

# **PROGRAMME**

***11TH INTERNATIONAL GSOM  
ECONOMY&MANAGEMENT CONFERENCE  
2024 (EMC 2024)***

**Economy, management, finance: sustainability and  
efficiency in the period of turmoil**

**October 1-5, 2024**



## **Welcome speech EMC 2024**

Distinguished guests and participants,

On behalf of the Programme Committee, I am pleased to welcome you to the XI International Economy and Management Conference hosted by the Graduate School of Management at Saint Petersburg University. We are thrilled to facilitate yet another exceptional conference of the highest caliber.

This year's theme, "Economy, Management, Finance: Sustainability and Efficiency in the Period of Turmoil," addresses critical issues that resonate deeply within contemporary business discourse, garnering significant interest from both academic

circles and industry professionals. We received a wealth of outstanding submissions this year, leading to a diverse agenda that includes esteemed scholars from countries such as Algeria, Bahrain, Bangladesh, Belgium, China, Colombia, Ireland, India, Russia, Turkey, and South Africa. Participants from across Russia, from Kaliningrad to Vladivostok, enrich our gathering. This conference serves as an invaluable platform for networking with new colleagues, establishing scientific connections, and nurturing future research collaborations.

We are privileged to present four distinguished keynote speakers this year: Professor Zoran Hrubisic from the Belgrade Banking Academy in Serbia, Professor Weihua Fang from Beijing Normal University in China, Professor Qian Sun from Fudan University School of Management in China, and Associate Professor Victoria Dobrynskaya from the School of Finance at HSE University in Moscow. Together, they will contribute to our plenary session titled "Navigating Crises: A Holistic Approach to International Diversification, Climate Risk, and Economic Value Dynamics." We hope you find both the conference and your stay in Saint Petersburg enjoyable.

Additionally, we encourage all attendees to engage in associated events such as master classes, sessions with the Russian Management Journal, and various social activities.

I would like to extend my sincere gratitude to all members of the Programme Committee and conference staff for their invaluable support in developing the EMC 2024 program.

Thank you for being here and enjoy the conference!

Elena Rogova, Professor, GSOM SPbU,  
EMC 2024 Programme Chair.

A handwritten signature in blue ink, appearing to read 'Elena Rogova', written in a cursive style.

## **Programme Committee**

1. **Elena Rogova**, Professor, Department of Finance and Accounting, Graduate School of Management, Saint Petersburg University, Chairman.
2. **Yuriy Fedotov**, Associate Professor, Department of Operational Management, Graduate School of Management, Saint Petersburg University;
3. **Yuriy Blagov**, Associate Professor, Department of Strategic and International Management, Graduate School of Management, Saint Petersburg University
4. **Karina Bogatyreva**, Associate Professor, Department of Strategic and International Management, Graduate School of Management, Saint Petersburg University;
5. **Darko Vukovic**, Associate Professor, Department of Finance and Accounting, Graduate School of Management, Saint Petersburg University;
6. **Tatyana Gavrilova**, Professor, Department of Information Technologies in Management, Graduate School of Management, Saint Petersburg University;
7. **Anastasia Golubeva**, Associate Professor, Department of State and Municipal Administration, Graduate School of Management, Saint Petersburg University;
8. **Nikolay Zenkevich**, Associate Professor, Department of Operational Management, Graduate School of Management, Saint Petersburg University;
9. **Olga Nikiforova**, Associate Professor, Department of Organizational Behavior and Personnel Management, Graduate School of Management, Saint Petersburg University;
10. **Andrey Panibratov**, Professor, Department of Strategic and International Management, Graduate School of Management, Saint Petersburg University;
11. **Maria Smirnova**, Associate Professor, Marketing Department, Graduate School of Management, Saint Petersburg University;
12. **Elena Gorbashko**, Vice-Rector for Research at St. Petersburg State University of Economics;
13. **Irina Ivashkovskaya**, Professor, Head of the School of Finance, National Research University Higher School of Economics;
14. **Philipp Kartaev**, Head of the Department of Micro-and Macroeconomic Analysis, Lomonosov Lomonosov Moscow State University;
15. **Alexander Muravyev**, Associate Professor of the Department of Economics, National Research University Higher School of Economics – Saint Peterburg;
16. **Ludmila Ruzhanskaya**, Head of the Department of International Economics and Management, Ural Federal University named by the First President of Russia B. N. Yeltsin;
17. **Olga Tretyak**, Professor, National Research University Higher School of Economics;

18. **Almira Yusupova**, Head of the Department of Management, Novosibirsk State University; leading researcher, IESS SB RAS;
19. **Roman Pinus**, Deputy Chairman, Finance Committee, St. Petersburg Administration;
20. **Dmitry Balandin**, Vice President for Economics and Finance;
21. **Dmitry Vasiliev**, Head of the Electric Power Industry Regulation Department, FAS;
22. **Victor Ivanov**, Professor, Department of Credit Theory and Financial Management, Saint Petersburg University;
23. **Kazimir Yablonsky**, Director of the Department of Economics and Digital Transformation, Ministry of Health of the Russian Federation;
24. **Zoran Grubisic**, Dean of the Faculty of Economics, PhD, Belgrade Banking Academy;
25. **Yong Zhang**, Dean of the Faculty of Economics, PhD, Fudan University;
26. **Moinak Maiti**, Head of the Basic Department of Big Data Research Firststrand, PhD, University of Whitewatersrand, South Africa

## **Organizing Committee**

1. **Anna Sorokina**, Head of the Service for Organization of Events and Corporate Projects for Management - Chairman;
2. **Pavel Bychkov**, Head of the Marketing Division of the Marketing and Media Communications Department;
3. **Dmitry Maksimov**, Head of Department No4, Technical Support Service of the Department - Information Technology Service;
4. **Alina Lavrenyuk**, Acting Head of the Integrated Building Maintenance Site No. 2 of the Repair and Maintenance Division No. 7;
5. **Anastasia Smirnova**, Commandant of the Integrated Buildings Maintenance Section No. 2 of the Maintenance Division No. 7.
6. **Daria Kochetkova**, manager, Center of market efficiency and applied finance research, Graduate School of Management, Saint Petersburg University
7. **Nikita Porokhin**, Leading specialist, Grants and scientific awards coordination and support department, Research support service Saint Petersburg University

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# October 1, 2024 (Tuesday)

## Doctoral colloquium

Track Chair: Karina Bogatyreva, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>11:20-15:15 MS TEAMS</b>	<b>Doctoral colloquium -1</b>		<b>Session Chair:</b> Karina Bogatyreva, The Graduate School of Management at St Petersburg University, Russia <b>Session Language:</b> English <b>Session Type:</b> Online	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Karina Bogatyreva	Associate Professor, Academic Director of the Doctoral Program, The Graduate School of Management at St Petersburg University	Welcome opening speech and program overview
	<b>Publishing block</b>			
	2	Dmitriy Kucherov	Associate Professor, Associate Editor at the Russian Management Journal, The Graduate School of Management at St Petersburg University	Main guidelines on publishing in the Russian Management Journal
	3	Qian Sun	Professor at School of Management, Fudan University, Shanghai, China	How to publish in premium international journals
<b>Methodological block</b>				
4	Yuriy Fedotov	Associate Professor, The Graduate School of Management at St Petersburg University	Introduction to the data envelopment analysis (DEA)	

