anna Fedyunina, Sergey Kadochnikov</p> <p><b>The role of the environment in formation the entrepreneurial career scientists in theory embeddedness</b> Larisa Babak, Elena Khagai</p>	<p><b>Multinationality-performance relationship in Russian MNEs: The moderating effect of contingencies</b> Anna Veselova, Desislava Dikova, Anatoly Kazantsev</p> <p><b>Championing processes and the emergence of industrial symbiosis: case of Yandex data center in Finland</b> Liudmila Kokoulina</p> <p><b>Foreign investment motives of Russian acquirers: An extended OLI perspective</b> Desislava Dikova, Andrei Panibratov, Anna Veselova</p>	<p><b>Перспективы и тренды развития ГЧП в России</b> Maxim Sokolov</p> <p><b>Концепция "Value for money analysis" в проектах ГЧП</b> Bachuki Tsanova</p> <p><b>Модели финансирования строительства социального жилья на основе смешанного капитала</b> Liudmila Kirilenko</p> <p><b>Закон о государственно-частном партнерстве и Закон о концессионных соглашениях: предпочтения правоприменителей</b> Svetlana Maslova</p>		<p><b>The role of joint R&amp;D centers formation with universities for MNEs in the Russian IT market</b> Tatiana Morozova, Daniil Muravskii, Daria Morozova, Svetlana Kuznetsova, Daria Mironova</p> <p><b>Competitive priorities in operations and technology management: current status and future prospects for research</b> Liubov Pakhomova</p> <p><b>Global models of regulatory mechanisms and tax incentives in the R&amp;D sphere for the production and transfer of knowledge</b> Nadezhda Pokrovskaia</p>				<p><b>Круглый стол «Актуальные вопросы развития кейс-метода в бизнес-образовании»</b></p> <p>Speakers: Igor Gladkikh, Andrei Zamulin, Natalia Strelakova</p>
<b>18:30 – 20:30</b>	<b>Welcome reception Campus cafeteria, first floor (3 min. walking)</b>								




# 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								
	<p><b>Financing of Siberian high-tech companies' activities</b> Natalia Kravchenko Almira Yusupova</p> <p><b>Small and medium enterprise development in Russia: public expenses – are they effective?</b> Mariia Ginzburg Dmitry Mitin Nadezhda Yashina</p> <p><b>Effectuation and/or causation: what cognitive logic one should foster in different institutional settings?</b> Anastasiia Laskovaia Galina Shirokova Oleksiy Osiyevskyy</p>	<p><b>Влияние кросс-культурных особенностей на поведение российских и китайских потребителей в сфере розничной торговли</b> Elena Noskova, Irina Romanova</p> <p><b>Потребительское поведение россиян зрелого возраста (на примере Москвы и Владимира)</b> Marina Sheresheva Natalia Kalmykova Svetlana Berezka</p> <p><b>Динамика и негативные последствия развития рынков аддитивных товаров</b> Vitaliy Cherenkov</p>	<p><b>Digitalization and CSR - opportunities for emerging markets</b> Thomas H. Osburg</p> <p><b>Sustainable Russia: scope for business action</b> Anna Firsova, Alexey Kalinin, Kamila Novak, Natalia Zaitseva</p> <p><b>Working the system: contested responses to environmental complexity in organizational settings</b> Kristy Facer</p> <p><b>CSR in BRICS countries: conceptual model and empirical evidence from communication channels</b> Zhanna Belyaeva</p>	<p><b>Factors affecting knowledge management integration in small IT-enterprises</b> Daria Morozova</p> <p><b>Implicit knowledge research</b> Ekaterina Vorobets Evgenia Gorlacheva</p> <p><b>Evaluation metrics of knowledge management system in a high technology industrial enterprise</b> Evgenia Gorlacheva</p>	<p><b>Developing innovative thinking of personnel as a new trend in human resource management in emerging markets</b> Ekaterina Batovrina</p> <p><b>HRD practices in Russian leading companies</b> Victoria Tsybova, Elena Zavyalova, Dmitry Kucherov</p> <p><b>Project performance management: traditional KPIs or complex adaptive principle?