

**GSOM Emerging Markets Conference-2017**  
**October 5, Thursday**

08.45 - 18:00	Registration desk open							
09.30 - 10.00	Coffee break							
10.00 - 11.30	<p align="center"><b>Plenary session (Conference hall, 1301)</b></p> <p align="center"><b>Marco van Gelderen (VU University Amsterdam, Netherlands).</b> Entrepreneurial Autonomy in Russia. A Comparison with the Netherlands  <b>Jean-François Hennart (Tilburg University Center for Research in Economics and Business, Netherlands).</b> Can Transaction Cost Theory Explain the Rise of Emerging Market Multinationals?  <b>Carl Fey (Aalto University, Finland).</b> Management and Organization Review: A Great Opportunity for Russian Management Scholars and Tips for Publishing in International Journals</p>							
11.30 - 12.00	Coffee break							
12.00 - 13.30	<b>Room 1209</b>	<b>Room 1210</b>	<b>Room 1211</b>	<b>Room 1212</b>	<b>Room 1213</b>	<b>Room 1214</b>	<b>Room 1215</b>	<b>Room 2223</b>
	<p align="center"><b>The Digital Economy and the Internet</b> <i>Track chair: Sergey Yablonsky (GSOM SPbU, Russia)</i></p>	<p align="center"><b>International Strategy of Emerging Market Firms</b> <i>Track chair: Andrei Panibratov (GSOM SPbU, Russia)</i></p>	<p align="center"><b>Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice</b> <i>Track chair: Galina Shirokova (GSOM SPbU, Russia)</i></p>	<p align="center"><b>Managing People in Digital World</b> <i>Track chairs: Elena Zavyalova, Marina Latukha (GSOM SPbU, Russia)</i></p>	<p align="center"><b>Complexity and Strategy</b> <i>Track chair: Ioannis Christodoulou (University of Westminster, UK)</i></p>	<p align="center"><b>Strategic Finance in Emerging Markets</b> <i>Track chair: Alexander Bukhvalov (GSOM SPbU, Russia)</i></p>	<p align="center"><b>Logistics and Supply Chain Management in Emerging Markets</b> <i>Track chair: Konstantin Krotov (GSOM SPbU, Russia)</i></p>	<p align="center"><b>Modern Challenges of Professional Communication at University/Business school: Empowering Teacher - Student Collaboration</b> <i>Track chairs: Elena Orlova, Tatiana Martynova (GSOM SPbU, Russia)</i></p>
	<p align="center">Session chair: Sergey Yablonsky <i>(GSOM SPbU, Russia)</i></p>	<p align="center">Session chair: Andrei Panibratov <i>(GSOM SPbU, Russia)</i></p>	<p align="center">Session chair: Galina Shirokova <i>(GSOM SPbU, Russia)</i></p>	<p align="center">Session chair: Dmitry Kucherov <i>(GSOM SPbU, Russia)</i></p>	<p align="center">Session chair: Yulia Aray <i>(GSOM SPbU, Russia)</i></p>	<p align="center">Session chair: Alexander Bukhvalov <i>(GSOM SPbU, Russia)</i></p>	<p align="center">Session chair: Konstantin Krotov <i>(GSOM SPbU, Russia)</i></p>	<p align="center">Session chair: Elena Orlova <i>(GSOM SPbU, Russia)</i></p>
	<p><b>The Rise of the Digital Platforms: Global and Local</b> Sergey Yablonsky <i>(GSOM SPbU, Russia)</i></p> <p><b>Business Models Evolution in a Context of Multi-Sized Platforms Use for Micro-Enterprises</b> Liudmila Serova Elvira Strakhovich Iya Churakova <i>(GSOM SPbU, Russia)</i></p> <p><b>Factors, Results and Perspectives of Digital Economy Development on Regional Level: Case of Siberian Federal District</b> Nataliya Kravchenko Svetlana Kuznetsova Anastasia Ivanova <i>(Institute of Economics and Industrial Engineering, SB RAS, Novosibirsk State University, Russia)</i></p>	<p><b>Firm Internationalization and Survival. A Multi-Sectoral, Longitudinal Analysis</b> Joan Freixanet <i>(GSOM SPbU, Russia)</i> Gemmffaca Renart <i>(Girona University, Spain)</i></p> <p><b>An Inquiry into "Excellent Emerging Market Firms under Comparatively Disadvantageous Conditions"</b> Imai Masakazu <i>(Senshu University, Japan)</i></p> <p><b>Global Value Chain Participation in Service Industries – a Preliminary Study of Russian Multinationals</b> Konstantin Nefedov Andrey Panibratov <i>(GSOM SPbU, Russia)</i> Aron Perenyi <i>(Swinburne University of Technology, Australia)</i></p>	<p><b>National Culture and New Venture Performance: the Mediating Role of Effectuation and Causation</b> Galina Shirokova Anastasiia Laskovaia <i>(GSOM SPbU, Russia)</i></p> <p><b>Characteristics and Perspectives of High Tech Business Development in Russia</b> Almira Yusupova <i>(Institute of Economics and Industrial Engineering, SB RAS, Novosibirsk State University, Russia)</i></p> <p><b>Effectuation, Causation and Firm-Level Radical Innovation in Entrepreneurial Firms</b> Marina Solesvik <i>(Nord University, Norway)</i></p>	<p><b>HRD in Russian IT-Companies in the Period of Economic Crisis</b> Viktoria Tsybova Dmitry Kucherov Elena Zavyalova <i>(GSOM SPbU, Russia)</i></p> <p><b>Perspective Ways of Development HiPo as Leaders Outside of Managerial Position</b> Andrey Zamulin Anna Nazarova <i>(GSOM SPbU, Russia)</i></p> <p><b>How Knowledge Management support Talent Management in Organizations: Initial Evidence from Slovenia and Russia</b> Vojko Potocan Zlatko Nedelko, <i>(University of Maribor, Slovenija)</i> Marina Latukha <i>(GSOM SPbU, Russia)</i></p> <p><b>Knowledge Management Practices as a Source of Absorptive Capacity of Emerging Market Firms: Evidence from Russia</b> Marina Latukha Ekaterina Mitskevich Sergey Pitinov <i>(GSOM SPbU, Russia)</i></p>	<p><b>Expectations of Russian Managers and Development of