# October 2, 2024 (Wednesday)

## Doctoral colloquium

Track Chair: Karina Bogatyreva, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-11:30 Room 204</b>	<b>Doctoral colloquium - 2</b>	<b>Session Chair:</b> Karina Bogatyreva (GSOM SPbU), Russia <b>Session Language:</b> English
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				Session Type: Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Guo Wanting	The Graduate School of Management at St Petersburg University	Determinants of corporate sustainable performance in China: The role of talent management practices in the context of national culture
	2	Artem Sviridov	The Graduate School of Management at St Petersburg University	Evaluating the synergy between corporate governance efficiency and bank performance
	3	Andrei Zhukov	The Graduate School of Management at St Petersburg University	Connectivity of Chinese and Russian financial markets during the turmoil: prediction of market (in)efficiency
<b><i>Break (15 min)</i></b>				
<b>11:45-13:15 Room 204</b>	1	Nikolay Lakhov	The Graduate School of Management at St Petersburg University	Usage of information technology (IT) as an instrument for the counteraction of corrupt behavior
	2	Alejandro Nova-Alarcon	The Graduate School of Management at St Petersburg University	International Interfirm SME's Cooperation as Driver of Innovation
	3	Jerome Lambert	The Graduate School of Management at St Petersburg University	The impact of AI's integration in companies' strategy on their performance
<b><i>Lunch (60 min)</i></b>				
<b>14:15-15:45 Room 204</b>	1	Evgenii Sokolov	The Graduate School of Management at St Petersburg University	Big data as a resource for small and medium enterprises: drivers of use and performance implications
	2	Aleksandr Ivanov	The Graduate School of Management at St Petersburg University	The effects of ESG strategy implementation on employer branding in the context of socio-economic uncertainty
	3	Vladislav Novikov	The Graduate School of Management at St Petersburg University	Supply chain finance: conceptualisation through systemic literature review
<b><i>Break (15 min)</i></b>				
<b>16:00-17:00 Room 204</b>	1	Svetlana Supranovich	HSE University	Influence of Affective Component Dimensions on Performance Outcomes
	2	Evgenii Pelikh	Moscow Aviation Institute	Algorithm for calculating the required capital investments to ensure the operability of an aircraft maintenance organisation



# October 3, 2024 (Thursday)

## Plenary session

Track Chair: Elena Rogova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-12:30 Room 1301</b>	<b>Plenary session</b>			<b>Session chair:</b> Elena Rogova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Olga Dergunova	The Graduate School of Management at St Petersburg University	Welcoming speech
	2	Zoran Grubisic	Belgrade Banking Academy, Belgrade, Serbia	The effects of international diversification in the time of crises: is there a safe haven?
	3	Weihua Fang	Beijing Normal University, Beijing, China	Catastrophe Modeling for Climate Risk Pressure Test: Practice, Experiences and Challenges?
	4	Qian Sun	School of Management, Fudan University, Shanghai, China	A Holistic View on Deprivatization?
	5	Victoria Dobrynskaya	School of Finance, HSE University, Russian Federation, Moscow	Value Bubbles
<b>Lunch / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» (60 min)</b>				

## Track «Business in Society: Rethinking the Agenda»

Track Chair: Yury Blagov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>13:30-15:00</b> <b>Room 1208</b>	<b>Business in Society: Rethinking the Agenda - 1</b>		<b>Session Chair:</b> Yury Blagov The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian, English <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Elizaveta Zvonareva, L. Medvedeva	Peter the Great St. Petersburg Polytechnic University	Optimization of the ESG agenda for oil and gas enterprises like Gazprom Neft (In Russian)
	2	Diana Dmitrieva, Natalia Romasheva	The Graduate School of Management at St Petersburg University IEP KSC RAS	Corporate sustainability of Russian oil and gas companies: focus on decarbonization
	3	Michael Akim, I. Pigoleva	HSE University - Moscow	The potential of alternative fuels for the development of sustainable arctic shipping (In Russian)
	4	Anastasia Goltsman, Ivan Velikzhanin, Mikhail Akim	HSE University - Moscow	Rethinking the agenda of low-rise residential construction: advancing wooden house building technologies as a path to decarbonization (in Russian)
5	Ekaterina Gavenko, Mikhail Akim	HSE University - Moscow	ESG practices of hydropower sector in the international context	
<b>Coffee break/ Trainings using VR-technologies (30 min)</b>				
<b>15:30-17:00</b> <b>Room 1207</b>	<b>Business in Society: Rethinking the Agenda - 2</b>		<b>Session Chair:</b> Yury Blagov The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian, English <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Theophilus Onewo, Zhanna Belyaeva	GSEM, UrFU- Yekaterinburg	Corporate Social Responsibility and Business Goodwill Evidence from Nigerian Pharmaceutical Industry
	2	Zulkarnain Muhamad Sori, Rabiah Gbemisola Mohammed	School of Graduate and professional studies, Inceif University, Malaysia	Enhancing Corporate Sustainability an Examination of Corporate Governance

			Mechanisms in Malaysian Islamic Banking
3	Yulia Leevik, Victoria Skaternikova, Alina Vakhrushina	HSE University - Moscow	Impact of cultural diversity factors on circular economy implementation evidence from European countries
4	Nadezda Kolesnik	HSE University - Moscow	Involving consumers in the circular economy: analysis of marketing communication in food retail 2015-2023 (in Russian)
5	Dariana-Alexandra Tereshchenko, Ekaterina Ivanova	HSE University - Moscow	The role of art-based practices in regenerative business

## Track «Human Capital and Organizational Sustainability: New approaches and Solutions»

Track Chair: Dmitry Kucherov, Olga Nikiforova, Victoria Tsybova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>13:30-15:00 Room 1220</b>	<b>Human Capital and Organizational Sustainability: New approaches and Solutions - 1</b>		<b>Session Chair:</b> Victoria Tsybova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Olga Nikiforova, Anastasia Alexandrova, A. Zharikova	St. Petersburg State University	Human capital in russia by business, state and education evaluation: Current problems and solutions (in Russian)
	2	Nataliia Zubenko, Vera Minina	HSE University - St. Peterburg, Gazpromneft - Snabzhenie	The concept of sustainable leadership in the context of organizational development in the post-covid period (in Russian)
	3	Olga Belyak	Ural State University of Economics	Professional burnout of employees in a team: risk and deterrence factors (in Russian)
	4	Alexey Filatchev, M. Evnevich	St. Petersburg State University	Economic and Statistical Analysis of the Relationship between Personnel Loyalty and Operational Indicators at the Enterprise (in Russian)
<b>Coffee break/ Trainings using VR-technologies (30 min)</b>				

15:30-17:00 Room 1220	<b>Human Capital and Organizational Sustainability: New approaches and Solutions - 2</b>		<b>Session Chair:</b> Olga Nikiforova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Victoria Tsybova, Dmitry Kucherov, Antonina Lisovskaya	The Graduate School of Management at St Petersburg University	Socially responsible human resource management, employees' well-being and innovative work behaviour: A conceptual model
	2	Natalia Vukovic, Veronica Smirnova, Juliana Smiljanets	HSE University	Corporate Employee Well-being Programs Analysis of International Practices
	3	Kamran Iqbal	Capital University of science and Technology	Employees' perceptions of Green HRM and Employee engagement A serial mediation model
4	Elena Zavyalova, Aleksandra Bordunos	The Graduate School of Management at St Petersburg University	Strategic approach to e-HRM as a tool of sustainable leadership (in Russian)	
<b>Coffee break (30 min)</b>				
17:30-19:10 Room 1207	<b>Human Capital and Organizational Sustainability: New approaches and Solutions - 3</b>		<b>Session Chair:</b> Dmitry Kucherov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Online	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Antonina Lisovskaia, Nikolay Lepekhn	International University of Rabat, St. Petersburg State University	Defining the resilience of an organization, a team and an individual: basic approaches to the definition and practice of support (in Russian)
	2	Andrija Djokic	HSE University	The role of organizational context in preventing employee burnout (in Russian)
	4	Mariia Molodchik, Natalia Molodchik, Irina Maksimova	HSE University - Perm	Digital solutions for diagnostics of employee burnout (in Russian)
5	Dmitry Mayev	KAMAZ PTC	Personnel development as a basis for organizational and technological innovations in the enterprise (in Russian)	

	6	Kira Oksas	The Graduate School of Management at St Petersburg University	Development of a model linking socially responsible human resource management practices with organizational performance (in Russian)
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## Track «International Business: New Realities and Grand Challenges»

