

GSOM Emerging Markets Conference-2017
October 5, Thursday

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|---------------|--|--|---|---|--|--|---|---|
| 08.45 - 18:00 | Registration desk open | | | | | | | |
| 09.30 - 10.00 | Coffee break | | | | | | | |
| 10.00 - 11.30 | <p align="center">Plenary session (Conference hall, 1301)</p> <p align="center">Marco van Gelderen (VU University Amsterdam, Netherlands). Entrepreneurial Autonomy in Russia. A Comparison with the Netherlands Jean-François Hennart (Tilburg University Center for Research in Economics and Business, Netherlands). Can Transaction Cost Theory Explain the Rise of Emerging Market Multinationals? Carl Fey (Aalto University, Finland). Management and Organization Review: A Great Opportunity for Russian Management Scholars and Tips for Publishing in International Journals</p> | | | | | | | |
| 11.30 - 12.00 | Coffee break | | | | | | | |
| 12.00 - 13.30 | Room 1209 | Room 1210 | Room 1211 | Room 1212 | Room 1213 | Room 1214 | Room 1215 | Room 2223 |
| | <p align="center">The Digital Economy and the Internet <i>Track chair: Sergey Yablonsky (GSOM SPbU, Russia)</i></p> | <p align="center">International Strategy of Emerging Market Firms <i>Track chair: Andrei Panibratov (GSOM SPbU, Russia)</i></p> | <p align="center">Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice <i>Track chair: Galina Shirokova (GSOM SPbU, Russia)</i></p> | <p align="center">Managing People in Digital World <i>Track chairs: Elena Zavyalova, Marina Latukha (GSOM SPbU, Russia)</i></p> | <p align="center">Complexity and Strategy <i>Track chair: Ioannis Christodoulou (University of Westminster, UK)</i></p> | <p align="center">Strategic Finance in Emerging Markets <i>Track chair: Alexander Bukhvalov (GSOM SPbU, Russia)</i></p> | <p align="center">Logistics and Supply Chain Management in Emerging Markets <i>Track chair: Konstantin Krotov (GSOM SPbU, Russia)</i></p> | <p align="center">Modern Challenges of Professional Communication at University/Business school: Empowering Teacher - Student Collaboration <i>Track chairs: Elena Orlova, Tatiana Martynova (GSOM SPbU, Russia)</i></p> |
| | <p align="center">Session chair: Sergey Yablonsky <i>(GSOM SPbU, Russia)</i></p> | <p align="center">Session chair: Andrei Panibratov <i>(GSOM SPbU, Russia)</i></p> | <p align="center">Session chair: Galina Shirokova <i>(GSOM SPbU, Russia)</i></p> | <p align="center">Session chair: Dmitry Kucherov <i>(GSOM SPbU, Russia)</i></p> | <p align="center">Session chair: Yulia Aray <i>(GSOM SPbU, Russia)</i></p> | <p align="center">Session chair: Alexander Bukhvalov <i>(GSOM SPbU, Russia)</i></p> | <p align="center">Session chair: Konstantin Krotov <i>(GSOM SPbU, Russia)</i></p> | <p align="center">Session chair: Elena Orlova <i>(GSOM SPbU, Russia)</i></p> |
| | <p>The Rise of the Digital Platforms: Global and Local Sergey Yablonsky <i>(GSOM SPbU, Russia)</i></p> <p>Business Models Evolution in a Context of Multi-Sized Platforms Use for Micro-Enterprises Liudmila Serova Elvira Strakhovich Iya Churakova <i>(GSOM SPbU, Russia)</i></p> <p>Factors, Results and Perspectives of Digital Economy Development on Regional Level: Case of Siberian Federal District Nataliya Kravchenko Svetlana Kuznetsova Anastasia Ivanova <i>(Institute of Economics and Industrial Engineering, SB RAS, Novosibirsk State University, Russia)</i></p> | <p>Firm Internationalization and Survival. A Multi-Sectoral, Longitudinal Analysis Joan Freixanet <i>(GSOM SPbU, Russia)</i> Gemmffaca Renart <i>(Girona University, Spain)</i></p> <p>An Inquiry into "Excellent Emerging Market Firms under Comparatively Disadvantageous Conditions" Imai Masakazu <i>(Senshu University, Japan)</i></p> <p>Global Value Chain Participation in Service Industries – a Preliminary Study of Russian Multinationals