

# 8th International GSOM Emerging Markets Conference 2021

 October 4-12, 2021



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### CALL FOR PAPERS

**Graduate School of Management St. Petersburg University kindly invites scholars, practitioners and doctoral students to join GSOM EMC community at the 8th conference on October 4-12, 2021**

### Online/Virtual

**Theme: Bridging countries, organizations and people in a new fragmented world**

**Submission Deadline: August 31, 2021**

### No registration fee

GSOM Emerging Markets Conference has been organized by Graduate School of Management of St. Petersburg University, a recognized leader in Russian business education, accredited by EQUIS and AMBA. GSOM EMC was first held in 2014 and has become a unique platform for discussing and sharing research ideas and experience in a wide range of topics and joined together more than 2000 leading scholars and business practitioners from emerging markets (including Russia, CIS and CEE countries) and all over the world. The conference encourages and promotes research on emerging markets and creates the dialog between academics and practitioners about current trends in management, business, and economics. During the pandemic times we need to protect and support our community, which is why this year conference will be held online and registration fee for all the participants is waived.

The global business context continues transforming making people, firms, and governments seeking for new ways to create and sustain competitive advantage and dynamic capabilities in the conditions of uncertain environment. The search for the ways to transform respective challenges into a source of potential benefit is now on business and academic agenda and will be discussed at the 8th International Emerging Market Conference in 2021.

Recent trade disputes between countries evoked concerns of scholars about ongoing de-globalization, and the consequences of Covid-19 pandemic have only accelerated the pace of this phenomenon, bringing new restrictions on mobility and disruptions in value chains. While many scholars expect greater risk aversion, protectionism, and nationalism to be the paradigm for national economies and for multinational companies, others oppose suggesting that the foundations of globalization have not eroded, and post-pandemic world will need even more globalization. This point grounds on the idea that the world is now and will long be fragmented and unequal, and international firms will persist as bridges that connect the fragmented reality.

The questions that have been addressed before, but must be reconsidered within the new settings are: What is the role of environmental uncertainty for firms' strategy? How institutions of home and host markets affect the behaviour of firm? How do protectionist measures and regulations in host economies influence international strategies and supply chain organization of international companies? What is the role of people and of technology for business and countries recovery? We aim to generate discussion on these and other questions related to the theme of the conference and therefore inspire the further achievements and breakthroughs of scholars and practitioners.

## **CONFERENCE TRACKS**

Business in society

Entrepreneurship and Small Business Management: New Opportunities and Challenges

Human resource development in a new reality

International business and emerging markets

Managing Diverse Talent in a Divided World

Marketing: current trends & challenges

Operations Management and Business Informatics

Public sector issues

## **ASSOCIATED EVENTS**

Doctoral Colloquium Advanced research in management in the context of emerging markets

Joint Symposium: Synergies between research, teaching and management practices

Books presentations, workshops, round-table discussions

### **IMPORTANT DATES:**

Paper submission deadline: **August 31, 2021**

Registration deadline: **September 26, 2021**

Conference dates: **October 04-12, 2021**

**For detailed information**

**please visit GSOM EMC 2021 web page:**

<https://gsom.spbu.ru/en/research/conferences/emc/>

**Contacts:**

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