Track Chair: Andrei Panibratov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>13:30-15:00 Room 1207</b>	<b>International Business: New Realities and Grand Challenges - 1</b>		<b>Session Chair:</b> Dmitry Fefelov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Leonid Volkov	Financial University under the Government of the Russian Federation	Business adaptation to the principles and directions of the new strategy of the Common Agricultural Policy of the European Union (in Russian)
	2	Anton Dementyev, D. Zaitsev	HSE University – Saint Peterburg	The influence of business associations on ensuring the sustainability of companies in the context of COVID-19 and external shocks (in Russian)
3	Daria Sokolova	Far Eastern Federal University	The organizational field of the South Korean SMEs in the Russian Far Eastern market (in Russian)	
<b>Coffee break/ Trainings using VR-technologies (30 min)</b>				
<b>15:30-17:00 Room 1208</b>	<b>International Business: New Realities and Grand Challenges - 2</b>		<b>Session Chair:</b> Dmitry Fefelov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Kaifeng Yan; Marina Latukha; Yunxin Luo	The Graduate School of Management at St Petersburg University	Adaptive Leadership and Employee Resilience: Evidence from Chinese companies

	2	Evgeny Khoroshilov	Georgy Arbatov Institute for U.S. and Canada Studies, Russian Academy of Sciences (ISKRAN)	Atomic Revival: Strategic Priorities of Canada's Nuclear Energy Sector and their Implications for Russia
	3	Alexey Sikachev, Anna Veselova	Higher School of Economics	Born global companies: factors and its impact on the entrepreneurial orientation and international performanc
<b>Coffee break (30 min)</b>				
<b>17:30-19:00 Room 1208</b>	<b>International Business: New Realities and Grand Challenges - 3</b>			<b>Session Chair:</b> Dmitry Fefelov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Kirill Sablin, Elena Goosen, Elena Kagan, Sergey Nikitenko	Federal Research Center of Coal and Coal-Chemistry of RAS	Choice of Technologies for Transformation of Value Chains in the Coal Industry (in Russian)
	2	Anna Katryukhina	Kuban State University	International exhibition business today: strategies, new roles and challenges in Russian)
	3	Vishal Kumar, Iya Churakova	National Research University- Higher School of Economics, Spb	Knowledge sharing motivation towards increase of innovation capability and innovation culture: meta-analysis of developing economy
	4	Srdjan Todorovic, Sergey Ilkevic	Financial University under the Government of the Russian Federation	Liberalization of foreign economic activities and organizational innovations as factors of increasing the efficiency of e-commerce companies (in Russian)

## Track «Operations Management and Business Informatics»

Track Chair: Nikolay Zenkevich, Tatyana Gavrilova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>13:30-15:00</b> <b>Room 1210</b>	<b>Operations Management and Business Informatics - 1</b>		<b>Session Chair:</b> Nikolay Zenkevich, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Vladislav Novikov, Nikolay Zenkevich, Andrey Zyatchin	The Graduate School of Management at St Petersburg University	Working Capital Cost Redistribution in a Financial Supply Chain
	2	Alina Kupetskaia, Andrey Zyatchin	The Graduate School of Management at St Petersburg University	Cost allocation in collaborative inventory management model
	3	Ruslan Beysenbaev, Pavel Sharahin	The Graduate School of Management at St Petersburg University	Inventory control problems in a reverse logistics system
<b>Coffee break/ Trainings using VR-technologies (30 min)</b>				
<b>15:30-17:00</b> <b>Room 2226</b>	<b>Operations Management and Business Informatics - 2</b>		<b>Session Chair:</b> Nikolay Zenkevich, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Dmirty Leontev, Pavel Sharakhin	The Graduate School of Management at St Petersburg University	Supply chain management of a production company in a radically changing environment: a driver approach
	2	Vladislav Chesnokov, Veronika Hlyupina, Svetlana Avdasheva, Olesya Homic	HSE University - Moscow	The production function of digital platforms: the economies of scale of recommender systems (in Russian)
	3	Angelina Kalamkarova, O. Parashkova, G. Buliskeria	Gubkin Russian State University of Oil and Gas	Sustainable global supply chains – an element of the concept of sustainable business development (in Russian)
<b>Coffee break (30 min)</b>				

<b>17:30-19:00</b> <b>Room 2226</b>	<b>Operations Management and Business Informatics - 3</b>		<b>Session Chair:</b> Nikolay Zenkevich, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Maria Shapovalova	St. Petersburg State Marine Technical University	The current state of financial flows in international logistics (in Russian)
	2	Haonan Chou	Higher School of Industrial Management, Institute of Industrial Management, Economics and Trade, Peter the Great St. Petersburg Polytechnic University	Implementation of digital platforms and ecosystems for management and coordination in the organization (in Russian)
3	Evgenii Antipov, Elena Pokryshevskaya	HSE University – Saint Petersburg	Accident Prevention Recommendations via Classification Modeling of Likely Driving Rules Violations	

## Track «Public Sector Issues I: On Improving Effectiveness and Increasing Efficiency in the Public Sector»

Track Chair: Evgeny Gilenko, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>13:30-17:00</b> <b>Room 2223</b>	<b>Public Sector Issues I: On Improving Effectiveness and Increasing Efficiency in the Public Sector - 1</b>		<b>Session Chair:</b> Evgeny Gilenko, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Nataliia Simchenko, Galina Astratova, Ndubuisi Chigozirm Onwusiribe	Saint-Petersburg University	Increasing efficiency in the public sector of higher education and R&D in the Russian Federation and the Republic of Belarus



	2	Gabushina D. Gilenko E	The Graduate School of Management at St Petersburg University	Effectiveness of communications among ground public transport employees of St. Petersburg
	3	Marina Zavertiaeva, Petr Parshakov, Dmitry Kirpishchikov	HSE University - Perm	Determinants of prosecutors' inspections in Russian SMEs
	4	Tatyana Smirnova	Siberian Federal University	Substantiation of the need to strengthen state regulation measures in the field of housing construction (in Russian)
	5	Andrey Fedyaev	Russian University of Transport	The public sector vs small and medium-sized enterprises: the search for balance (in Russian)
	6	Tatyana Novikova	Institute of Economics and Industrial Engineering Siberian Branch of the Russian Academy of Sciences	Optimizing the ratio of the public and private sectors as a result of government policy: agent-based approach (in Russian)
	7	Eduard Gabdukaev, Petr Parshakov, Iuliia Naidenova	HSE University - Perm	The role of railway transport in the development of regions of Russia: the influence of sanctions pressure (in Russian)
	8	Andrey Pushkarev, Natalia Davidson, Anna Gainetdinova, Evgenia Sokolova	Ura Federal University	The impact of Special Economic Zones on industrial enterprises' productivity in Russia (in Russian)
<b>Coffee break (30 min)</b>				
<b>17:30-19:00 Room 2223</b>	<b>Public Sector Issues I: On Improving Effectiveness and Increasing Efficiency in the Public Sector - 2</b>			<b>Session Chair:</b> Tatiana Sclyar, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Camilla Isoeva	HSE University - Perm	Regional development as a factor in the transformation of intellectual capital because of the activities of a SME company (in Russian)
	2	Natalia Filatova	Siberian Institute of Management - branch of Russian Presidential Academy of National Economy and Public Administration	Mechanisms for forming an effective regional investment policy: strategic priorities, factors and implementation tools (in Russian)

	3	Olga Lvova	Lomonosov Moscow State University	Improving state regulation of insolvency (bankruptcy) in Russia (in Russian)
	4	Svetlana Soldatova, Elena Maslennikova	FSBI "Directorate of Scientific and Technical Programs"	Development of an industry approach to assessing the results of research work (in Russian)

