



**Graduate
School of Management**

St. Petersburg University



International Research Conference “GSOM Emerging Markets Conference-2015: Business and Government Perspectives”

Doctoral Colloquium

Place: Graduate School of Management, St. Petersburg State University, Campus at Mikhailovskaya Dacha

Working language: English

October 13, 2015

Time			
09.30 – 10.00	Registration		
10.00 – 10.15	Colloquium welcome, room 1210		
10:15 – 11:45	Learning Sessions on Process of Theorizing, Making Strong Theoretical Contribution and Theory Building Process Room 1212	Prof. Snejina Michailova	The University of Auckland Business School, New Zealand
12:00 – 12:30	Coffee break		
12:30 – 14:15	Learning Sessions on Process of Theorizing, Making Strong Theoretical Contribution and Theory Building Process Room 1212	Prof. Snejina Michailova	The University of Auckland Business School, New Zealand
14:30 – 15:15	Lunch, Campus Cafeteria		



15:30 – 17:00	Learning Sessions on Process of Theorizing, Making Strong Theoretical Contribution and Theory Building Process Room 1212	Prof. Snejina Michailova	The University of Auckland Business School, New Zealand
17:00 – 17:30	Coffee break		
17:30 – 19:00	Learning Sessions on Process of Theorizing, Making Strong Theoretical Contribution and Theory Building Process Room 1212	Prof. Snejina Michailova	The University of Auckland Business School, New Zealand

October 14, 2015

Time	Session (place)		
10.00 – 12.15	Paper development session with feedback and discussion Management: national and public administration aspects, room 2242 Chair: Asc. Prof. Yury Fedotov, Graduate School of Management Saint-Petersburg State University, Russia Faculty: Asc. Prof. Marina Latukha, Graduate School of Management Saint-Petersburg State University, Russia Asc. Prof. Yury Blagov, Graduate School of Management Saint-Petersburg State University, Russia Prof. Elena Zavyalova, Graduate School of Management Saint-Petersburg State University, Russia		
	The Role of External Reference Standards in Leveraging Maturity of a Human Capital Management System	Aleksandra Bordunos	Graduate School of Management Saint-Petersburg State University, Russia
	Ethical Principles of Managing Stakeholder Risk Concern: CSR Practices and Factors of Their Effectiveness	Sofia Villo	Graduate School of Management Saint-Petersburg State University, Russia
	Organizational Performance Measurement in Saint Petersburg Public Hospitals	Kazimir Yablonskiy	Graduate School of Management Saint-Petersburg State University, Russia

Strategy and Entrepreneurship, room 1210

Chairs: Prof. Galina Shirokova, Asc. Prof. Tatiana Andreeva, Graduate School of Management Saint-Petersburg State University, Russia

Faculty:

Prof. Snejina Michailova, The University of Auckland Business School, New Zealand

Asc. Prof. Mariya Molodchik, National Research University Higher School of Economics, Perm

Asc. Prof. Nikolay Zenkevich, Graduate School of Management Saint-Petersburg State University, Russia

Prof. Andrei Panibratov , Graduate School of Management Saint-Petersburg State University, Russia

Prof. Tatiana Romanova-Stettler, Kent State University, USA

Prof. Tatiana Manolova, Bentley University, USA

New Venture Changes and Performance: Configurational Approach	Julia Bystrova	Graduate School of Management Saint-Petersburg State University, Russia
Russian Firms During Crises: Does Managerial Capabilities Matter and Are They Dynamic?	Georgiy Alaev	Ural Federal University, Russia
Internationalization Strategies of the Companies: Impact of Uncertainty	Olga Alekseeva	Graduate School of Management Saint-Petersburg State University, Russia

12:15 – 12:45 Coffee break

Marketing, room 2239

Chair: Asc. Prof. Maria Smirnova, Graduate School of Management Saint-Petersburg State University

Faculty:

Ass. Prof. Johanna Frösén, Graduate School of Management Saint-Petersburg State University

Ass. Prof. Mustafa Deniz Dalman, Graduate School of Management Saint-Petersburg State University

Ass. Prof. Joan Freixanet, Graduate School of Management Saint-Petersburg State University

