

8th International GSOM Emerging Markets Conference 2021

October 4-12, 2021



Track «International business and emerging markets»

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

October, 6
Program
Timezone (Moscow time)

Main theme: MNCs and (de)globalization: New paradigm for emerging markets

Co-chairs: Jorma Larimo (Vaasa University) and Andrei Panibratov (GSOM)

10.00 – 10.30

Keynote: Jorma Larimo (Vaasa University)

Session 1. Export strategy complexity

Session chair: Joan Freixanet

10:30 – 11:30

Jonas S. Eduardsen, Svetla T. Marinova and Marin A. Marinov, Aalborg University
“Export exit: Literature review and a research agenda”

Piotr Trapeczyński, Poznań University of Economics and Business) and **Tilo Halaszovich**, Jacobs University Bremen
“Export portfolios and export performance: evidence from mid-range economy firms”

Joan Freixanet, Graduate School of Management SPbU,
and **Ryan Federo**, Universitat de les Illes Balears
*“The complex interplay of firm innovation,
internationalization, and learning capability in driving firm
performance: A configuration analysis”*

Session 2. IB theories for emerging markets

Session chair: Liana Rysakova

11:40-12:40

Juan Wu, Université de Fribourg, **Daojuan Wang** and
Dirk Morschettand

*“How do emerging market multinational enterprises use
cross-border acquisitions to implement springboard
internationalization”*

Liana Rysakova, Graduate School of Management SPbU

*“The effect of Chinese diaspora for home and host firms’
FDI location choice: The information cost perspective”*

Akiko Sato, Graduate School of Management SPbU

*“Overcoming liability of foreignness during COVID-19
towards absorptive capacity: The case of a Japanese
automotive MNC in Russia”*

Session 3. Assets and drivers for emerging markets

Session chair: Alvar Castello

12:50 – 14:00

Alvar Castello Esquerdo, Graduate School of Management
SPbU

*“Determinants of technology investment from China into
Latin America”*

Richard A. Owusu and **Nnamdi Oguji**, Linnaeus
University

*“Joint venture and acquisition research in Africa: Current
research, gaps, and emerging themes”*

Nayil Ismailov, Higher School of Economics

*“Business models of energy companies in the markets of
isolated and remote energy supply”*

Yuliya Tyulkina, Higher School of Economics

*“Global trends and its impact on strategies of oil and gas
companies”*

Special theme: Emerging market multinationals and the politics of internationalization

Co-chairs: Peter Gammeltoft (Copenhagen Business School) and Andrei Panibratov (GSOM)

Session 4. Corporate activity: non-market perspective

Session chair: Daria Klishevich

14:30 – 15:30

Lev Shalev and Joan Freixanet,
Graduate School of Management SPbU
“Foreign pharmaceutical MNEs in the USA: Lobbying activity as indicator of corporate performance and effect of size on it”

Samanta Navajyoti, University of Sheffield
“A unified theory of corporate governance impact”

Daria Klishevich and Andrei Panibratov, Graduate School of Management SPbU
“Internationalization of state-owned enterprises from emerging markets: Evidence from Russia”

Session 5. Cross-national politics: BRICS and beyond

Session chair: Abdul-Kadir Ameyaw

15:40-16:40

Chen Shenglong and Abdul-Kadir Ameyaw, Graduate School of Management SPbU
“How intergovernmental relationships shape the OFDI from China: Evidence from Belt and Road Initiative”

Sergei Kladko, Innopolis University
“Business leadership in pandemic: When the East meets the West or..?”

Timur Khasanov, Higher School of Economics
“The peculiarity of compiling non-financial reports and its significance for companies in the BRICS countries”

Closing remarks

16.45-17.00