Konstantin Nefedov Andrey Panibratov <i>(GSOM SPbU, Russia)</i> Aron Perenyi <i>(Swinburne University of Technology, Australia)</i></p> | <p>National Culture and New Venture Performance: the Mediating Role of Effectuation and Causation Galina Shirokova Anastasiia Laskovaia <i>(GSOM SPbU, Russia)</i></p> <p>Characteristics and Perspectives of High Tech Business Development in Russia Almira Yusupova <i>(Institute of Economics and Industrial Engineering, SB RAS, Novosibirsk State University, Russia)</i></p> <p>Effectuation, Causation and Firm-Level Radical Innovation in Entrepreneurial Firms Marina Solesvik <i>(Nord University, Norway)</i></p> | <p>HRD in Russian IT-Companies in the Period of Economic Crisis Viktoria Tsybova Dmitry Kucherov Elena Zavyalova <i>(GSOM SPbU, Russia)</i></p> <p>Perspective Ways of Development HiPo as Leaders Outside of Managerial Position Andrey Zamulin Anna Nazarova <i>(GSOM SPbU, Russia)</i></p> <p>How Knowledge Management support Talent Management in Organizations: Initial Evidence from Slovenia and Russia Vojko Potocan Zlatko Nedelko, <i>(University of Maribor, Slovenija)</i> Marina Latukha <i>(GSOM SPbU, Russia)</i></p> <p>Knowledge Management Practices as a Source of Absorptive Capacity of Emerging Market Firms: Evidence from Russia Marina Latukha Ekaterina Mitskevich Sergey Pitinov <i>(GSOM SPbU, Russia)</i></p> | <p>Expectations of Russian Managers and Development of Strategy Course Syllabus Olga Verkhovskaya Tatiana Klemina Yulia Aray <i>(GSOM SPbU, Russia)</i></p> <p>The Implementation of Strategic Mining Projects: Problems and Tools for Interaction with Stakeholders Tatiana Ponomarenko Oksana Marinina <i>(Saint Petersburg Mining University, Russia)</i></p> <p>Attitude towards Social Responsibility of Business and Ethics Among Managers and Owners of Russian SMEs Liudmila Cheglakova Olga Melitonyan <i>(Higher School of Economics, Russia)</i> Bela Bataeva <i>(Finance University under the Government of the Russian Federation, Russia)</i></p> | <p>Strategic Finance: Implications of Recent Breakthrough Achievements for Academy, Practice and Education Alexander Bukhvalov <i>(GSOM SPbU, Russia)</i></p> <p>CEO Risk Preferences and Payout Policy Choice Aterm Anilov Irina Ivashkovskaya <i>(Higher School of Economics, Russia)</i></p> <p>The Puzzle of Zero-Debt Capital Structure Denys Iliasov Maria Kokoreva <i>(Higher School of Economics, Russia)</i></p> | <p>Big Data Analytics for Small and Medium Russian Logistics Companies Margarita Gladkova Denis Urazbakhtin <i>(GSOM SPbU, Russia)</i></p> <p>Transport and Logistics Potential Measurement in Russia: Methodological Aspects Anatoly Kazantsev Anna Veselova Anna Logacheva <i>(GSOM SPbU, Russia)</i></p> | <p>Tracing Indicators of Program Implementation Effectiveness: Course-Related Professional Communication Elena Orlova Tatyana Martynova <i>(GSOM SPbU, Russia)</i></p> <p>Formative Assessment Syllabus as a Tool for Effective Academic Communication Elena Bugreeva <i>(St. Petersburg University, Russia)</i></p> <p>Interactive Methods as Means of Teaching Communication and Enhancing Content Learning Tatiana Repina <i>(St. Petersburg University, Russia)</i></p> <p>Collaborative Interactions in Higher Education Setting: Opportunities and Challenges Tatiana Markova <i>(Ural State University of Economics, Russia)</i></p> |

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|---------------|---|--|---|--|---|---|--|---|--|
| 13.30 - 14.30 | Lunch Campus cafeteria (first floor) | | | | | | | | |
| 14.30 - 16.00 | Room 1209 | Room 1210 | Room 1211 | Room 1212 | Room 1213 | Room 1214 | Room 1215 | Room 2222 | Room 2223 |