Cooperation at Different Stages of Innovation Process: the Effect on Performance	Khomich Svetlana	Graduate School of Management Saint-Petersburg State University, Russia
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Generic And Context Specific Dimensions of Buyer-Supplier Relationship Quality	Jukka Minna	School of Business and Management Lappeenranta University of Technology, Finland
Strategy and Entrepreneurship, room 1210 Chairs: Prof. Galina Shirokova, Asc. Prof. Tatiana Andreeva, Graduate School of Management Saint-Petersburg State University, Russia Faculty: Prof. Snejina Michailova, The University of Auckland Business School, New Zealand Asc. Prof. Mariya Molodchik, National Research University Higher School of Economics, Perm Asc. Prof. Nikolay Zenkevich, Graduate School of Management Saint-Petersburg State University, Russia Prof. Andrei Panibratov , Graduate School of Management Saint-Petersburg State University, Russia Prof. Tatiana Romanova-Stettler, Kent State University, USA Prof. Tatiana Manolova, Bentley University, USA		
Growth Aspirations in Student-Owned Ventures: Impact of Access to Resources in Different Cultural Backgrounds	Egor Skaletskiy	Far Eastern Federal University, Russia
Complementarity Effects of Strategic Orientations on Firm Performance: the Moderating Role of Environmental Hostility	Tatiana Beliaeva	Graduate School of Management Saint-Petersburg State University, Russia
National Culture and Venture Cognitive Logic Relationship to New Venture Performance	Anastasia Laskovaya	Graduate School of Management Saint-Petersburg State University, Russia
14:30 - 15:15	Lunch, Campus Cafeteria	

15:30 – 17:00

Strategy and Entrepreneurship, room 1210

Chairs: Prof. Galina Shirokova, Asc. Prof. Tatiana Andreeva, Graduate School of Management Saint-Petersburg State University, Russia

Faculty:

Prof. Artur Baldauf, University of Bern, Switzerland

Prof. Tatiana Manolova, Bentley University, USA

Prof. Snejina Michailova, The University of Auckland Business School, New Zealand

Asc. Prof. Mariya Molodchik, National Research University Higher School of Economics, Perm

Prof. Tatiana Romanova-Stettler, Kent State University, USA

Asc. Prof. Nikolay Zenkevich, Graduate School of Management Saint-Petersburg State University, Russia

Determinants of International M&A Abandonment: Evidence from Russia	Lyibov Ermolaeva	Graduate School of Management Saint-Petersburg State University, Russia
Biorefinery Innovation Networks in South-East Finland: Chemical industry and Forest industry Hub-firms	Melina Maunula	School of Business and Management Lappeenranta University of Technology, Finland
Marketing, Room 2239		
Chair: Asc. Prof. Maria Smirnova, Graduate School of Management Saint-Petersburg State University, Russia		
Faculty:		
Ass. Prof. Johanna Frösén, Graduate School of Management Saint-Petersburg State University, Russia		
Ass. Prof. Mustafa Deniz Dalman, Graduate School of Management Saint-Petersburg State University, Russia		
Ass. Prof. Joan Freixanet, Graduate School of Management Saint-Petersburg State University, Russia		
A Competency Model of Personnel Customer-Oriented	Klepneva Ksenia	National Research University “Higher School of Economic”, Russia
Consumer Response to Price Increases: the Moderating Role of Framing and Consumer Knowledge	Golovacheva Ksenia	Graduate School of Management Saint-Petersburg State University, Russia

Management: national and public administration aspects, Room 2242			
Chair: Asc. Prof. Yury Fedotov, Graduate School of Management Saint-Petersburg State University, Russia			
Faculty: Asc. Prof. Marina Latukha, Graduate School of Management Saint-Petersburg State University, Russia Asc. Prof. Yury Blagov, Graduate School of Management Saint-Petersburg State University, Russia Prof. Elena Zavyalova, Graduate School of Management Saint-Petersburg State University, Russia			
	Strategic Decisions in Companies: Analysis of M&A deals in Russian Metallurgical Companies	Maxim Fomin	Graduate School of Management Saint-Petersburg State University, Russia
	Building Risk-Management Strategy During the Crisis	Ekaterina Smirnova	Graduate School of Management Saint-Petersburg State University, Russia
17:00 – 17:30	Coffee break		
17:30 – 19:00	Publishing Papers in Respectable Journals Using Foreign (Non-U.S.) Data Room 1212	Prof. Kang Jun-Koo	College of Business, Nanyang Business School, Nanyang Technological University, Hong Kong

October 15, 2015

Time	Session (place)		
12:00 – 14:15	How to Master Your Doctoral Thesis and Your Scientific Advisor? Room 1210	John Christopher Spender	ESADE Business School, Spain / Kozminski University, Business School, Poland
14:30 – 15:15	Lunch, Campus Cafeteria		
15:30 – 17:30	Workshop: Key Factors in Successfully Publishing in Academic Journals Room 1210	Kelly Hewett	University of Tennessee