</b> Irina Katunina</p>	<p><b>State property management as a factor of development of a region (the case of St. Petersburg)</b> Evgeniy Gilenko Victor Eremin</p> <p><b>Regional aspects of intergovernmental fiscal relations in China</b> Denis Kadochnikov</p> <p><b>Health systems efficiency in decision-making process in terms of eHealth</b> Sorana Vatavu Oana-Ramona Lobont</p>	<p><b>Evaluation model for language and communication skills program: tracing indicators of effectiveness</b> Elena Orlova Tatyana Martynova</p> <p><b>Teaching language or teaching communication? Experiences and insights from the curriculum of an international business school</b> Leena Louhiala-Salminen, Anne Kankaanranta</p> <p><b>Development of the communication skills of managers: complex approach</b> Anastasia Chanko</p>	<p><b>11:00</b></p> <p>In Russian Round-table "Financial stability and models of multi-financing of business schools" Круглый стол "Финансовая устойчивость и модели многоканального финансирования бизнес-школ"</p>							
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								
	<p><b>Worlds apart: obstacles to growth for Brazilian and Chinese micro, small and medium firms</b> Chloé Tricaud Antonio Carlos Manfredini Oliveira</p> <p><b>Motivations to start business: institutional context</b> Ekaterina Aleksandrova Olga Verkhovskaya</p> <p><b>Comparative case study of IT firms internationalization using business model experimentation: evidence from Finland and Russia</b> Tommi Rissanen Liubov Ermolaeva</p>	<p><b>Measuring consumer sentiment toward marketing in Russia</b> Ksenia Golovacheva Maria Smirnova</p> <p><b>Motivation of consumers' behavior in duty free stores</b> Natalia Strekalova Yulia Anikina</p> <p><b>How to catch the generation Y: Identifying consumers of ecological innovations among youngsters</b> Katya Soyez</p> <p><b>E-commerce in Russia: agenda for research</b> Vera Rebiazina Anna Daviy Maria Smirnova</p>	<p><b>Responsible innovations and value creation: the case of leading Russian companies</b> Yury Blagov</p> <p><b>An examination of the relationship between stakeholder pressure and firm response: a curvilinear observation in firm CSR engagement</b> Pang Xue</p> <p><b>How the corporate social responsibility may help sustainable development of the Russian and Vietnamese enterprises</b> Olga Bobrova, Phuong Vu Dang Nguyen, Maria Matulenko</p> <p><b>Showing off and hushing up: what do companies reveal about their impact on emerging markets</b> Anastasia Petrova-Savchenko</p>	<p><b>Context-oriented knowledge management in production networks</b> Kurt Sandkuhl</p> <p><b>Ontology matching in production networks: combined multimodel approach</b> Alexander Smirnov</p> <p><b>Intellectual capital elements and performance indicators of Russian companies: do survey results and financial data correlate?</b> Tatiana Andreeva Tatiana Garanina Anastasia Koveyko</p> <p><b>Conceptual proposal: applying programming philosophy in strategic thinking and teaching management</b> Dmitri Knatko</p>	<p><b>Лучшие практики управления преемственностью в глобальных компаниях</b> Natalia Oparina</p> <p><b>Международные перемещения как способ реализации бизнес стратегии компании</b> Anna Pimenova</p> <p><b>Необходимость учета гендерных оснований занятости как факторов повышения эффективности регулирующих вмешательств на региональном рынке труда</b> Lidia Shershova Marina Malakhovskaya</p>	