## Track «Re-thinking Entrepreneurship in Times of Uncertainty»

Track Chair: Karina Bogatyreva, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>13:30-15:00 Room 2222</b>	<b>Round table: “Entrepreneurship in Russia: Current trends and challenges”</b>		<p><b>Session Chair:</b> Olga Verkhovskaya, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia</p> <p><b>Session Language:</b> Russian</p> <p><b>Session Type:</b> Hybrid</p>	
<i>Coffee break/ Trainings using VR-technologies (30 min)</i>				
<b>15:30-17:00 Room 1214</b>	<b>Re-thinking Entrepreneurship in Times of Uncertainty - 1.1</b>		<p><b>Session Chair:</b> Olga Verkhovskaya, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia</p> <p><b>Session Language:</b> English, Russian</p> <p><b>Session Type:</b> Offline</p>	
	<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>	
	1	Olga Verkhovskaya, E. Perochenko	The Graduate School of Management at St Petersburg University	Choosing the role of sms enterprise involvement in business ecosystems
	2	Olesia Bubnovskaya	Far Eastern Federal University	"Together or apart": threats and opportunities of partnership in entrepreneurship and doing business (in Russian)
	3	Evgenii Sokolov	The Graduate School of Management at St Petersburg University	The need of small and medium-sized enterprises for big data
	4	Almira Yusupova, Nataliya Kravchenko	IEIE SB RAS Novosibirsk State University	Perspectives and limitations of research and business cooperation at regional level
<b>15:30-17:00 Room 2222</b>	<b>Re-thinking Entrepreneurship in Times of Uncertainty - 1.2</b>		<p><b>Session Chair:</b> Karina Bogatyreva, The Graduate School of Management at St</p>	

			Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid
	<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
1	Elizaveta Vlasova, Svetlana Pimonova	HSE - University	Factors influencing entrepreneurial intentions of senior high school students in the city of Nizhny Novgorod
2	Karina Bogatyreva	The Graduate School of Management at St Petersburg University	Linking business social responsiveness to entrepreneurial objectivism findings from an experimental study
3	Anna Antipova, Darya Kuganova	HSE - University	Personal characteristics and entrepreneurship
4	Rafik Smara, Karina Bogatyreva	The Graduate School of Management at St Petersburg University	Linking CEO personality to innovative performance of SMEs the role of exploration and exploitation
<b>Coffee break (30 min)</b>			
<b>17:30-19:00 Room 1214</b>	<b>Re-thinking Entrepreneurship in Times of Uncertainty - 2</b>		<b>Session Chair:</b> Olga Verkhovskay, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline
	<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
1	Michel Alejandro Nova Alarcon	The Graduate School of Management at St Petersburg University	Entrepreneurship on International Ecosystem of Innovation on SMEs for Sustainable Development
2	Yuri Simachev, Anna Fedyunina	HSE - University	Innovations in Uncertainty: Factors and New Drivers of Innovation in the Russian Manufacturing Industry 2019-2022 (in Russian)
3	Sophia Khalimova	Institute of economics and industrial engineering SB RAS	Internal innovation environment as a growth factor for Russian ICT companies

## Track «Strategic Finance»

Track Chair: Elena Rogova, Alexander Bukhvalov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>13:30-15:00 Room 2225</b>	<b>Strategic Finance 1-1. Corporate Governance Challenges for Russian Public Companies</b>		<b>Session Chair:</b> Elena Rogova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Ivan Karmanov	HSE University - Moscow	Impact of news reports on the valuation of companies by the Russian stock market in the metals and mining segment (in Russian)
	2	Maxim Storchevoy, Daria Kochetkova, Elena Rogova	HSE University – Saint Petersburg, The Graduate School of Management at St Petersburg University	Features of the development of Russian ESG ratings (in Russian)
<b>Coffee break/ Trainings using VR-technologies (30 min)</b>				
<b>15:30-17:00 Room 2225</b>	<b>Strategic Finance 1-2. International Issues in Strategic Finance</b>		<b>Session Chair:</b> Carlos Rincon, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Mohammed Shakib Darko Vukovic Kabir Hassan Srima Chowdhury	GSEM, UrFU- Yekaterinburg, The Graduate School of Management at St Petersburg University, University of New Orleans, USA University of Chittagong, Bangladesh	The countercyclical role of remittances amidst climate shocks in developing economies
	2	Olga Alekseeva, Darko Vukovic, Carlos Rincon	HSE University – St.Peterburg The Graduate School of Management at St Petersburg University	Unconventional monetary policy and debt markets evidence from the eurozone
	3	Anastasiia Petrova, Darko Vukovic, Carlos Rincon	The Graduate School of Management at St Petersburg University	Effects of ecb’s asset purchases on European stock market pricing during Covid-19 a sectors analysis

	4	Elena Rogova, Omar Boufama	The Graduate School of Management at St Petersburg University, 20 <sup>th</sup> August 1955 University, Skikda, Algeria	Are small markets efficient? The case of Algeria
<b>Coffee break (30 min)</b>				
<b>17:30-19:00 Room 2222</b>	<b>Strategic Finance 1-3. Financial Markets &amp; Efficiency</b>			<b>Session Chair:</b> Aleksandr Abramov, Russian Presidential Academy of National Economy and Public Administration (RANEPA), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Alexander Abramov, Maria Chernova, Elena Dzhaokhadze	Russian Presidential Academy of National Economy and Public Administration (RANEPA)	The misallocation problem and its impact on total factor productivity (in Russian)
	2	Ellen Kim	HSE University	The influence of institutional ownership on firm performance
	3	Elena Yanova, Leen Kasouha, Olga Bashorina	ITMO University	Islamic financing as a modern phenomenon of banking sector development (in Russian)
4	Alisa Skorodumova	The Graduate School of Management at St Petersburg University	Board of directors and corporate performance empirical study of Russian banks during coronavirus outbreak	

## Special track «Strategic Finance: The future of corporate finance in an era of structural crises»

Track Chair: Irina Ivashkovskaya, Head of the School of Finance, Higher School of Economics, Russia

<b>13:30-15:00 Room 1214</b>	<b>Strategic Finance: The future of corporate finance in an era of structural crises</b>		<b>Session Chair:</b> Irina Ivashkovskaya, Head of the School of Finance, Higher School of Economics, Russia <b>Session Language:</b> English <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Svetlana Grigorieva, Gayaz Valitov	HSE University - Moscow	Does the Impact of Acquirer's ESG Scores on M&A Performance Depend on a Company's Industry Affiliation
	2	Wu Yanfei, Irina Ivashkovskaya	HSE University - Moscow	Does ESG Mitigate the Challenges of Digitalization-Financial Performance Relationship. The Evidence from China
3	Irina Skvortsova, Alexey Sukhov	HSE University - Moscow	Digital Readiness and Cross-Border M&A Performance: Do Targets from Emerging Markets Create Value?	
<b>Coffee break/ Trainings using VR-technologies (30 min)</b>				

## Special event «Journal of Corporate finance research»

Track Chair: Irina Ivashkovskaya, Head of the School of Finance, Higher School of Economics, Russia

<b>15:30-17:00 Room 2229</b>	<b>Special event "Journal of corporate finance research".</b>  The Editor's invitation to join us and contribute to developing a vision of the future in corporate finance.	<b>Session Chair:</b> Irina Ivashkovskaya, Head of the School of Finance, Higher School of Economics, Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid
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## Special track «Financial innovations, risk management and controlling»

Track Chair: Alexander Karminsky, Head of Laboratory of financial innovations and risk, Higher School of Economics, Russia

<b>13:30-15:00 Room 2226</b>	<b>Strategic Finance: Financial innovations, risk management and controlling</b>		<b>Session Chair:</b> Alexander Karminsky, Higher School of Economics, Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Aleksandra Egorova, Svetlana Lavrukhina	HSE University - Moscow	The impact of esg indicators on the financial stability of companies (in Russian)
	2	German Petrov- Nerling	HSE University - Moscow	Assessment of the development of green energy producing companies in russia: sectoral and territorial perspectives (in Russian)
	3	Alesya Bukreeva	HSE University - Moscow	ESG risks and their impact on the creditworthiness of companies
4	Egor Pastukhov	HSE University - Moscow	Creation of a platform for issuing digital financial assets (in Russian)	
<b>Coffee break/ Trainings using VR-technologies (30 min)</b>				