Strategy Course Syllabus</b> Olga Verkhovskaya Tatiana Klemina Yulia Aray <i>(GSOM SPbU, Russia)</i></p> <p><b>The Implementation of Strategic Mining Projects: Problems and Tools for Interaction with Stakeholders</b> Tatiana Ponomarenko Oksana Marinina <i>(Saint Petersburg Mining University, Russia)</i></p> <p><b>Attitude towards Social Responsibility of Business and Ethics Among Managers and Owners of Russian SMEs</b> Liudmila Cheglakova Olga Melitonyan <i>(Higher School of Economics, Russia)</i> Bela Bataeva <i>(Finance University under the Government of the Russian Federation, Russia)</i></p>	<p><b>Strategic Finance: Implications of Recent Breakthrough Achievements for Academy, Practice and Education</b> Alexander Bukhvalov <i>(GSOM SPbU, Russia)</i></p> <p><b>CEO Risk Preferences and Payout Policy Choice</b> Aterm Anilov Irina Ivashkovskaya <i>(Higher School of Economics, Russia)</i></p> <p><b>The Puzzle of Zero-Debt Capital Structure</b> Denys Iliasov Maria Kokoreva <i>(Higher School of Economics, Russia)</i></p>	<p><b>Big Data Analytics for Small and Medium Russian Logistics Companies</b> Margarita Gladkova Denis Urabzakhin <i>(GSOM SPbU, Russia)</i></p> <p><b>Transport and Logistics Potential Measurement in Russia: Methodological Aspects</b> Anatoly Kazantsev Anna Veselova Anna Logacheva <i>(GSOM SPbU, Russia)</i></p>	<p><b>Tracing Indicators of Program Implementation Effectiveness: Course-Related Professional Communication</b> Elena Orlova Tatyana Martynova <i>(GSOM SPbU, Russia)</i></p> <p><b>Formative Assessment Syllabus as a Tool for Effective Academic Communication</b> Elena Bugreeva <i>(St. Petersburg University, Russia)</i></p> <p><b>Interactive Methods as Means of Teaching Communication and Enhancing Content Learning</b> Tatiana Repina <i>(St. Petersburg University, Russia)</i></p> <p><b>Collaborative Interactions in Higher Education Setting: Opportunities and Challenges</b> Tatiana Markova <i>(Ural State University of Economics, Russia)</i></p>

13.30 - 14.30	Lunch Campus cafeteria (first floor)								
14.30 - 16.00	Room 1209	Room 1210	Room 1211	Room 1212	Room 1213	Room 1214	Room 1215	Room 2222	Room 2223
	<b>The Digital Economy and the Internet</b>	<b>International Strategy of Emerging Market Firms</b>	<b>Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice</b>	<b>Managing People in Digital World</b>	<b>Complexity and Strategy</b>	<b>Strategic Finance in Emerging Markets</b>	<b>Marketing in Emerging Markets: New Challenges and Opportunities</b> <i>Track chair: Maria Smirnova (GSOM SPbU, Russia)</i>	<b>Social Entrepreneurship in Emerging Markets</b> <i>Track chairs: Yulia Aray (GSOM SPbU, Russia) Subhasis Ray (Xavier University, India)</i>	<b>Modern Challenges of Professional Communication at University/Business school: Empowering Teacher - Student Collaboration</b>
	Session chair: Sergey Yablonsky (GSOM SPbU, Russia)	Session chair: Andrei Panibratov (GSOM SPbU, Russia)	Session chair: Marco van Gelderen (VU University Amsterdam, Netherlands)	Session chair: Viktoria Tsybova (GSOM SPbU, Russia)	Session chair: Ioannis Christodoulou (University of Westminster, UK)	Session chair: Irina Ivashkovskaya (Higher School of Economics, Russia)	Session chair: Maria Smirnova (GSOM SPbU, Russia)	Session chair: Yury Blagov (GSOM SPbU, Russia)	Session chair: Elena Orlova (GSOM SPbU, Russia)
	<b>Perspectives of Application of Mobile Payment Services in Russia: Empirical Research Results</b> Arkady Trachuk Natalia Linder <i>(Financial University under the Government of the Russian Federation, Russia)</i>	<b>The Role of Technology Upgrading in International Cooperation: Empirical Analysis of Russian Companies</b> Anastasiia Ivakina Konstantin Nefedov Nikolay Zekevich Andrei Panibratov <i>(GSOM SPbU, Russia)</i>	<b>Necessity Entrepreneurs: General Equilibrium Theory of Occupational Choice under Uncertainty</b> Dmitry Pokrovsky <i>(Higher School of Economics, Russia)</i> Alexandra Shapoval <i>(Higher School of Economics, New Economic School, CSDSI, Russia)</i>	<b>From Brain Drain to Brain Gain: Exploring the Role of Global Talent Management in Emerging Market Multinationals</b> Marina Latukha Louisa Selivanovskikh <i>(GSOM SPbU, Russia)</i>	<b>Active Investment and Investing Actively: An Empirical Study with Reference to Shares in Indian Context</b> Sharmistha Ghosh <i>(Shri Shikshayatan College, India)</i> Tanupa Chakraborty <i>(University of Calcutta, India)</i>	<b>New Corporate Finance? The Challenges for Emerging Markets</b> Irina Ivashkovskaya <i>(Higher School of Economics, Russia)</i>	<b>Y- and Z-Generation Consumers: Behavioural Patterns and Trends in Russia</b> Veronika Panyukova Svetlana Karpova <i>(Financial University under the Government of the Russian Federation, Russia)</i>	<b>Human Capital in Social Entrepreneurship</b> Daria Sokolova Valentina Zhokhova <i>(Far Eastern Federal University, Russia)</i>	<b>Portfolio Design as the Means of Communicating Learning Outcomes</b> Yulia Neyman Elena Bessmeltseva Natalia Pavlova <i>(St. Petersburg University, Russia)</i>