<p><b>Развитие бюджетного федерализма в России через призму реализации правительственных программ</b> Andrey Yushkov, Nina Oding, Lev Savulkin</p> <p><b>Оценка эффективности бюджетных расходов: региональные проекции развивающейся экономики России</b> Elena Midler</p> <p><b>Налоговая и финансовая поддержка инновационной деятельности российских компаний: анализ результатов на основе концепции дополнительности</b> Mikhail Kuzyk, Yuri Simachev, Nikolay Zudin</p> <p><b>Деятельность микро-предприятий в регионах РФ как источник инновационного развития этих территорий</b> Serova Liudmila, Churakova Iya</p>	<p><b>CEFR levels of oral performances: estimating the task difficulty as a tool of independent and responsible learning</b> Olga Lankina</p> <p><b>Effectiveness of Feedback in Teaching/Learning Process</b> Irina Glazkova Tatyana Markova</p> <p><b>Underestimated or undiscovered potential of feedback in English teaching</b> Tatiana Repina</p> <p><b>Drama Techniques for Teaching Business English from Partial Business Episodes to Case Scenarios</b> Vitaliy Cherenkov</p>	<p><b>In Russian Round-table "Financial stability and models of multi-financing of business schools"</b> Круглый стол "Финансовая устойчивость и модели многоканального финансирования бизнес-школ"</p>							
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><b>Leaders of high tech business: success factors and sustainability of market positions</b> Almira Yusupova</p> <p><b>Factors affecting the change in the number of companies- "Gazelles"</b> Elena Yakimova Liudmila Ruzhanskaya</p> <p><b>Strategic priorities and patterns of innovative behavior of large and small companies</b> Svetlana Kuznetsova Natalia Kravchenko</p>	<p><b>The effect of economic turbulence on consumer behavior: empirical evidence from St. Petersburg dairy market</b> Olga Alkanova, Alexey Sidorenko</p> <p><b>How does divestment affect brand image: a communication perspective</b> Deniz Dalman, Tashauna Brown</p> <p><b>Analysis of practical approaches towards brand alliance formation</b> Daniil Muravskii, Elizaveta Baranova</p> <p><b>A study of television advertising in Brazil</b> Marin Marinov Svetla Marinova Dan Alex Petrovici</p> <p><b>Luxury brands consumption in Russia: "Chandler's" phenomenon</b> Marina Ochkovskaya</p>	<p><b>Volunteering@WU: pioneering innovative service-learning initiative in Austria</b> Ekaterina Ivanova</p> <p><b>Measuring CSR in emerging markets: an index of fairness</b> Maxim Storchevov</p> <p><b>On the front burner of emerging markets: stakeholder concern as managerial issue</b> Sofia Villo</p> <p><b>Старение рабочей силы: вызов современным экономикам</b> Marina Kolosnitsyna, Ekaterina Klepikova</p> <p><b>Оценка влияния корпоративной социальной ответственности на финансово-экономические результаты компании</b> Elena Razumovskaya, Anatoliy Vakhrushev, Denis Razumovskiy, Valeriia Fomenko</p>	<p><b>Intangible-based strategies of Russian companies</b> Mariia Molodchik Carlos Jardon</p> <p><b>INNOVARRA Project: Some Preliminary Results</b> Dmitry Kudryavtsev, Tatiana Gavrilova, Anna Menshikova</p> <p><b>System modeling in spatial strategic planning: analysis and typology</b> Elena Serova</p>	<p><b>Does foreign venture capital and private equity firms improve corporate governance: an Indian case</b> Shailendra Kumar Rai</p> <p><b>Innovative approaches considering indicators for sustainable corporate development</b> Oana-Ramona Lobont, Chis Codruta, Nicolescu Ana-Cristina, Moldovan Nicoleta-Claudia</p> <p><b>Equity to fixed assets ratio as a tool for bankruptcy prediction</b> Stefea Petru, Brindescu-Olariu Daniel</p> <p><b>Do industry reinforce firm effects for Russian companies?