# October 4, 2024 (Friday)

## Track «Business in Society: Rethinking the Agenda»

Track Chair: Yury Blagov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

10:00-11:30 Room 2222	<b>Business in Society: Rethinking the Agenda - 2</b>		<b>Session Chair:</b> Yury Blagov The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian, English <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Egor Sapozhnikov, Anna Sinelnikova	HSE University	Reporting activities for promotion of inclusion of people with disabilities in Russian companies
	2	Mariia Karacheva, Anna Veselova	HSE University - Moscow	Formation factors of the quality of life in mono-cities (in Russian)
	3	Marina Klevtsova, Ekaterina Ivanova, Yuriy Timofeyev	HSE University	Uncovering motivation for sustainable entrepreneurship in fashion, beauty, and wellness across international contexts
	4	Yury Blagov	The Graduate School of Management at St Petersburg University	Corporate volunteering in the system of corporate social performance
	5	Yury Blagov, Yulia Aray	The Graduate School of Management at St Petersburg University	The role of social entrepreneurship in solving social and environmental problems in Russia
	6	Yulia Aray, Karina Bogatyreva, D. Leus	The Graduate School of Management at St Petersburg University	Exploring the Institutional Factors Affecting the Development of Social Entrepreneurship in Different National Contexts
<b>Break</b>				
14:30-16:00 Room 2222	<b>Round table "Modern trends in corporate volunteering"</b>  <i>Speakers:</i> representatives of business and the academic community		<b>Session Chair:</b> Yury Blagov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid	
<b>Coffee break/ Trainings using VR-technologies (30 min)</b>				



## Track « International Business: New Realities and Grand Challenges»

Track Chair: Andrei Panibratov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-11:30 Room 2229</b>	<b>International Business: New Realities and Grand Challenges - 1</b>		<b>Session Chair:</b> Daria Klishevich, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Ivan Serov, Ilya Ivaninskiy, Irina Ivashkovskaya, Bogdan Pitsenko, Fedor Aleshkin	HSE University - Moscow	The Role of Ecosystems in the Development of Generative AI
	2	Naomi Gideon David, Marina Latukha	The Graduate School of Management at St Petersburg University	The Role of Talent Management in Shaping Product Innovation Capabilities of Firms: The Evidence from the African Context
3	Nikolay Gorodnyi; Anna Fedyunina; Yuri Simachev	HSE University	Value chain organization and export resilience of Russian firms during external shocks	
<b>Coffee break (30 min)</b>				
<b>12:00-13:30 Room 1208</b>	<b>International Business: New Realities and Grand Challenges - 2</b>		<b>Session Chair:</b> Daria Klishevich, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Shenglong Chen, Liubov Ermolaeva, Andrei Panibratov	The Graduate School of Management at St Petersburg University	Optimizing the strategy of Chinese enterprises in Russia under sanctions
	2	Daria Klishevich, Olga Garanina, Dmitry Fefelov, D. Rudakova	The Graduate School of Management at St Petersburg University	Double Jeopardy: The Dual Liability of Foreigners for Firms from Sanctioned Country
3	Olga Garanina, Anastasiia Kharitonova	The Graduate School of Management at St Petersburg University	Russian mnes pivoting east: what implications for ESG agenda?	

<b>Lunch / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dach» (60 min)</b>				
<b>14:30-16:00 Room 1208</b>	<b>International Business: New Realities and Grand Challenges - 3</b>		<b>Session Chair:</b> Dmitry Fefelov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Guo Wanting, Marina Latukha	The Graduate School of Management at St Petersburg University	The role of contextual factors in corporate sustainability
2	Anastasia Shchetinina, P. Pavlov	Russian Presidential Academy of National Economy and Public Administration (RANEPA)	Forecasting allocation of russian oil sector trade flows with sanctions constraints (in Russian)	

## **Track «Language and Professional Communication in Business and Business Education»**

Track Chair: Elena Orlova, Tatyana Martynova, St Petersburg University (SPbU), Russia

<b>10:00-11:30 Room 1211</b>	<b>Language and Professional Communication in Business and Business Education - 1</b>		<b>Session Chair:</b> Elena Orlova Tatyana Martynova, St Petersburg University (SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Elena Orlova, Tatyana Martynova, Sergey Lukashkin, S. Goryushko	St Petersburg University	Measuring Language Sensitivity. The case of “Language of Professional Communication. Corporate Storytelling” course
2	Vadim Klimachev	Gazprom Corporate Institute	Development of continuing learning programmes for managers and pedagogical design of methodological materials in the light of competency-based approach (in Gazprom Group organization) (in Russian)	

	3	Marina Bocharova	Voronezh State University	Creating a multi-episode role-play as a means of developing business communication skills in a foreign language (in Russian)
<b>Coffee break (30 min)</b>				
<b>12:00-12:30 Room 1211</b>	<b>Language and Professional Communication in Business and Business Education</b>			<b>Session Chair:</b> Elena Orlova, Tatyana Martynova, St Petersburg University (SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Eleonora Nikolaeva, Olga Drozdova	Moscow State University of International Relations (MGIMO University)	The importance of learning a foreign language at a non-linguistic university for a future professional career (in Russian)
<b>12:30-13:30 Room 1211</b>	<b>Round table “Effective corporate and marketing communications as factors for sustainable business development”</b>			<b>Session Chair:</b> Vadim Klimachev (Gazprom Corporate Institute), Marina Bogomyagkova (ESG Media) <b>Session Language:</b> Russian <b>Session Type:</b> Offline
<b>Lunch / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» (60 min)</b>				
<b>14:30-16:00 Room 2229</b>	<b>Language and Professional Communication in Business and Business Education</b>			<b>Session Chair:</b> Elena Orlova, Tatyana Martynova, St Petersburg University (SPbU), Russia <b>Session Language:</b> Russian, English <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Alexey Stepanov	Kaliningrad branch of the Russian University of Cooperation	Communicative principles of team work of the aquaculture development project in the region, implemented on the terms of a public-private partnership (in Russian)
	2	Olga Lankina	Saint-Petersburg State University	Development of general cultural competence using the example of the course “Current problems of modern culture in English-language films and literature” (in Russian)
	3	Julija Neumann	Saint-Petersburg State University	Teaching students techniques and elements of storytelling for future professional communication in business

			German language lessons (analyzing the topic "Qualities of Character Necessary for a 21st Century Business Leader")	
4	Natalia Pavlova	The Graduate School of Management at St Petersburg University	Online educational service quizizz.com as a tool for the development of students' learning autonomy within the framework of the gamification of the educational process (in Russian)	
<b>Coffee break/ Trainings using VR-technologies (30 min)</b>				
<b>16:30-17:15 Room 1211</b>	<b>Language and Professional Communication in Business and Business Education</b>		<b>Session Chair:</b> Elena Orlova, Tatyana Martynova, St Petersburg University (SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Lidia Yatluk, Evgeny Blagov, Anastasiya Laskovaya	The Graduate School of Management at St Petersburg University	Development of the nonverbal communication skills in virtual reality
2	Alla Slesarchuk	Future Learning	Education for Business and Entrepreneurship a Conceptual Exploration	

## Track «Operations Management and Business Informatics»

Track Chair: Nikolay Zenkevich, Tatyana Gavrilova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>14:30-16:00 Room 2223</b>	<b>Operations Management and Business Informatics - 1</b>		<b>Session Chair:</b> Tatyana Gavrilova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Miroslav Kubelsky, Vladislav Shvankin, Tatiana Gavrilova, Anna Kuznetsova	The Graduate School of Management at St Petersburg University	Shaping bibliometric landscape of the university unit
2	Natalia Kravchenko, Olga Ozyner	HSE University	Development of a scale for evaluating factors shaping consumer experience during	

				last-mile delivery in the context of e-commerce (in Russian)
	3	Rodion Romanov, Anna Guseva	National Research Nuclear University MEPhI (MEPhi)	Forecasting using fuzzy cognitive maps and expert information (in Russian)
	4	Evgeny Aleksanyan, Darya Anisina	Moscow Institute of Physics and Technology	Integration of agile approaches and user data analysis as a tool for achieving business goals in today's market conditions (in Russian)
<b>Coffee break/ Trainings using VR-technologies (30 min)</b>				
<b>16:30-18:00 Room 2222</b>	<b>Operations Management and Business Informatics - 2</b>			<b>Session Chair:</b> Tatyana Gavrilova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Elena Kaliazina	St. Petersburg State University of Economics	Artificial intelligence in systems Decision support based on the example of project management (in Russian)
	2	Dmitry Koznov	St. Petersburg State University of Economics	Software engineering thesis: software system, research & development, or scientific research? (in Russian)
	3	Liubov Ermolaeva, Jerome Lambert	The Graduate School of Management at St Petersburg University	The influence of Artificial Intelligence on ESG performance in the energy sector: a case of Russia and France
	4	Maxim Glazkov	HSE University	Conceptual model of knowledge retention in Russian banks (in Russian)