	<b>Business Model Design and Firms' Performance: Case of Technical and Electronic Retail in Russia</b> Ekaterina Migol <i>(Higher School of Economics, Russia)</i>	<b>Value Chain Reconfiguration as a Response to Changing Business Environment: the Case of Emerging Market IT Companies</b> Konstantin Nefedov Liubov Ermolaeva Dmitri Viktorov <i>(GSOM SPbU, Russia)</i>	<b>Institutional Development and Entrepreneurship: an Empirical Examination</b> Igor Laine Roman Teplov Juha Väättänen <i>(Lappeenranta University of Technology, Finland)</i>	<b>Managing Personnel Customer Orientation: Competency and Contextual Approaches:</b> Veronika Kabalina <i>(Higher School of Economics, Russia)</i> Ksenia Klepneva <i>(UCB, Russia)</i>	<b>Industrial Attractiveness: toward a System Dynamics Approach</b> Zنده Alireza Bafandeh <i>(Tabriz Branch, Islamic Azad University, Iran)</i>	<b>Do Shareholders value Philanthropic CSR-Engagement? - An Analysis of Capital Market Reactions to Donations</b> Mario Henry Meuthen Frank Schiemann Anne-Kathrin Hinze <i>(Hamburg University, Germany)</i>	<b>Stimulating Factors of Sustainable Consumption in Russia and Finland: Preliminary Results of Empirical Research</b> Olga Pogrebova Oxana Yuldasheva Olga Shirshova Julia Solovyeva <i>(St. Petersburg State University Of Economics, Russia)</i>	<b>Marketing Practices in Social Enterprises: Early Evidence from Russia</b> Subhasis Ray Chinmoy Bandyopadhyay <i>(Xavier University, India)</i> Yulia Aray Alina Rucheva <i>(GSOM SPbU, Russia)</i>	<b>Feedback Practice: on the Way to Dialogue</b> Irina Glazkova <i>(Ural State University of Economics, Russia)</i>
	<b>A Reliable Measurement Scale for Benefits of Enterprise Resources Planning (ERP)</b> Barbara Igel <i>(AIT School of Management, Thailand)</i>	<b>Utilization of Management Practices in Slovenia and Russia</b> Vojko Potocan Zlatko Nedelko <i>(University of Maribor, Slovenia)</i> Marina Latukha Liubov Ermolaeva <i>(GSOM SPbU, Russia)</i>	<b>The mediating role of international networks in the upgrading of domestic innovation systems in catching up contexts</b> Monika Petraite <i>(Kaunas University of Technology, Lithuania)</i>	<b>Complementarity of Talent Management Practices: an Analysis of World Management Survey data</b> Louisa Selivanovskikh Dmitriy Sokolov <i>(GSOM SPbU, Russia)</i>	<b>Corporate International Diversification and Firm Performance: Evidence from BRIC Companies</b> Pavel Yakovenko Irina Ivashkovskaya <i>(Higher School of Economics, Russia)</i>	<b>Patterns of corporate financial architecture in emerging markets. Evidence from Russia.</b> Anastasia Stepanova <i>(Higher School of Economics, Russia)</i>	<b>Analysis of the Gamification Influence on Consumer Perception of Loyalty Programs in Retail Industry</b> Alexander Sumenkov Daniil Muravskii <i>(GSOM SPbU, Russia)</i>	<b>Social Entrepreneurship in Germany and Russia: Identifying Factors that Lead to Success</b> Julia Fomina <i>(Dostoevsky Omsk State University, Russia)</i>	<b>Intercultural Communication Course: Feedback Strategies and Practices</b> Irina Skvortsova <i>(Ural State University of Economics, Russia)</i>
				<b>Modern Trends of Employee Engagement in Russia: the Management Practices of Global and Local Companies</b> Natalia Guseva <i>(Higher School of Economics, Russia)</i>		<b>Corporate International Diversification and Firm Performance: Evidence from BRIC Companies</b> Pavel Yakovenko Irina Ivashkovskaya <i>(Higher School of Economics, Russia)</i>	<b>Demand modeling on emerging markets</b> Irina Trushnikova <i>(St. Petersburg State University Of Economics, Russia)</i>	<b>Development of Social Entrepreneurship in Nizhniy Novgorod Culture Sphere</b> Marianna Lyubimova Viktoria Azarova Victor Aksyonov Ekaterina Tretyakova <i>(Lobachevsky State University of Nizhni Novgorod, Russia)</i>	<b>Mediation Nowadays: an Effective Tool of Professional Communication</b> Olga Lankina <i>(St. Petersburg University, Russia)</i>
						<b>Developments towards Holistic Perspective for Strategic Financial Management in the Public Sector</b> Pavel Lukichev <i>(Baltic State Technical University VOENMEH, Russia)</i>			<b>Short Stories, Long Discussion: Using Literary Fiction in Building Rapport</b> Ekaterina Baeva <i>(St. Petersburg University, Russia)</i>

16.00 - 16.30	Coffee break									
16.30 - 18.00	<b>Room 1209</b>	<b>Room 1210</b>	<b>Room 1211</b>	<b>Room 1212</b>	<b>Room 1213</b>	<b>Room 1214</b>	<b>Room 1215</b>	<b>Room 2223</b>		
	<b>The Digital Economy and the Internet</b>	<b>International Strategy of Emerging Market Firms</b>	<p><b>16:15 - 19:00</b> <b>(BY REGISTRATION!)</b> <b>GSOM/Management and Organization Review Emerging Scholar Consortium on Reviewing for and Publishing in Leading International Journals</b></p> <p><b>Speaker: Carl Fey</b> <b>(Aalto University, Finland)</b></p>	<b>Logistics and Supply Chain Management in Emerging Markets</b>	<p style="text-align: center;"><b>Round Table "Regional Industrial Policy: Support of Small and Medium Business in New Conditions and New Markets" (in Russian)</b></p> <p style="text-align: center;"><b>Moderator: Jury Simachev</b> <b>(Higher School of Economics, Russia)</b></p>	<b>Strategic Finance in Emerging Markets</b>	<b>Marketing in Emerging Markets: New Challenges and Opportunities</b>	<b>Modern Challenges of Professional Communication at University/Business school: Empowering Teacher - Student Collaboration</b>		