| | The Digital Economy and the Internet | International Strategy of Emerging Market Firms | Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice | Managing People in Digital World | Complexity and Strategy | Strategic Finance in Emerging Markets | Marketing in Emerging Markets: New Challenges and Opportunities <i>Track chair: Maria Smirnova (GSOM SPbU, Russia)</i> | Social Entrepreneurship in Emerging Markets <i>Track chairs: Yulia Aray (GSOM SPbU, Russia) Subhasis Ray (Xavier University, India)</i> | Modern Challenges of Professional Communication at University/Business school: Empowering Teacher - Student Collaboration |
| | Session chair: Sergey Yablonsky (GSOM SPbU, Russia) | Session chair: Andrei Panibratov (GSOM SPbU, Russia) | Session chair: Marco van Gelderen (VU University Amsterdam, Netherlands) | Session chair: Viktoria Tsybova (GSOM SPbU, Russia) | Session chair: Ioannis Christodoulou (University of Westminster, UK) | Session chair: Irina Ivashkovskaya (Higher School of Economics, Russia) | Session chair: Maria Smirnova (GSOM SPbU, Russia) | Session chair: Yury Blagov (GSOM SPbU, Russia) | Session chair: Elena Orlova (GSOM SPbU, Russia) |
| | Perspectives of Application of Mobile Payment Services in Russia: Empirical Research Results Arkady Trachuk Natalia Linder <i>(Financial University under the Government of the Russian Federation, Russia)</i> | The Role of Technology Upgrading in International Cooperation: Empirical Analysis of Russian Companies Anastasiia Ivakina Konstantin Nefedov Nikolay Zekevich Andrei Panibratov <i>(GSOM SPbU, Russia)</i> | Necessity Entrepreneurs: General Equilibrium Theory of Occupational Choice under Uncertainty Dmitry Pokrovsky <i>(Higher School of Economics, Russia)</i> Alexandra Shapoval <i>(Higher School of Economics, New Economic School, CSDSI, Russia)</i> | From Brain Drain to Brain Gain: Exploring the Role of Global Talent Management in Emerging Market Multinationals Marina Latukha Louisa Selivanovskikh <i>(GSOM SPbU, Russia)</i> | Active Investment and Investing Actively: An Empirical Study with Reference to Shares in Indian Context Sharmistha Ghosh <i>(Shri Shikshayatan College, India)</i> Tanupa Chakraborty <i>(University of Calcutta, India)</i> | New Corporate Finance? The Challenges for Emerging Markets Irina Ivashkovskaya <i>(Higher School of Economics, Russia)</i> | Y- and Z-Generation Consumers: Behavioural Patterns and Trends in Russia Veronika Panyukova Svetlana Karpova <i>(Financial University under the Government of the Russian Federation, Russia)</i> | Human Capital in Social Entrepreneurship Daria Sokolova Valentina Zhokhova <i>(Far Eastern Federal University, Russia)</i> | Portfolio Design as the Means of Communicating Learning Outcomes Yulia Neyman Elena Bessmeltseva Natalia Pavlova <i>(St. Petersburg University, Russia)</i> |
| | Business Model Design and Firms' Performance: Case of Technical and Electronic Retail in Russia Ekaterina Migol <i>(Higher School of Economics, Russia)</i> | Value Chain Reconfiguration as a Response to Changing Business Environment: the Case of Emerging Market IT Companies Konstantin Nefedov Liubov Ermolaeva Dmitri Viktorov <i>(GSOM SPbU, Russia)</i> | Institutional Development and Entrepreneurship: an Empirical Examination Igor Laine Roman Teplov Juha Väättänen <i>(Lappeenranta University of Technology, Finland)</i> | Managing Personnel Customer Orientation: Competency and Contextual Approaches: Veronika Kabalina <i>(Higher School of Economics, Russia)</i> Ksenia Klepneva <i>(UCB, Russia)</i> | Industrial Attractiveness: toward a System Dynamics Approach Zنده Alireza Bafandeh <i>(Tabriz Branch, Islamic Azad University, Iran)</i> | Do Shareholders value Philanthropic CSR-Engagement? - An Analysis of Capital Market Reactions to Donations Mario Henry Meuthen Frank Schiemann Anne-Kathrin Hinze <i>(Hamburg University, Germany)</i> | Stimulating Factors of Sustainable Consumption in Russia and Finland: Preliminary Results of Empirical Research Olga Pogrebova Oxana Yuldasheva Olga Shirshova Julia Solovyeva <i>(St. Petersburg State University Of Economics, Russia)</i> | Marketing Practices in Social Enterprises: Early Evidence from Russia Subhasis Ray Chinmoy Bandyopadhyay <i>(Xavier University, India)</i> Yulia Aray Alina Rucheva <i>(GSOM SPbU, Russia)</i> | Feedback Practice: on the Way to Dialogue Irina Glazkova <i>(Ural State University of Economics, Russia)</i> |