## Track «Marketing in the Era of Turbulence»

Track Chair: Maria Smirnova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-11:30 Room 1214</b>	<b>Marketing in the Era of Turbulence - 1</b>		<b>Session Chair:</b> Ekaterina Nazarenko, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Konstantin Aleksanov	Moscow State University	The role of retailers' private labels in an era of turbulence (in Russian)
	2	Daria Semenova	HSE University - Perm	Studying factors of willingness to pay for cola-flavored drinks: data of one experiment (in Russian)
	3	Anastasia Kolbasko, Ekaterina Nazarenko	The Graduate School of Management at St Petersburg University	Improving the communication strategy of companies working in the field of additional education for children, using the example of an online school for preparing for the $\sigma\lambda\epsilon\rho\alpha$ . (in Russian)
4	Daria Lagunova	The Graduate School of Management at St Petersburg University	Customer segmentation for hosting sustainable events at Bushe cafes in St Petersburg (in Russian)	
<b>Coffee break (30 min)</b>				
<b>12:00-13:30 Room 1214</b>	<b>Marketing in the Era of Turbulence - 2</b>		<b>Session Chair:</b> Alina Rucheva, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Agnia Kisel, Ekaterina Nazarenko	The Graduate School of Management at St Petersburg University	Development of elements of the marketing communication system through food packaging to reduce food waste by St Petersburg households (in Russian)
2	Oleg Golubkov, Olga Alkanova	The Graduate School of Management at St Petersburg University	Application of E. Bern's transactional analysis to explain unplanned purchasing behavior	

			(using example of generation Z) (in Russian)
	3	Yulia Grevtseva	The Graduate School of Management at St Petersburg University
	4	Eugene Kharitonov	Ulyanovsk State University
<b>Lunch / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dachа» (60 min)</b>			
<b>14:30-16:00 Room 1214</b>	<b>Marketing in the Era of Turbulence - 3</b>		<b>Session Chair:</b> Maria Smirnova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>
	1	Ekaterina Nefedeva, Maria Plakhotnik	HSE University – St. Peterburg
	2	Irina Staroverova	The Graduate School of Management at St Petersburg University
	3	Olga Pogrebova, Oksana Yuldasheva	Saint Petersburg State University of Economics
	4	Maria Smirnova; Ksenia Golovacheva	The Graduate School of Management at St Petersburg University
<b>Coffee break/ Trainings using VR-technologies (30 min)</b>			
<b>16:30-18:00 Room 1214</b>	<b>Marketing in the Era of Turbulence - 4</b>		<b>Session Chair:</b> Vera Butkovskaya, Graduate School of Business, HSE University <b>Session Language:</b> English <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>
	1	Vera Butkovskaya	Graduate School of Business, HSE University
	2	Ekaterina Nazarenko	The Graduate School of Management at St Petersburg University

	3	Anastasiia Shiryayeva, Maria Smirnova	St. Petersburg State University	The impact of artificial intelligence usage in digital marketing on the consumer purchasing intention
	4	Iuliia Kharlamova	St. Petersburg State University	The role of user interface design solutions in the digital strategies of educational online platforms

## Track «Public Sector Issues II: Smart Sustainable Cities: challenges and opportunities»

Track Chair: Anastasia Golubeva, Egor Starshov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>11:30-13:30 Room 1206</b>	<b>Public Sector Issues II: Smart Sustainable Cities: challenges and opportunities - 1</b>		<b>Session Chair:</b> Anastasia Golubeva, Egor Starshov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Maria Abramenko, Evgenii Gilenko	The Graduate School of Management at St Petersburg University	The nexus between smart city development and the property value of elite residential real estate: problem setup
	2	Anna Dubrovskaya	The Graduate School of Management at St Petersburg University	Implementation of the “smart city” concept in Krasnoyarsk: problems and areas for improvement (in Russian)
	3	Anastasia Evtishina	St Petersburg University	Cultural and educational tourism as a factor in the growth of tourist attractiveness of the territory (using the example of Vsevolozhsk (in Russian))
	4	Victoria Lysova	St Petersburg University	Development of the tourist attractiveness of the territory (using the example of the Ulyanovsk region) (in Russian)
	5	Radmir Chepenko, Egor Starshov, Evgenii Gilenko	The Graduate School of Management at St Petersburg University	Travel preferences of Generation Z
	6	Dmitry Metlyaev	St Petersburg University	A means of individual mobility as a new element of the urban transport system using the



			example of St. Petersburg (in Russian)	
<b>Lunch / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» (60 min)</b>				
<b>14:30-16:00 Room 1206</b>	<b>Public Sector Issues II: Smart Sustainable Cities: challenges and opportunities - 2</b>		<b>Session Chair:</b> Anastasia Golubeva, Egor Starshov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Gleb Verenikin	St Petersburg University	Territorial branding as a way to form urban identity in the context of sustainable development (in Russian)
	2	Boris Goryachev	St Petersburg University	Development of transport systems in the centers of modern smart cities (using the example of St. Petersburg) (in Russian)
	3	Anastasia Golubeva, Egor Starshov, Daria Bakalets	The Graduate School of Management at St Petersburg University	Territorial sustainability development monitoring: the case of Leningrad Oblast
	4	Yuri Beloglazov, Natalya Drozdova	St Petersburg University	Development of the Unified City Paid Parking Space of St. Petersburg
	5	Violetta Homyakova	IL DTPA, HSE University	The Role Of Digital Transformation Of Public Administration In Achieving Sustainable Development Of Regions (in Russian)

## Track «Public Sector Issues III: Which are the Latest Trends in Public Procurement and Public-Private Partnership»

Track Chair: Andrei Ivanov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

10:00-11:30 Room 2223	<b>Economy's development: PPP contribution</b>		<b>Session Chair:</b> Andrei Ivanov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English/Russian <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Andrei Ivanov, Sergey Kovalev	The Graduate School of Management at St Petersburg University	Are there any Pros for the new Russian formula of price bids' assessment?
	2	Svetlana Maslova	Eurasian Development Bank	Legal PPP reforms in the countries of the Eurasian space
	3	Aleksandr Semenov	St. Petersburg University of Management Technologies and Economics / Company GAZPROM	Attracting a private investor to create production facilities: sustainability and efficiency in times of turmoil (in Russian)
4	Boris Lodiagin Carlos Rincon Varvara Nazarova	Higher School of Economics - St. Petersburg	The resilience of airport renovation projects: the case of Pulkovo airport	
<b>Coffee break (30 min)</b>				
12:00-13:30 Room 2223	<b>What is really matter for the Public Procurement success</b>		<b>Session Chair:</b> Yuliya Rodionova, HSE University <b>Session Language:</b> English <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Yuliya Rodionova, Olga Balaeva, Andrei Yakovlev, Andrey Tkachenko	HSE University	Public Procurement Efficiency and Enforcement: Evidence from Kazakhstan and Russia
2	Dmitriy Kashin, Maria Vilkova, Anna Zavorokhina, Polina Petrova, Yulia Podgorenko, Dilmurod Tillashaikhov	HSE University - Perm	Public procurement towards innovations in Russia: open data analysis	

	3	Sergey Tsygankov, Artem Maskaev	Southern Federal University, Russia	Ideologies of Horizontal Policies in Russian Public Procurement
	4	Marcos Nobrega	Federal University of Pernambuco - Brazil	The new procurement in Brazil and e-marketplace: the turning point of innovation in public acquisitions

