

**8th International
GSOM Emerging
Markets Conference
2021**

 October 4-12, 2021



Track «Operations Management and Business Informatics»

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

**October, 6
Programme
Timezone (Moscow time)**

10:00 – 11:30

Hugo Ribeiro, Universidade de Aveiro,
Portugal

*“The impact of digital transformation on
business strategy: The determinants of
success of digital strategy”*

Chairs: **Nikolay Zenkevich**,
Dmitry Kudryavtsev, Tatiana
Gavrilova

**Ilda Silva, Flávio Machado, Annibal
Scavarda**, University Center of Volta
Redonda - UniFOA, Brasil

*“Paradigm change and the new reality
of Industry 4.0: Society 5.0 and
Philosophy of Technology”*

Artemii Gibalov, Dmitry Kudryavtsev, Tatiana Gavrilova, Graduate School of Management SPbU, Russian Federation
“Using Ontology Framework for Consumer Knowledge Audit: electric vehicle charging stations case”

12:00 – 13:30

Andrey Zyatchin, Maria Kozlova, Graduate School of Management SPbU, Russian Federation
“Factors affecting digital transformation of manufacturing companies”

Chairs: **Nikolay Zenkevich, Dmitry Kudryavtsev, Tatiana Gavrilova**

Evgeny Blagov, Danil Fialkovsky, Graduate School of Management SPbU, Russian Federation
“Student engagement and knowledge acquisition factors in the context of the CoViD-induced onlinezation”

Evgeny Blagov, Dmitry Eroshkin, Graduate School of Management SPbU, Russian Federation
“Platform solution project for interdisciplinary project teams building on cognitive style basis”

14:30 – 16:30

Sergei Grishunin, Elena Naumova, Natalya Lukshina, Higher School of Economics, Russian Federation
“Development of the horizon index to evaluate long-termism of Russian non-financial companies”

Chairs: **Nikolay Zenkevich, Dmitry Kudryavtsev, Tatiana Gavrilova**

Anastasiia Ivakina, Mariia Smirnova, Nikolay Zenkevich, Graduate School of Management SPbU, Russian Federation
“Multiple Goal Decision Making for the Case of Working Capital Management via Supply Chain Finance”

Natalia Nikolchenko, Nikolay Zenkevich, GSP-Komplektatsiya LLC, Russian Federation
“Motivation of companies operating in supply networks with combined topology”

16:30 – 18:00

Elena Serova, Valeriya Sumyatina,
Higher School of Economics, Russian
Federation *“Intelligent Text Analysis for
Scientific Literature Searching on a
Specific Topic”*

Chairs: Nikolay Zenkevich,
**Dmitry Kudryavtsev, Tatiana
Gavrilova**

**Cristiane Madeiro A Souza, Cristiane
Souza, Anne Freire, Thais Feitosa,
Zaila Oliveira** Fametro University
Centre, Brazil
*“E-sports no brasil: a mais nova paixão
nacional”*

**Anna Levchenko, D. V. Ovsyanko, P.
S. Sharakhin,** Graduate School of
Management SPbU, Russian Federation
*“Using the Kano model in operational
management to (re)build a package
service offering”*