

8th International GSOM Emerging Markets Conference 2021

October 4-12, 2021



Track «Marketing: Current trends and challenges»

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

October, 8

Program
Timezone (Moscow time)

Session 1. Trends in Digital Marketing

Session moderator – Johanna Froesen

09:00 – 10:30

Ksenia Golovacheva, GSOM SPbU, Russia

“What Makes Consumers Use Commercial Sharing Systems (CSSs) Again? The Moderating Role of Institutional Logic”

Eduard Tunkevich, Vera Rebiazina, HSE University, Russia

“Consumer Digital Trust: The Main Trends and Research Directions”

Megi Gogua, GSOM SPbU, Russia

“Costs and benefits of personalised marketing communication in online retail: the comparison of customer and business perspectives”

Session 2. Consumer Behavior & Branding

Session moderator – **Ksenia Golovacheva**

10:45-12:15

Mehran Haddadi, Vera Rebiazina, HSE University, Russia
“Customer satisfaction factors in online retail during COVID-19 pandemic from big data”

Vitaly Cherenkov, Sergei Starov, GSOM SPbU, Russia
Alexander Taniev, Baltic State Technical University
"Voenmekh" named after D.F. Ustinov
“FMCG retailers on the way to sustainability brands”

Mahmoud Saleh, Shuvam Chatterjee, GSOM SPbU, Russia
“Attribution theory toward olfactory marketing: how tourists attribute to Ambience Scents in tourism brands”

Session 3. Branding and Strategy

Session moderator – **Deniz Dalman**

12:30-14:00

Deniz M. Dalman, GSOM SPbU, Russia
Manoj K. Agarwal, Binghamton University, State
University of New York
Kalpesh Kaushik Desai, University of Missouri-Kansas
City, USA

“On Brands and Satisfaction”

Bruno Rutowitsch Carvalho, Faculty of Economics -
University of Porto, Portugal

Belem Barbosa, School of Economics and Management,
University of Porto, Portugal

*“The impact of the digital influencers on the adoption of a
wellness lifestyle”*

Muddasar Ghani Khwaja, Pontificia Universidad Católica
del Perú, Peru

*“Electronic word-of-mouth and sustainable consumption: Is
social media the right platform for advocacy?”*

Round table «Personalization in Marketing» *

Moderators:

Maria Smirnova, Olga Alkanova, Ksenia Golovacheva, Megi Gogua

15:00 – 17:00

* The event will be provided in Russian

Session 4. Marketing Trends: a Global Perspective

Session moderator – Deniz Dalman

17:30-19:00

Edar Añaña, Universidade Federal de Pelotas | UFPEL ·
Department of Business Administration, Brazil

Belem Barbosa, School of Economics and Management,
University of Porto, Portugal

“The influence of Instagrammers on healthy food purchase decisions”

Zaila Oliveira, Unichristus University Center, Brazil and
Center for Organizational and Social Studies of the
Polytechnic of Porto (CEOS.PP), Portugal

Belem Barbosa, School of Economics and Management,
University of Porto, Portugal

“E-shopping in the covid-19 pandemic: a study on changes in the behavior of Brazilian consumers”

Brent McKenzie, University of Guelph, Canada

“Maps, Tourism Publications and Travel Guides: The Evolution of Estonia’s Capital Brand”

Olga Konnikova, Oksana Yuldasheva, Julia Solovjova
Saint-Petersburg University of Economics, Russia

“Measuring sustainable consumption: the results of empirical study of Russian consumers”