

8th International GSOM Emerging Markets Conference 2021

October 4-12, 2021



Track «Business in Society: New Reality and the Implementation of Corporate Sustainability Strategies»

8th International research “Emerging Markets Conference -2021”
GSOM Saint-Petersburg, Russia

October, 6

Program
Timezone (Moscow time)

Session 1. True Business Sustainability and a New Reality

Session moderator – Ivo Matser

10:00 – 12:00

Keynote speech:

Thomas Dyllick, The Institute for Business Sustainability,
University of St.Gallen
“True business sustainability”

Yury Blagov, Anastasia Petrova-Savchenko, Graduate
School of Management, SPbU
*“Corporate philanthropy as a part of True business
sustainability”*

Ekaterina Ivanova, Varvara Larina, National Research University Higher School of Economics

Flavio Pinheiro Martins, University of São Paulo, Brazil

Luciana Oranges Cezarino, Ca' Foscari University of Venice, Italy

“Factors driving sustainability in a business school”

Anastasia Petrova-Savchenko, Graduate School of Management, SPbU

Anush Egiiian, Katholieke Universiteit Leuven, Belgium

“Civil society as a driver of corporate social performance in Russia: state-of-the-art and industrial peculiarities”

Session 2. Digital and Green Faces of Corporate Sustainability

Session moderator – Thomas Osburg

12:15-14:15

Zhanna Belyaeva, Ural Federal University

“Digital strategies impact on sustainability: new normal ESG factors”

Elena Midler, International Banking Institute named after Anatoly Sobchak

Timur Sharifyanov, Financial University under the Government of the Russian Federation

“Development of digital infrastructure in the context of territorial imbalances: business investment opportunities (the case of the Arctic regions of the Russian Federation)”

Irina Bakhtina, RUSAL

Yury Blagov, Graduate School of Management, SPbU

“Selling a 'Green Product' story: making corporate sustainability reporting, ranking and labeling drive customer”

Patricia Nunes Costa Reis, University Center of Volta Redonda - UniFOA, Brazil

Annibal Scavarda, Flávio Machado, Federal University of Rio de Janeiro (UNIRIO), Brazil.

“The Reverse Logistics contributions and lessons in order to provide green supply chain competitive advantages”

Session 3. Corporate Sustainability Particular Issues

Session moderator – Yury Blagov

15:00-17:30

José G Vargas-Hernández, Omar C. Vargas-González, Universidad de Guadalajara, México
“Entrepreneurial inclusive civil culture model in Parque Agroecológico de Zapopan”

Olga Lazareva, National Research University Higher School of Economics
“Women in management in Russia: family and social gender norms”

Yulia Aray, Graduate School of Management, SPbU

Tatiana Garanina, University of Vaasa

Anna Veselova, National Research University Higher School of Economics

Desislava Dikova, Vienna University of Economics and Business

“Women on board of directors and firm performance of Russian companies: does CSR disclosure matter?”

Aleksandra Egorova, Chigireva Daria, National Research University Higher School of Economics

“The influence of corporate governance factors on ESG rating of industrial and IT companies”

July Villalba, Politécnico Grancolombiano, Colombia

“From the scientific method to business innovation: a reflection on transdisciplinary”