## Track «Revolutionizing Finance: Navigating the Digital Transformation»

Track Chair: Darko Vukovic, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>12:00-13:30 Room 2222</b>	<b>Revolutionizing Finance: Navigating the Digital Transformation</b>		<b>Session Chair:</b> Darko Vukovic, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Daria Gustaya	The Graduate School of Management at St Petersburg University	Assessing the effectiveness of employing artificial intelligence to forecast the financial performance
	2	Yuriy Timofeyev, Oksana Dremova, Tatyana Zhuravleva	Graduate School of Business, HSE University	Insurers' strategic responses to internal economic crimes evidence from Russia
	3	Philip Bayode Ibukun, Lyudmila Ruzhanskaya	GSEM, UrFU- Yekaterinburg	Leveraging digital banking technologies for customer satisfaction
	4	Liu Chunfeng	Peoples' Friendship University of Russia named after Patrice Lumumba (RUDN University)	Research on the Mechanism of the Impact of Digital Transformation on ESG Performance in Chinese Manufacturing Enterprises A
5	Mohammad Taqi, Manju Rajan Babu, Jahangir Chauhan, Mohd. Najmul Islam	School of Business, Bahrain Polytechnic	Stock Market Response during Russia-Ukraine Conflict: A Case Study of Indian Stock Market	

## Track «Strategic Finance»

Track Chair: Elena Rogova, Alexander Bukhvalov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-11:30 Room 1220</b>	<b>Strategic Finance 2-1. Companies: performance, sustainability &amp; Risk_1</b>		<b>Session Chair:</b> Alexander Bukhvalov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Danil Lobanov	The Graduate School of Management at St Petersburg University	Assessment of the Optimal Level of the Company's Financial Reserve Created for the Precautionary Motive (in Russian)
	2	Viktoriia Solntseva	HSE University	Financial statement fraud risk assessment for small and medium enterprises (in Russian)
	3	Anna Proturo	The Graduate School of Management at St Petersburg University	Risk assessment of companies shares with a large financial reserve (in Russian)
4	Elena Makeeva, D. Gnatyuk, K. Kozlov	HSE University - Moscow	The impact of ESG strategies on market capitalization: an empirical analysis of the Russian market (in Russian)	
<b>Coffee break (30 min)</b>				
<b>12:00-13:30 Room 1220</b>	<b>Strategic Finance 2-2. Companies: performance, sustainability &amp; Risk_2</b>		<b>Session Chair:</b> Varvara Nazarova, HSE University - Saint Petersburg, Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Julia Tarasova, Anastasiya Sergeeva, Sofia Soboleva	HSE University – Saint Petersburg	Nature of the ESG index and its interrelation with financial performance of companies (in Russian)
	2	Petr Balunov, Yulia Ilina	The Graduate School of Management at St Petersburg University	Prediction of the company's post-crowdfunding performance survivability and exit probability
3	Iya Churakova, Varvara Nazarova	HSE University – Saint Petersburg	R&D and innovation as key business drivers	
<b>Lunch / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» (60 min)</b>				

<b>14:30-16:00 Room 1220</b>	<b>Strategic Finance 2-3 Strategic Financial Decisions</b>		<b>Session Chair:</b> Marat Smirnov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Natalia Kurepanova, Marat Smirnov	Saint Petersburg State University	Long-term stock performance of acquirers
	2	Denis Kartashov	HSE University – Saint Petersburg	Impact of ESG characteristics on the M&A premiums
	3	Nikolay Telyatnikov	HSE University – Saint Petersburg	The wedge between ownership and control and the dividend policy of Russian companies (in Russian)

## Special track «Strategic Finance: The future of corporate finance in an era of structural crises»

Track Chair: Irina Ivashkovskaya, Head of the School of Finance, Higher School of Economics,  
Russia

<b>10:00-11:30 Room 1208</b>	<b>Strategic Finance: The future of corporate finance in an era of structural crises - 1</b>		<b>Session Chair:</b> Irina Ivashkovskaya, Head of the School of Finance, Higher School of Economics, Russia <b>Session Language:</b> Russian <b>Session Type:</b> Offline	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Sergey Kondratev, Elizaveta Batalova, Olga Frolova	HSE University - Moscow	IPO underpricing on the Russian capital market (in Russian)
	2	Yury Dranev, Alexey Melovatsky	HSE University - Moscow	Impact of R&D expenses on financial performance of oil and gas upstream companies in Russia (in Russian)
	3	Dmitry Podukhovich, Anastasia Stepanova	HSE University - Moscow	CEO's career horizon and corporate investments policy. Case of Russian public companies (in Russian)
<b>Coffee break (30 min)</b>				
<b>12:00-13:30 Room 2229</b>	<b>Strategic Finance: The future of corporate finance in an era of structural crises - 2</b>		<b>Session Chair:</b> Irina Ivashkovskaya, Head of the School of Finance, Higher School of Economics, Russia	

		<b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid	
	<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
1	Alisa Ulanovskaya, Sergei Grishunin	HSE University - Moscow	Sustainability and financial performance during crises evidence from European market
2	Sofya Zueva, Ekaterina Zagudalova	HSE University - Moscow	The influence of the political connections of the CEO of the buyer company on the performance of M&A deals in the Russian market (in Russian)
3	Pavel Peresypkin, Sergei Grishunin	HSE University - Moscow	Greenium and its determinants at various phases of life cycle of European green bond market
4	Alina Kostochko, Andrei Bodnarchuk	HSE University - Moscow	Does the relatedness of the M&A participants affect the valuation of high-tech targets over economic cycles

## **Special track «Strategic Finance: Financial innovations, risk management and controlling»**

Track Chair: Alexander Karminsky, Head of Laboratory of financial innovations and risk management, Higher School of Economics, Russia

<b>10:00-11:30 Room 2226</b>	<b>Strategic Finance: Financial innovations, risk management and controlling</b>		<b>Session Chair:</b> Sergei Grishunin, Higher School of Economics, Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Alexey Morgunov, Alexander Karminsky	HSE University - Moscow	Integrated Credit Risk Models Taking into Account Pricing, Provisioning and Economic Capital Formation (on example PD-models and LGD-models of corporate borrowers) (in Russian)
	2	Alyona Astakhova	HSE University - Moscow	Development of a rating system for prediction of credit risk and probability of default of Russian nonfinancial companies using machine learning models
	3	Konstantin Polyakov, Marina Polyakova	HSE University - Moscow	Dynamics of the efficiency of production companies during the sanctions period in the sectoral (in Russian)

	4	Andrey Egorov	HSE University - Moscow	Strategic controlling of innovative projects as a strategic management tool (in Russian)
<b>Coffee break (30 min)</b>				
<b>12:00-13:30 Room 2226</b>	<b>Strategic Finance: Financial innovations, risk management and controlling</b>			<b>Session Chair:</b> Alexey Morgunov, Higher School of Economics, Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Nikolay Voytov	HSE University - Moscow	The formation of ecosystems and their impact on economic growth
	2	Artem Zenkov	HSE University - Moscow	Determination of the Optimal Ways of Commercial Banks' Liquidity Management in the Conditions of Digital Ruble Implementation (in Russian)
	3	Mariia Betina	HSE University - Moscow	Pricing of banking services under conditions of the implementation of the digital ruble (in Russian)

## Associated event «Russian Management Journal workshop «How to publish a paper in the RMJ?»»

Track Chair: Yuriy Fedotov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-13:30 Room 1207</b>	<b>Russian Management Journal workshop «How to publish a paper in the RMJ?»»</b>			<b>Session Chair:</b> Yuriy Fedotov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid
	<b>Introduction</b>			
	1	Yuriy Fedotov	The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia	About Russian Management Journal (in Russian)
	2	Dmitry Kucherov, Vladislav Volkov	The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia	About the editorial requirements for manuscripts and international standards (in Russian)