	Session chair: Sergey Yablonsky <i>(GSOM SPbU, Russia)</i>	Session chair: Andrei Panibratov <i>(GSOM SPbU, Russia)</i>		Session chair: Andrey Zyatchin <i>(GSOM SPbU, Russia)</i>		Session chair: Jeff Downing <i>(Higher School of Economics, Russia)</i>	Session chair: Maria Smirnova <i>(GSOM SPbU, Russia)</i>	Session chair: Tatiana Martynova <i>(GSOM SPbU, Russia)</i>		
	<p><b>The Model of Products Competition in Mobile Devices Market</b> Iana Salikhova <i>(St.Petersburg State University of Economic, Russia)</i> Victoria Grigoreva <i>(Higher School of Economics, Russia)</i> Ivan Svetunkov <i>(the Lancaster University, United Kingdom)</i></p> <p><b>The Effect of Weather Changes over E-Commerce</b> Elshorbagy Mohamed Ariel Rodríguez <i>(Far Eastern Federal University, Russia)</i></p>	<p><b>Regionalization as a Driver of Russia's Integration into the Global Innovation Space</b> Elena Korostyshevskaya Anna Trifilova <i>(St. Petersburg University, Russia)</i> Anna Veselova <i>(GSOM SPbU, Russia)</i></p> <p><b>Analysis of Acquisition of Infosys Technologies (Conservative Indian MNC)</b> Netra Pal Singh <i>(Management Development Institute, India)</i></p>		<p><b>Application of Multi-Agent Framework for Investigating a Supply Chain Dynamics using Simulation</b> Daria Belykh Gennady Botvin <i>(Saint Petersburg University, Russia)</i></p> <p><b>Cognitive Methods of Logistics System Management</b> Tatiana Shulzhenko <i>(St.Petersburg State University of Economic, Russia)</i></p> <p><b>Method Development of Logistics Service Quality Evaluation</b> Elizaveta Shakhanova Andrey Zyatchin <i>(GSOM SPbU, Russia)</i></p>		<p><b>Accounting Standards and Banking Regulation: Some Effects of Divergence</b> Jeff Downing <i>(Higher School of Economics, Russia)</i></p> <p><b>Predicting the Level of Accrual-Based and Real Earnings Management of Russian and Chinese Companies</b> Egor Nikulin Anna Loukianova Andrei Zinchenko <i>(GSOM SPbU, Russia)</i></p> <p><b>Impact of Corporate Taxation on Leverage of Innovative Companies</b> Elena Makeeva Ilona Murashkina Irina Mikhaleva <i>(Higher School of Economics, Russia)</i></p> <p><b>The impact of non-financial information disclosure on the cost of capital: the Evidence from BRIC</b> Sergey Kuzubov Mariia Evdokimova <i>(Higher School of Economics, Russia)</i></p> <p><b>Modern Business in Russia: Arrangement of Priorities of the Taxation</b> Tatiana Dyukina <i>(St. Petersburg University, Russia)</i></p>	<p><b>Who Bad-Mouths More When Brands Fail With Their Radical Innovation?</b> Deniz Dalman <i>(GSOM SPbU, Russia)</i></p> <p><b>Luxury Brands in Emerging Economies: a Brand Value Guide</b> Ilias Kapareliotis <i>(Deree College, Greece)</i></p> <p><b>Digital Marketing Solutions Effect on Customer-Based Brand Equity: Case of cosmetic industry in Russia</b> Olga Alkanova <i>(GSOM SPbU, Russia)</i></p> <p><b>Consumer-Brand Relationships in Conspiratorial Digital Narratives</b> Oliver Mathieu Alemany <i>(Toulouse Business School, France)</i></p>	<p><b>Some Aspects of Teaching and Assessment in Developing Professionally Oriented Communicative Competence in Foreign Languages</b> Olga Senichkina Elena Kitaeva <i>(St. Petersburg University, Russia)</i></p> <p><b>Learning through Playing: E-Quizes in Teaching Business German</b> Sergei Zhiliuk <i>(GSOM SPbU, Russia)</i></p> <p><b>On Necessity and Perspectives of GSOM Students dealing with Accental Varieties of English</b> Anna Radyushkina <i>(St. Petersburg University, Russia)</i></p>		
										<p><b>Roundtable Discussion: Modern Challenges of Professional Communication at University/Business school: Empowering Teacher - Student Collaboration</b></p>
19.00 - 21.30	Welcome reception, Campus cafeteria (2 <sup>nd</sup> floor)									

# GSOM Emerging Markets Conference-2017

October 6, Friday

09.30 - 10.00	Coffee break							
10.00 - 11.30	Room 1209	Room 1211	Room 1212	Room 1213	Room 1214	Room 1215	Room 2222	Campus Cafeteria 2nd floor
	<p><b>Public Private Partnership and Public Procurement Development</b> <i>Track chair:</i> Andrei Ivanov (GSOM SPbU, Russia)</p>	<p><b>Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice</b> <i>Track chair:</i> Galina Shirokova (GSOM SPbU, Russia)</p>	<p><b>Complexity and Strategy</b> <i>Track chair:</i> Ioannis Christodoulou (University of Westminster, UK)</p>	<p><b>Information Management and Knowledge Management</b> <i>Track chair:</i> Tatiana Gavrilova (GSOM SPbU, Russia)</p>	<p><b>Marketing in Emerging Markets: New Challenges and Opportunities</b> <i>Track chair:</i> Maria Smirnova (GSOM SPbU, Russia)</p>	<p><b>Cooperation Between Russia and China: Global Value Chain Perspective</b> <i>Track chairs:</i> Tony Fang Andrei Panibratov (GSOM SPbU, Russia)</p>	<p><b>Corporate Social Responsibility</b> <i>Track chair:</i> Yulia Ilina (GSOM SPbU, Russia)</p>	<p>Saint-Petersburg International Business Association (SPIBA) Round Table</p>
	<p>Session chair: Marcos Nobrega (Federal University of Pernambuco, Brazil)</p>	<p>Session chair: Marina Solesvik (Nord University, Norway)</p>	<p>Session chair: Katunina Irina (Dostoevsky Omsk State University, Russia)</p>	<p>Session chair: Kudryavtsev Dmitry (GSOM SPbU, Russia)</p>	<p>Session chair: Maria Smirnova (GSOM SPbU, Russia)</p>	<p>Session chair: Tony Fang Andrei Panibratov (GSOM SPbU, Russia)</p>	<p>Session chairs: Yury Blagov (GSOM SPbU, Russia)</p>	