| | A Reliable Measurement Scale for Benefits of Enterprise Resources Planning (ERP) Barbara Igel <i>(AIT School of Management, Thailand)</i> | Utilization of Management Practices in Slovenia and Russia Vojko Potocan Zlatko Nedelko <i>(University of Maribor, Slovenia)</i> Marina Latukha Liubov Ermolaeva <i>(GSOM SPbU, Russia)</i> | The mediating role of international networks in the upgrading of domestic innovation systems in catching up contexts Monika Petraite <i>(Kaunas University of Technology, Lithuania)</i> | Complementarity of Talent Management Practices: an Analysis of World Management Survey data Louisa Selivanovskikh Dmitriy Sokolov <i>(GSOM SPbU, Russia)</i> | Modern Trends of Employee Engagement in Russia: the Management Practices of Global and Local Companies Natalia Guseva <i>(Higher School of Economics, Russia)</i> | Corporate International Diversification and Firm Performance: Evidence from BRIC Companies Pavel Yakovenko Irina Ivashkovskaya <i>(Higher School of Economics, Russia)</i> | Analysis of the Gamification Influence on Consumer Perception of Loyalty Programs in Retail Industry Alexander Sumenkov Daniil Muravskii <i>(GSOM SPbU, Russia)</i> | Social Entrepreneurship in Germany and Russia: Identifying Factors that Lead to Success Julia Fomina <i>(Dostoevsky Omsk State University, Russia)</i> | Intercultural Communication Course: Feedback Strategies and Practices Irina Skvortsova <i>(Ural State University of Economics, Russia)</i> |
| | | | | | | Patterns of corporate financial architecture in emerging markets. Evidence from Russia. Anastasia Stepanova <i>(Higher School of Economics, Russia)</i> | Demand modeling on emerging markets Irina Trushnikova <i>(St. Petersburg State University Of Economics, Russia)</i> | Development of Social Entrepreneurship in Nizhniy Novgorod Culture Sphere Marianna Lyubimova Viktoria Azarova Victor Aksyonov Ekaterina Tretyakova <i>(Lobachevsky State University of Nizhni Novgorod, Russia)</i> | Mediation Nowadays: an Effective Tool of Professional Communication Olga Lankina <i>(St. Petersburg University, Russia)</i> |
| | | | | | | Developments towards Holistic Perspective for Strategic Financial Management in the Public Sector Pavel Lukichev <i>(Baltic State Technical University VOENMEH, Russia)</i> | | | Short Stories, Long Discussion: Using Literary Fiction in Building Rapport Ekaterina Baeva <i>(St. Petersburg University, Russia)</i> |

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|---------------|--|---|---|---|--|--|---|---|
| 16.00 - 16.30 | Coffee break | | | | | | | |
| 16.30 - 18.00 | Room 1209 | Room 1210 | Room 1211 | Room 1212 | Room 1213 | Room 1214 | Room 1215 | Room 2223 |
| | The Digital Economy and the Internet | International Strategy of Emerging Market Firms | <p>16:15 - 19:00 (BY REGISTRATION!) GSOM/Management and Organization Review Emerging Scholar Consortium on Reviewing for and Publishing in Leading International Journals</p> <p>Speaker: Carl Fey (Aalto University, Finland)</p> | Logistics and Supply Chain Management in Emerging Markets | <p style="text-align: center;">Round Table "Regional Industrial Policy: Support of Small and Medium Business in New Conditions and New Markets" (in Russian)</p> <p style="text-align: center;">Moderator: Jury Simachev (Higher School of Economics, Russia)</p> | Strategic Finance in Emerging Markets | Marketing in Emerging Markets: New Challenges and Opportunities | Modern Challenges of Professional Communication at University/Business school: Empowering Teacher - Student Collaboration |