</b> Anna Bykova, Mariia Molodchik, Carlos Jardon</p> <p><b>Ownership structure and dividend policy of russian dual-class stock companies</b> Yulia Ilina, Irina Berezinets, Ekaterina Shorokhova</p>	<p><b>Application of fundamental valuation to Russian non-traded companies: towards private equity market formation</b> Egor Nikulin, Alexander Bukhvalov</p> <p><b>Determinants of acquisition premium in Russia</b> Svetlana Grigorieva, Sayana Bashkueva</p> <p><b>The impact of earnouts at the performance of acquiring companies from BRICS countries</b> Elena Rogova, Ekaterina Nazarova</p> <p><b>Accounting statements information reliability and integrity in financial management decisions</b> Andrei Pelin, Nicoleta Moldovan, Iulia Para</p> <p><b>Product diversification strategy: Evidence from emerging capital markets. Comparative study.</b> Irina Skvortsova, Irina Ivashkovskaya</p>	<p><b>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</b> Yulia Neyman</p> <p><b>Foreign languages at German business schools – teaching and evaluation</b> Sergei Zhiliuk</p> <p><b>Designing the 'Writing for Publication' course</b> Tatiana Markova Irina Pervukhina Irina Skvortsova</p> <p><b>Communicative approach to teaching foreign languages in the era of computer technologies</b> Svetlana Rubtsova Anzhelika Nikitina</p>
16:00 – 16:30	<b>Coffee break, main hall</b>						
16:30-18:00	<p>Marketing Practices and Strategies Session chair: Tretyak Olga</p> <p><b>What forms of customer orientation exist in the Russian B2B market?</b> Olga Gulakova, Vera Rebiazina, Maria Smirnova</p> <p><b>Marketing practices of Russian companies within the context of financial results</b> Daria Lagutaeva, Olga Tretyak, Alexander Grigoriev</p> <p><b>Specific features of the relationships in Russian agribusiness</b> Olga Kusraeva</p> <p><b>Market orientation on B2B markets: Russian companies' study</b> Olga Shirshova, Oksana Yuldasheva, Evgenii Kassura</p>	<p><b>Master class "What makes a good paper"</b> Anderson Alistair Schiuma Giovanni</p>	<p>In Russian Session chair: Molodchik Mariia</p> <p><b>Барьеры в передаче знаний для административных процессов в высших учебных заведениях</b> Evgeny Blagov, Kiran Zhukova, Anastasiia Pleshkova, Nikita Koritskiy, Emil Soldatkin</p> <p><b>Интеграция структурированных данных в базы знаний онтологического типа</b> Irina Lescheva</p> <p><b>Модель рекомендующей системы выбора методологии управления проектом</b> Elvira Strakhovich</p>	<p><b>Pashkus Readings (in Russian)</b> Guest speaker: Baranov Igor</p> <p><b>Public Management: New Challenges Менеджмент в государственном секторе: новые вызовы</b> Igor Baranov</p>	<p>In Russian Session chair: Elmira Erzinkyan</p> <p><b>Теория оценки активов инновационной эпохи</b> Elmira Erzinkyan</p> <p><b>Добавленная рентабельность как драйвер эффективного роста предприятий</b> Nadezhda Lvova, Neli Abramishvili, Natalia Pokrovskaia</p> <p><b>Проектный анализ проектов долгосрочного роста на развивающихся рынках на основе концепции RBM (Results Based Programming, Management and Monitoring)</b> Tatiana Ponomarenko, Natalia Belitskaya, Ksenia Koveshnikova</p> <p><b>Оценка качества управления банками с помощью DEA-моделирования</b> Tatiana Pustovalova, Anastasia Markova</p>	<p><b>Roundtable 'Trends and prospects in language and communication programs design and development'</b> Moderator: Ekaterina Zarutkaia</p>	
19:00 – 21:00	<b>Gala dinner Grand Hotel Peterhof (by registration)</b>						

## October 8, Saturday

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