	<p><b>Interests in the Field of Public Private Partnership: Insights from Bourdieu's Social Praxeology</b> Iqbal Khadaroo (University of Sussex, United Kingdom)</p> <p><b>Below the Line: "Priceless" Auctions</b> Andrei Ivanov Alina Ogorodova (GSOM SPbU, Russia)</p> <p><b>Concession in the Urban Management Model</b> Elena Kondyukova Elena Shershneva Oksana Nikitina (Ural Federal University, Russia)</p>	<p><b>Improvement-Driven Entrepreneurship: what can be done to encourage them?</b> Ekaterina Aleksandrova (Higher School of Economics, Russia) Olga Verkhovskaya Maria Kudevich (GSOM SPbU, Russia)</p> <p><b>Business Models of Ecopreneurship in Recycling: Case of the Russian Firm</b> Tatiana Ershova Gafforova Elena (Far Eastern Federal University)</p> <p><b>The Economic Performance and Size of Firms: the Case of Russian Health Resort Marke</b> Alexei Kazmin Natalia Kvadrtsius (St. Petersburg University, Russia)</p> <p><b>Closing the Intention-Action Gap in Entrepreneurship: an Institutional Perspective</b> Karina Bogatyreva Galina Shirokova (GSOM SPbU, Russia) Linda Edelman Tatiana Manolova (Bentley University, USA) Oleksiy Osiyevskyy (Northeastern University, USA)</p>	<p><b>Import Substitution and Export Promotion in Russia: what is the Trajectory of Development?</b> Nikolay Zudin (Center for Strategic Research, Russia) Yury Simachev (Higher School of Economics, Russia) Mikhail Kuzyk (Interdepartmental Analytical Center, Russia)</p> <p><b>The Influence of Media Slant on the Success of New Product Releases</b> Angelos Doukas Ilias Kapareliotis (Deree College, Greece)</p> <p><b>The Strategy of Region Development on the Basis of the Cluster Policy of the Cluster Policy</b> Tatiana Makarenya (Southern Federal University, Russia)</p>	<p><b>Knowledge Creation in Network: Game Equilibrium Approach</b> Vladimir Matveenko Aleksy Korolev Maxim Bakhtin (Higher School of Economics, Russia)</p> <p><b>Relationship between Knowledge Management Practices and Intellectual Capital Elements in Russian Companies</b> Tatiana Andreeva (Maynooth University, Ireland) Tatiana Garanina (GSOM SPbU, Russia)</p> <p><b>Innovative KM Tools and Methods: the Shift to Managerial Practices</b> Dmitry Kudryavtsev Tatiana Gavrilova Anna Kuznetsova (GSOM SPbU, Russia)</p>	<p><b>Consumer Behavior as a Challenge for Foreign Retailers' Strategic Marketing Decisions in Russian Market</b> Olga Trofimenko Irina Vorobieva Natalia Shagova (St. Petersburg University, Russia)</p> <p><b>Sharing Economy: What are the Prospects and Agenda for Research?</b> Maria Smirnova (GSOM SPbU, Russia) Vera Rebiazina (Higher School of Economics, Russia) Michaela Haase (Freie Universitaet Berlin, Germany)</p> <p><b>A Conceptual Model of Consumers' Persuasion Knowledge Management</b> Ksenia Golovacheva Maria Smirnova (GSOM SPbU, Russia)</p> <p><b>Complex Model of Branding: Concept and Applications</b> Vitaliy Cherenkov (GSOM SPbU, Russia)</p>	<p><b>FDI Motivation and Entry Strategies of Russian Companies in the Chinese Market</b> Gleb Borisov Liudmila Popova (St. Petersburg University, Russia)</p> <p><b>China and India in Internationalization of the Russian Oil Industry</b> Olga Garanina (GSOM SPbU, Russia)</p> <p><b>Most Similar and Most Different: Comparative Analysis of OFDI from China, Russia and US</b> Liubov Ermolaeva (GSOM SPbU, Russia)</p>	<p><b>Impacts of Technologies and New Responsibilities in Emerging Markets</b> Thomas Osburg (Fresenius Business School, Germany)</p> <p><b>The Sustainable Development Goals and Corporate Social Performance of Leading Russian Companies: Evidence from Non-Financial Reports</b> Yury Blagov Anastasiia Petrova-Savchenko (GSOM SPbU, Russia)</p> <p><b>Carbon vs. Non-Carbon Intensive Industries: an Analysis of the Relationship between Environmental Disclosure Performance and Economic Performance</b> Maria Mina (Edinburgh Napier University, United Kingdom)</p> <p><b>Financial Partnership through the Prizm of "Green" Trends (Russia)</b> Elena Shershneva Elena Kondyukova (Ural Federal University, Russia)</p>	

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	Public Private Partnership and Public Procurement Development	Corporate Governance in Emerging Markets	Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice	Complexity and Strategy	Information Management and Knowledge Management	Marketing in Emerging Markets: New Challenges and Opportunities	Cooperation Between Russia and China: Global Value Chain Perspective	Corporate Social Responsibility	Saint-Petersburg International Business Association (SPIBA) Round Table
	Session chair: Iqbal Khadaroo (University of Sussex, United Kingdom)	Session chair: Elena Rogova (Higher School of Economics, Russia)	Session chair: Almira Yusupova (Novosibirsk State University, Russia)	Session chair: Alireza Bafandeh Zende (Tabriz Branch, Islamic Azad University, Iran)	Session chair: Gavrilova Tatiana (GSOM SPbU, Russia)	Session chair: Maria Smirnova (GSOM SPbU, Russia)	Session chair: Tony Fang Andrei Panibratov (GSOM SPbU, Russia)	Session chairs: Yury Blagov (GSOM SPbU, Russia)	
