



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

Doctoral Colloquium

**October 13, 2015 (Tuesday)
Venue: Mikhailovskaya Dacha Campus
Sankt-Peterburgskoye Shosse, 109**

| Time | Session | Room |
|---------------|--|------------------|
| 9:30 – 10:00 | Registration | |
| 10:00 – 10:15 | Colloquium Welcome | 1210 |
| 10:15 – 19:00 | Learning sessions on Process of Theorizing, Making Strong Theoretical Contribution and Theory Building Process | 1210 |
| 12:00 – 12:30 | Coffee Break | |
| 14:30 – 15:15 | Lunch | Campus Cafeteria |
| 17:00 – 17:30 | Coffee Break | |

October 14, 2015 (Wednesday)

| Time | Session | Room |
|---------------|---|----------------------|
| 10.00 – 12.15 | Paper development session with feedback and discussion | 1210 2239 2242 |
| 12:15 – 12:45 | Coffee Break | |
| 12:45 – 14:15 | Paper development session with feedback and discussion | 1210 2239 2242 |
| 14:30 – 15:15 | Lunch | Campus Cafeteria |
| 15:30 – 17:00 | Paper development session with feedback and discussion | 1210 2239 2242 |
| 17:00 – 17:30 | Coffee Break | |
| 17:30 – 19:00 | Publishing papers in respectable journals using foreign (non-U.S.) data | 1210 |

October 15, 2015 (Thursday)

| Time | Session | Room |
|---------------|---|------------------|
| 12:00 – 14:15 | How to Master Your Doctoral Thesis and Your Scientific Advisor? | 1210 |
| 14:30 – 15:15 | Lunch | Campus Cafeteria |
| 15:30 – 17:30 | Workshop: Key Factors in Successfully Publishing in Academic Journals | 1210 |





**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

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|---------------|---|--------------------------|---|
| 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 | | |



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|---------------|---|--------------------------|---|
| 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

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|---|----------------|---|
| 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

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| 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

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| 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

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| 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 |

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| 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 |