

8th International GSOM Emerging Markets Conference 2021

October 4-12, 2021



Track «Entrepreneurship and Small Business Management: New Opportunities and Challenges»

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

Day 1

October, 7

**Program
Timezone (Moscow time)**

**Round table «Entrepreneurship and SMEs’ strategic behavior at the time of
crisis»**

10:00-11:30

The event will be held in Russian

Moderator: Olga Verkhovskaya, Associate Professor, GEM Russia National Team Leader

Speakers:

Vladimir Rogozin, CEO at Anespa foreign language studio

Petr Lobanov, co-founder of Bureau – Burgers and Bar

Elnara Petrova, co-founder and CEO at NextMedia Expert Marketing agency

Liudmila Bulavkina, founder of Edyes, business angel, mentor in entrepreneurial mindset

Ramil Khantimirov, co-founder and CEO of StormWall (DDoS protection service)

The round table will open with presentation of the Global Entrepreneurship Monitor (GEM) Russia 2020.

Discussion topics:

1. Entrepreneurial strategies during COVID-19 crisis: what ways of adaptation to the new reality are efficient?
2. The role of education in entrepreneurship: what knowledge and skills are the most important? What is relevant for dealing with crises? Which study formats work better?
3. Online aspect in entrepreneurship: is it a must nowadays?

Research papers presentation

Session 1. Competitive papers

Session chair – Anastasia Laskovaia

13:00 – 15:00

Anastasia Laskovaia, Karina Bogatyreva

Graduate School of Management, SPbU, Russia

“Entrepreneurial resources and exit reasons: How human, social and financial capital foster voluntary and non-voluntary entrepreneurial exit”

Suha Bilquis, Aligarh Muslim University, India

“Drivers and challenges of entrepreneurship in Industry 4.0 in India: Identification of critical factors through Total Interpretive Structural Modelling (TISM)”

Elena Sharko, Lilia Valitova, Marina Sheresheva, Deng Junzhi

Lomonosov Moscow State University, Russia

“Identifying business relationships in textile cluster: The case of the Ivanovo region”

Natalia Drozdova, Anastasia Kaplina

Graduate School of Management, SPbU, Russia

“Assessment of the business climate for SMEs: The case of Moscow region municipalities”

Keynote speakers

16:00-18:00

Tatiana Manolova, DBA, Professor of Management at Bentley University, Waltham, MA.

Title of the talk: *Gender effects on the path from entrepreneurial education to entrepreneurial intentions among STEM students in emerging markets*

Oleksiy Osiyevskyy, PhD, Associate Professor of Entrepreneurship & Innovation at the Haskayne School of Business, MBA Program Director, Academic Director of the Global Business Futures Initiative, University of Calgary.

Title of the talk: *The role of disciplined entrepreneurship for thriving in a new fragmented world*

Day 2

October, 12th

Program

Timezone (Moscow time)

Research papers presentation

Session 1. Interactive papers

Session chair – Liudmila Ivvonen

13:00-14:30

Liudmila Ivvonen, Grenoble Ecole de Management & IREGE, Université Savoie Mont Blanc, France

Palesa Charlotte Felix-Faure, Burgundy School of Business, France

Marcos Barros, Grenoble Ecole de Management, France
“Entrepreneurial identity construction in marginalized places”

Rafik Smara, Karina Bogatyreva, Anastasia Laskovaia, Graduate School of Management, SPbU, Russia

“Balancing in crisis? Exploring the impact of innovative ambidexterity on SMEs’ performance during COVID-19 pandemic”

Tatiana Zimnyakova, Ivan Drobyshev, Siberian Federal University, Russia

“Knowledge and Technology Transfer in Organic Farming in Russia: Results of Patent Analysis”

Session 2. Interactive Papers

Session chair – Karina Bogatyreva

15:00-16:30

Katrin Smolka, Warwick Business School, University of Warwick, UK

Sonia-Cristina Codreanu, King’s College London, UK

Thijs Geradts, Maastricht University, Netherlands

“The Effects of Entrepreneurial Decision-Making in Teams on Venture Process and Outcome”

Jojo Jacob, Grenoble Ecole de Management, France

Claudia Doblinger, Susanne Kurowski,

Technical University of Munich, Germany

“(No) politics at work? The relevance of political ideology for startup VC financing”

Karina Bogatyreva, Graduate School of Management, SPbU

“Who is John Galt? From Rational Egoism to Social Responsibility through Entrepreneurial Passion”

Session 3. Competitive papers

Session chair – Joshua White

17:00-19:00

Ekaterina Albats, Daria Podmetina

LUT University, Finland

“Social Entrepreneurship: The case of inspiring initiative in developing economy”

Joshua White, The University of Alabama, USA

Cameron Borgholthaus, Southern Illinois University
Edwardsville, USA

Vishal K. Gupta, The University of Alabama, USA

“We are part of the same team: The influence of governor discretion on post-COVID-19 small business openings”

**José G. Vargas-Hernández, César O. Mora-Pérez,
Miguel Esparza-Íñiguez**, University Center for Economic
and Managerial Sciences, Universidad de Guadalajara,
Mexico

“Green innovation business (GIB) as a comprehensive entrepreneurship model for the internationalization. The case of BIO-FOM in the urban area of Guadalajara”

José G. Vargas-Hernández, Omar C. Vargas-González,
University Center for Economic and Managerial Sciences,
Universidad de Guadalajara, Mexico

“A Model of socio entrepreneurial inclusive civil culture. The case of Parque Agroecológico de Zapopan”