	<p><b>The Limits and the Application of Internal Rate of Return (IRR) in the Concessions and Public-Private Partnerships (PPPs) in Brazil</b> Marcos Nobrega (Federal University of Pernambuco, Brazil)</p> <p><b>The Effectiveness of the Installed Flexibility and the Methods of its Evaluation in the Projects of Private-State Partnership</b> Anna Kniazeva (St. Petersburg University, Russia)</p> <p><b>The Lessons of Applying Linear Scoring Rule in the Russian Public Procurement Tenders</b> Irina Berezinets Andrei Ivanov (GSOM SPbU, Russia)</p>	<p><b>Does Intellectual Capital of Women on Board Matter? Evidence from Russian Companies</b> Tatiana Garanina Irina Berezinets Yulia Ilina (GSOM SPbU, Russia)</p> <p><b>Impact of Adopting Shareholder Primacy Corporate Governance on Financial Market Growth in BRICS</b> Samanta Navajyoti (University of Sheffield, UK)</p> <p><b>How the Composition of Board of Directors Affects the Propensity to Hostile Takeovers for Russian Acquiring Companies?</b> Elena Rogova Natalia Maricheva (Higher School of Economics, Russia)</p> <p><b>Relational Capital of Foreign Board Membership in Russia: Evidence from Social Network Analysis</b> Anna Bykova Marina Zavertyaeva (Higher School of Economics, Russia)</p>	<p><b>Open Innovation Strategy Patterns In European Companies</b> Daria Podmetina Roman Teplov Ekaterina Albats (Lappeenranta University of Technology, Finland)</p> <p><b>Innovative Entrepreneurship in Russian Resource-Rich Regions: Challenges and Outcomes</b> Sergey Levin Kirill Sablin Elena Kagan (Kemerovo State University, Russia)</p> <p><b>Technology Transfer in Post-Socialist Biotech Clusters - A Comparative Study of Central Siberia and Rhine-Neckar</b> Niclas Ruffer Carl Rettig (Mannheim University, Germany) Svetlana Samusenko Ivan Drobyshhev (Siberian Federal University, Russia) Alexandr Pidchosa (Taras Shevchenko National University of Kyiv, Ukraine)</p>	<p><b>Organisational Competence in Managing Projects: an Investigation into Development Constraints</b> Irina Katunina (Dostoevsky Omsk State University, Russia)</p> <p><b>Parametric Strategic Management Approach as The Management Instrument for Emerging Markets</b> Alexander Obydenov (Financial University under the Government of the Russian Federation, Russia)</p> <p><b>Method of Using Business Capability Mapping in Small and Medium-Sized Enterprises Strategic Planning</b> Aleksandr Sidorov Dmitry Kudryavtsev (GSOM SPbU, Russia)</p>	<p><b>Knowledge Sharing Barriers Employee Perception Determinants in Higher Education Institutions' Administrative Processes</b> Evgeny Blagov Anastasiia Pleshkova Alena Begler (GSOM SPbU, Russia)</p> <p><b>Knowledge Management in M&amp;A by Innovative Companies: the Evidence from Emerging Capital Markets</b> Deng Junzhi (Higher School of Economics, Russia)</p>	<p><b>Value Creation and Contextual Specifics</b> Marin Marinov (University of Gloucestershire, United Kingdom) Svetla Marinova (Aalborg University, Denmark)</p> <p><b>Is Customer Orientation of the Russian Companies Real or Declared?</b> Vera Rebiazina Olga Gulakova (Higher School of Economics, Russia)</p> <p><b>Emerging Markets and the Global Refugee Crisis: Obligations and Opportunities</b> Clifford J. Shultz Alexander Krasnikov (Loyola University Chicago, USA) Andrés Barrios (Universidad de los Andes, Colombia)</p> <p><b>Impact of consumption values on consumer attitude toward green products: sustainable consumption in Russia and China</b> Anastasiia Napalkova (Far Eastern Federal University, Russia)</p>	<p><b>Financial Constraints and Internationalization of Emerging Economies – Evidences from Chinese Multinational Enterprises</b> Chai Fei (GSOM SPbU, Russia)</p> <p><b>Fiscal Relations of National and Subnational Governments: a Comparative Analysis of the Cases of Russia and China</b> Denis Kadochnikov (St. Petersburg University, Russia)</p> <p><b>Emerging Market Firms' Competitiveness: Comparison of Chinese and Russian Firms through the Prism of 3I's Concept</b> Liudmila Veselova (St. Petersburg University, Russia) Anna Veselova (GSOM SPbU, Russia)</p>	<p><b>Strategic Management Innovation of Urban Green Spaces for Sustainable Community Development</b> Jose Vargas-Hernández José Luis Soriano Sandoval (University of Guadalajara, Mexico)</p> <p><b>A Conceptual Framework of Non-Implementation of Corporate Social Responsibility of Selected Multinational Oil Firms in the Niger Delta Region of Nigeria</b> Joy Akahome (The Federal University Otuoke, Nigeria)</p> <p><b>Managing Corporate Social Performance in Fashion Industry</b> Anastasia Petrova-Savchenko Anastasia Mirgyan (GSOM SPbU, Russia)</p>	
13.30 - 14.30	Lunch Campus cafeteria (1st floor)								