<b>Workshops</b>				
	3	Georgiy Kleiner	Central Economics and Mathematics Institute, RAS	"How to write a theoretical and methodological article?" (in Russian)
	4	Olga Tretyak	HSE University	Scientific article on management: basic elements (in Russian)
	5	Alexander Muravyev	HSE University	"How to write a scientific article based on the results of empirical research?" (in Russian)
<b>Lunch / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dachа» (60 min)</b>				
<b>14:30-18:00 Room 1207</b>	<b>Russian Management Journal workshop «How to publish a paper in the RMJ?»»</b>		<b>Session Chair:</b> Yuriy Fedotov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid	
	<b>М. Ермолаев</b> Влияние организационных профессиональных субкультур на успешность организационной трансформации: тематическое исследование на энергетическом предприятии		Эксперт: Минина В.Н., д.соц.н., профессор, ведущий эксперт Центра прикладных социологических исследований, НИУ-ВШЭ СПб	
	<b>Бубновская О. В., Иннокентьева В. Н.</b> Разрыв предпринимательских намерений и активности студентов: эффекты университетской среды и обучения предпринимательству		Эксперт: Богатырева К. А. к.э.н., доцент, ВШМ СПбГУ	
	<b>Филатчев А.Д.</b> Экономико-статистический анализ взаимосвязи лояльности персонала и операционных показателей на предприятии		Эксперт: Кучеров Д. Г., к.э.н., доцент, ВШМ СПбГУ Федотов Ю.В., к.э.н., доцент, ВШМ СПбГУ	
	<b>Сергеева А. К., Соболева С. А., Тарасова Ю. А.</b> Составляющие ESG и их влияние на финансовые показатели производственных компаний		Эксперт: Благов Ю. Е., к.э.н., доцент, ВШМ СПбГУ	



## Workshop by the GSOM St. Petersburg University Teaching Excellence Lab «AI literacy: five big AI ideas»

Track Chair: Aleksandra Bordunos, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<p><b>16:30-18:00</b> <b>Room 2223</b></p>	<p><b>Workshop «AI literacy: five big AI ideas»</b></p>	<p><b>Session Chair:</b> Aleksandra Bordunos, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia, Sergei Sevriukov, St Petersburg University, Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid</p>
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## October 5, 2024 (Saturday)

### Track «Marketing in the Era of Turbulence»

Track Chair: Maria Smirnova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<p><b>10:00-11:30</b> <b>Room 1207</b></p>	<p><b>Marketing in the Era of Turbulence - 1</b></p>		<p><b>Session Chair:</b> Regina Bakotina, HSE University <b>Session Language:</b> English <b>Session Type:</b> Hybrid</p>	
		<p><i>Authors</i></p>	<p><i>Affiliation</i></p>	<p><i>Title</i></p>
	<p>1</p>	<p>Eduard Tunkevichus, Vera Rebiazina</p>	<p>HSE University</p>	<p>Determinants of the development of consumers' digital trust in online services</p>
	<p>2</p>	<p>Elisaveta Smirnova, Alexander Strakhov, Olga Okulova</p>	<p>HSE University - Saint-Petersburg</p>	<p>Russian premium brands developing image and building loyalty among the youth</p>
<p>3</p>	<p>Anita Nanda, Vera Butkovskaya</p>	<p>Graduate School of Business, HSE University</p>	<p>The impact of sustainable integrated marketing communications on customer engagement and its dimensions in omnichannel fashion retail</p>	

	4	Regina Bakotina	HSE University	Buying Behavior of perfumery consumers
<b>Coffee break (30 min)</b>				
<b>12:00-13:30 Room 1207</b>	<b>Marketing in the Era of Turbulence - 2</b>			<b>Session Chair:</b> Maria Smirnova, The Graduate School of Management at St Petersburg University, Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Aleks Krasnov	Peter the Great St. Petersburg Polytechnic University	Assessment of the impact of factors on the performance indicators of nanoinfluencers (in Russian)
	2	Ivan Solovyov , Ansel Shaidullin, Sergey Kushch, Mihail Komarov	HSE University	Network effects in the management of inter-organizational networks: choosing a partner using equilibrium formulas (in Russian)
	3	Ekaterina Gurova	HSE University - Saint-Petersburg	Decision-making support in marketing in terms of digital transformation (in Russian)
	4	Mariyam Sarukhanian , Elena Sharko	HSE University	Features of marketing strategy of local cosmetic brands in the Russian market in the era of turbulence (in Russian)
	5	Vitaliy Cherenkov, Sergey Starov, Alexander Stuglev, Igor Gladkikh	The Graduate School of Management at St Petersburg University, Russia	Greenwashing in the context of the nation branding macro-ecosystem (in Russian)
<b>Lunch / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» (60 min)</b>				
<b>14:30-16:00 Room 1207</b>	<b>Round table «What defines success in managing customer experience (CX)?»</b>			<b>Session Chair:</b> Maria Smirnova, Alina Rucheveva, The Graduate School of Management at St Petersburg University, Russia Vera Rebiazina, Vera Butkovskaya, HSE University, Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid

## Track «Public Sector Issues IV: The Healthcare Policy, Management, and Innovations»

Track Chair: Tatyana Sklyar, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-11:30 Room 2229</b>	<b>What is really matter for hospitals' efficiency</b>		<b>Session Chairs:</b> Tatyana Sklyar, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia, Peter Yablonsky, SPbU SPb NIIF of the Ministry of Health of Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Farida Garipova, Ekaterina Alexandrova, Dmitriy Kislitsyn, Dmitriy Shchapov, L. Kudin, L. Kizhun	HSE University	Time-driven activity-based costing of medical interventions (using labor costs as an example) (in Russian)
	2	Roman Sladkov Irina Lakman	Ufa University of Science and Technology	Prerequisites for estimating additional costs in the application of artificial intelligence systems in clinical medicine (in Russian)
3	Andrei Ivanov, Natalia Kuznetsova, Nikolai Lakhov	The Graduate School of Management at St Petersburg University	Cleaning Services' Procurement for Out-patient Hospitals: The St. Petersburg Case (in Russian)	
<b>Coffee break (30 min)</b>				
<b>12:00-13:30 Room 2229</b>	<b>The contributions into the patients' behavior modelling</b>		<b>Session Chair:</b> Elena Kalabina, Ural State University of Economics <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Maria Kaneva	Institute of Economics and Industrial Engineering, Lead Researcher	Propensity score matching for the analysis of the relationship between labor market status and health (in Russian)
	2	Svetlana Begicheva Elena Kalabina Victoriya Fedorova	Ural State University of Economics	Pharmaco-economic analysis of sugar-lowering drugs consumption: regional context

			(case of Sverdlovsk region) (in Russian)
3	Alina Biryukova	HSE University	Impact of financial stress on the behavior of former smokers (in Russian)

## Track «Strategic Finance»

Track Chair: Elena Rogova, Alexander Bukhvalov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-12:30 Room 2222</b>	<b>Strategic Finance 3-1. Banks: sustainability and efficiency</b>		<b>Session Chair:</b> Alexander Karminsky, Head of Laboratory of financial innovations and risk management, Higher School of Economics, Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Mikhail Makushkin	HSE University	Additional tier 1 capital and its cost for a bank (in Russian)
	2	Alexander Karminsky	HSE University	From operational to strategic controlling in industrial enterprises and financial institutions: A look at the future (in Russian)
	3	Daria Usmanova, Marina Zavertiaeva, Egor Ivanov	HSE University – Perm, International Laboratory of Intangible-driven Economy	Impact of CEO characteristics on imitation behavior regarding capital structure (in Russian)
	4	Kassiet Kambaralieva, Alexander Muravyev	HSE University – Saint Petersburg	Disclosure, sanctions and performance of Russian public companies (in Russian)
5	Polina Kuznetsova	HSE University	Family firms and financial performance. Evidence from Russia	
<b>Lunch / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» (60 min)</b>				
<b>13:30-15:00 Room 2222</b>	<b>Round table "Modern corporate governance: opportunities and risks in an era of turbulence"</b>  <i>Speakers:</i>		<b>Session Chair:</b> Marat Smirnov, The Graduate School of Management at St Petersburg University, Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid	

	Vladimir Verbitsky, Russian Institute of Directors Elena Tkachenko, Saint-Petersburg State University of Economics Elena Makeeva, HSE University  + Representatives of business	
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