14.30 - 16.00	<p><b>Room 1209</b></p> <p><b>Public Private Partnership and Public Procurement Development</b></p> <p>Session chair: Andrei Ivanov (GSOM SPbU, Russia)</p> <p><b>International legal regulation on Public Private Partnership</b> Svetlana Maslova (GSOM SPbU, Russia)</p> <p><b>Institutions of Legal Protection in the Implementation of Public-Private Partnerships</b> Inna Orlova (St. Petersburg University, Russia)</p>	<p><b>Room 1210</b></p> <p>The special retreat of the Russian Managers Association Committee for Corporate Social Responsibility on the topic "Towards Responsible Supply Chain Management"</p> <p>Moderator: Irina Bakhtina (the Russian Managers Association)</p>	<p><b>Room 1211</b></p> <p><b>Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice</b></p> <p>Session chair: Daria Podmetina (Lappeenranta University of Technology, Finland)</p> <p><b>Benefits of Small and Medium Enterprise (SME) Lending for Commercial Banks in Kenya</b> Lilian Ollows Freshia Mugo-Waweru (Strathmore University, Kenya) Andrea Moro (Cranfield University, UK)</p> <p><b>SME Internationalization in Different Regional Contexts: A Systematic Literature Review</b> Igor Novikov (Far Eastern Federal University, Russia)</p> <p><b>Entrepreneurial Orientation and Performance: The Moderating Effect of Institutional Context</b> Tatiana Beliaeva Galina Shirokova (GSOM SPbU, Russia)</p>	<p><b>Room 1213</b></p> <p><b>Information Management and Knowledge Management</b></p> <p>Session chair: Strakhovich Elvira (GSOM SPbU, Russia)</p> <p><b>Structural Diagnosis of Intellectual Capital in the Case of Educational Organization</b> Ekaterina Polozova Elena Veretennik (Higher School of Economics, Russia)</p> <p><b>Defining Discourse as a Tool of Soft Power Modifying Socio-Cultural Environment (Theoretical Considerations and Items Relating to Academia)</b> Vitaly Cherenkov (GSOM SPbU, Russia) Natalia Cherenkova (St. Petersburg State University of Economics, Russia)</p> <p><b>Informed Principal Subject to Moral Hazard</b> Arseniy Gorbushin (Vyatka State University, Russia)</p> <p><b>Research of Commercialization Models of Scientific Developments in Projects of Technological Entrepreneurship</b> Svetlana Karpycheva (Higher School of Economics, Russia)</p>	<p><b>Room 1214</b></p> <p><b>Marketing in Emerging Markets: New Challenges and Opportunities</b></p> <p>Session chair: Maria Smirnova (GSOM SPbU, Russia)</p> <p><b>Book Presentation: Research Handbook of Marketing in Emerging Economies. Edited by Marin A. Marinov</b></p> <p><b>Perceived Advertising Intrusiveness and Avoidance in Emerging Economies – the Case of China</b> Marin Marinov (University of Gloucestershire, United Kingdom) Svetla Marinova (Aalborg University, Denmark)</p> <p><b>Russian Consumer Behaviour: In Search of a Balance between National Uniqueness and Western Mainstream</b> Irina Vorobieva Sergei Sutyryn (St. Petersburg University, Russia)</p> <p><b>E-commerce Market in Russia: Investigating Barriers and Drivers from the Consumer Perspective</b> Anna Daviy Vera Rebiyazina (Higher School of Economics, Russia)</p>
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16.00 - 16.30 **Coffee break**

16.30 - 18.30	<p><b>Room 1209</b></p> <p><b>On Improving Effectiveness and Increasing Efficiency in the Public Sector</b></p> <p>Track chair: Andrei Ivanov (GSOM SPbU, Russia)</p> <p>Session chair: Evgeni Gilenko (GSOM SPbU, Russia)</p> <p><b>Challenges of Russian Fiscal Federalism</b> Andrey Yushkov Nina Oding Lev Savulkin (ICSER "Leontief Centre", Russia)</p> <p><b>Multilateral Development Banks: Additionality and Non-competition. Really?</b> Anna Bakaykina (Analytical Center for the Government of the Russian Federation, Russia)</p> <p><b>Improving the Quality of E-government (the Case of St. Petersburg Portal of Electronic Public Services)</b> Evgeni Gilenko Maria Makeeva (GSOM SPbU, Russia)</p>	<p><b>Room 1210</b></p> <p>The special retreat of the Russian Managers Association Committee for Corporate Social Responsibility on the topic "Towards Responsible Supply Chain Management"</p> <p>Moderator: Irina Bakhtina (the Russian Managers Association)</p>	<p><b>Room 1211</b></p> <p><b>Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice</b></p> <p>Session chair: Karina Bogatyreva (GSOM SPbU, Russia)</p> <p><b>Attitude To Difficult Life Situations as a Resource of Women-Entrepreneur Coping Behaviour</b> Svetlana Kostomina Natalia Skutina (St. Petersburg University, Russia)</p> <p><b>University Internationalization and Career Intentions of Students</b> Tatyana Tsukanova Galina Shirokova (GSOM SPbU, Russia)</p> <p><b>Institutions and Entrepreneurship in Russia: Some Historical Evidence</b> Natalia Drozdova (GSOM SPbU, Russia)</p> <p><b>The Research of Entrepreneurial Abilities in Social Entrepreneurship</b> Yulia Agzamova Valentina Zhokhova (Far Eastern Federal University, Russia)</p>	<p><b>Room 1213</b></p> <p><b>Contemporary issues in Urban development</b></p> <p>Track chair: Ekaterina Sokolova (GSOM SPbU, Russia)</p> <p>Session chair: Ekaterina Sokolova (GSOM SPbU, Russia)</p> <p><b>Sustainable Economic Development of Small Towns: Financial Aspects</b> Marina Sheresheva (Lomonosov Moscow State University, Russia) Matwei Oborin (Perm Institute of G.V. Plekhanov Russian University of Economics, Russia)</p> <p><b>City Residents Satisfaction and Territorial Marketing</b> Yulia Popova Anastasiya Popova (Syktyvkar State University, Russia)</p> <p><b>New Employment of New Institutional Methodology: Is Dilapidation of Multi-Apartment Houses in Russia Market or State failure?</b> Andrew Gamov (Higher School of Economics, Russia)</p> <p><b>European Urban Development: Multicultural Aspect</b> Aleksandra Egoreichenko (St. Petersburg University, Russia)</p>	<p><b>Room 1214</b></p> <p><b>Strategic Finance in Emerging Markets</b></p> <p>Track chair: Alexander Bukhvalov (GSOM SPbU, Russia)</p> <p>Session chair: Olga Khon (Higher School of Economics, Russia)</p> <p><b>Information Asymmetry and Returns to Acquirers of Public and Private Targets in BRICS Countries</b> Maria Zamyatina (Higher School of Economics, Russia)</p> <p><b>Evaluation of Specific Risk Premium for Investment Projects</b> Karina Khafizova Vitaly Okulov (GSOM SPbU, Russia)</p> <p><b>Key Value Drivers for Commercial Banks: Evidence from Eastern Europe</b> Elvina Frolova (Moscow State Institute of International Relations, Russia)</p> <p><b>Interest Rates in Russia: the Interference of Regulator to the Market</b> Olga Khon (Higher School of Economics, Russia)</p> <p><b>Stock Price Reactions to Dividend Announcements: Evidence from Russia</b> Daria Batyshkina (Higher School of Economics, Russia)</p>	<p><b>Room 1215</b></p> <p><b>Logistics and Supply Chain Management in Emerging Markets</b></p> <p>Track chair: Konstantin Krotov (GSOM SPbU, Russia)</p> <p>Session chair: Anna Logacheva (GSOM SPbU, Russia)</p> <p><b>Transformation and Innovations in Business Models: Sustainable Supply Chains Perspective in Russian Context</b> Yulia Aray Anna Logacheva Anna Veselova Dmitri Knatko (GSOM SPbU, Russia)</p> <p><b>Sustainable Supply Chain Practices: Pain or Gain for Emerging Market Firms?</b> Anna Veselova Anna Logacheva Yulia Aray (GSOM SPbU, Russia)</p> <p><b>Effect of Interconnector on Economic Dispatch on Russian Electricity Market</b> Evgeniya Popova Anastasiya Redkina (Higher School of Economics, Russia)</p> <p><b>Advanced Planning and Scheduling in Demanding Planning Environments</b> Dalibor Konvicka (LOGIS, Czech Republic) Vitaly Solodovnikov (Higher School of Economics, Russia)</p>	<p><b>Room 2222</b></p> <p><b>Round-table "Case Method in Business Education" (in Russian)</b></p> <p>Speakers: Igor Gladkikh Andrei Zamulin (GSOM SPbU, Russia) Natalia Strekalova (Higher School of Economics, Russia)</p>
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## October 7, Saturday

09.30 - 10.00	Coffee break		
10.00 - 11.30	Room 1209	Room 1212	Room 1301
	<p style="text-align: center;"><b>The Healthcare Policy and Demand for Innovations in Healthcare</b> Track chair: <i>Andrei Ivanov (GSOM SPbU, Russia)</i></p> <p style="text-align: center;">Session chair: <i>Andrei Ivanov (GSOM SPbU, Russia)</i></p>	<p style="text-align: center;"><b>Logistics and Supply Chain Management in Emerging Markets</b> Track chair: <i>Konstantin Krotov (GSOM SPbU, Russia)</i></p> <p style="text-align: center;">Session chair: <i>Nikolay Zenkevich (GSOM SPbU, Russia)</i></p>	<p style="color: #800000;"><b>Social Entrepreneurship Day</b> (9:30, Registration Open 9:00)</p>
	<p style="text-align: center;"><b>Insurance Medical Organizations in Compulsory Health Insurance: Positions of Interest Groups</b> Tatiana Sklyar <i>(GSOM SPbU, Russia)</i></p> <p style="text-align: center;"><b>Does Abortion cause Women to Commit Suicide? Evidence from Quasi-Experiment</b> Dmitry Kisliitsyn <i>(Kemerovo State University, Russia)</i></p>	<p style="text-align: center;"><b>Coordinating Model of Working Capital Management in Supply Chains: Developing Economic Sustainability from the Inside</b> Anastasiia Ivakina Nikolay Zenkevich <i>(GSOM SPbU, Russia)</i></p> <p style="text-align: center;"><b>Reverse Logistics Aspects in Efficient Inventory Management</b> Anna Logacheva <i>(GSOM SPbU, Russia)</i> Pavel Sharahin <i>(St. Petersburg University, Russia)</i></p> <p style="text-align: center;"><b>Optimization of Profitability at Companies, B2B and B2C at the Cost of Modifying Assortment Management and Planning Processes at the Operational Level</b> Sergey Milov <i>(Higher School of Economics, Russia)</i></p> <p style="text-align: center;"><b>Improvement of Operational Performance of Internationalized Companies through Collaboration in Distribution Networks</b> Natalia Nikolchenko Anastasia Lebedeva Nikolay Zenkevich <i>(GSOM SPbU, Russia)</i></p>	
11.30 - 12.00	Coffee break		
12.00 - 14.00	Room 1209	Room 1301	
	<p style="text-align: center;"><b>The Healthcare Policy and Demand for Innovations in Healthcare</b></p> <p style="text-align: center;">Session chair: <i>Anton Povzun (Saint-Petersburg I.I. Dzhanelidze Research Institute Of Emergency Medicine, Russia)</i></p> <p style="text-align: center;"><b>Saint Petersburg Public Hospitals' Performance: Application of the Neely's Performance Prism Framework and Empirical Findings</b> Yuri Fedotov Kazimir Iablonskii <i>(GSOM SPbU, Russia)</i></p> <p style="text-align: center;"><b>Obvious and hidden effects of the stimulating compensations in the budgetary sphere</b> Elena Kalabina <i>(Ural State University of Economics, Russia)</i></p> <p style="text-align: center;"><b>Moral Hazard in the Russian Market of Private Health Insurance</b> Andrey Aistov Ekaterina Aleksandrova Christopher Gerry <i>(Higher School of Economics, Russia)</i></p>	<p style="color: #800000;"><b>Social Entrepreneurship Day</b></p>	
14.00 - 15.00	Lunch: Main hall (Coffee break area)		
14.30 - 17.00	Room 1212	Room 1301	
	<p style="text-align: center;"><b>Round Table "Innovations in the Informatization of Healthcare Organizations' (in Russian)</b></p> <p style="text-align: center;">Moderator: <i>Andrei Ivanov (GSOM SPbU, Russia)</i></p>	<p style="color: #800000;"><b>Social Entrepreneurship Day</b></p>	
17.00 - 17.30	Coffee break		