| | Session chair: Sergey Yablonsky <i>(GSOM SPbU, Russia)</i> | Session chair: Andrei Panibratov <i>(GSOM SPbU, Russia)</i> | | Session chair: Andrey Zyatchin <i>(GSOM SPbU, Russia)</i> | | Session chair: Jeff Downing <i>(Higher School of Economics, Russia)</i> | Session chair: Maria Smirnova <i>(GSOM SPbU, Russia)</i> | Session chair: Tatiana Martynova <i>(GSOM SPbU, Russia)</i> |
| | <p>The Model of Products Competition in Mobile Devices Market Iana Salikhova <i>(St.Petersburg State University of Economic, Russia)</i> Victoria Grigoreva <i>(Higher School of Economics, Russia)</i> Ivan Svetunkov <i>(the Lancaster University, United Kingdom)</i></p> <p>The Effect of Weather Changes over E-Commerce Elshorbagy Mohamed Ariel Rodríguez <i>(Far Eastern Federal University, Russia)</i></p> | <p>Regionalization as a Driver of Russia's Integration into the Global Innovation Space Elena Korostyshevskaya Anna Trifilova <i>(St. Petersburg University, Russia)</i> Anna Veselova <i>(GSOM SPbU, Russia)</i></p> <p>Analysis of Acquisition of Infosys Technologies (Conservative Indian MNC) Netra Pal Singh <i>(Management Development Institute, India)</i></p> | | <p>Application of Multi-Agent Framework for Investigating a Supply Chain Dynamics using Simulation Daria Belykh Gennady Botvin <i>(Saint Petersburg University, Russia)</i></p> <p>Cognitive Methods of Logistics System Management Tatiana Shulzhenko <i>(St.Petersburg State University of Economic, Russia)</i></p> <p>Method Development of Logistics Service Quality Evaluation Elizaveta Shakhanova Andrey Zyatchin <i>(GSOM SPbU, Russia)</i></p> | | <p>Accounting Standards and Banking Regulation: Some Effects of Divergence Jeff Downing <i>(Higher School of Economics, Russia)</i></p> <p>Predicting the Level of Accrual-Based and Real Earnings Management of Russian and Chinese Companies Egor Nikulin Anna Loukianova Andrei Zinchenko <i>(GSOM SPbU, Russia)</i></p> <p>Impact of Corporate Taxation on Leverage of Innovative Companies Elena Makeeva Ilona Murashkina Irina Mikhaleva <i>(Higher School of Economics, Russia)</i></p> <p>The impact of non-financial information disclosure on the cost of capital: the Evidence from BRIC Sergey Kuzubov Mariia Evdokimova <i>(Higher School of Economics, Russia)</i></p> <p>Modern Business in Russia: Arrangement of Priorities of the Taxation Tatiana Dyukina <i>(St. Petersburg University, Russia)</i></p> | <p>Who Bad-Mouths More When Brands Fail With Their Radical Innovation? Deniz Dalman <i>(GSOM SPbU, Russia)</i></p> <p>Luxury Brands in Emerging Economies: a Brand Value Guide Ilias Kapareliotis <i>(Deree College, Greece)</i></p> <p>Digital Marketing Solutions Effect on Customer-Based Brand Equity: Case of cosmetic industry in Russia Olga Alkanova <i>(GSOM SPbU, Russia)</i></p> <p>Consumer-Brand Relationships in Conspiratorial Digital Narratives Oliver Mathieu Alemany <i>(Toulouse Business School, France)</i></p> | <p>Some Aspects of Teaching and Assessment in Developing Professionally Oriented Communicative Competence in Foreign Languages Olga Senichkina Elena Kitaeva <i>(St. Petersburg University, Russia)</i></p> <p>Learning through Playing: E-Quizes in Teaching Business German Sergei Zhiliuk <i>(GSOM SPbU, Russia)</i></p> <p>On Necessity and Perspectives of GSOM Students dealing with Accental Varieties of English Anna Radyushkina <i>(St. Petersburg University, Russia)</i></p> |
| | | | | <p style="text-align: center;">Roundtable Discussion: Modern Challenges of Professional Communication at University/Business school: Empowering Teacher - Student Collaboration</p> | | | | |
| 19.00 - 21.30 | Welcome reception, Campus cafeteria (2 nd floor) | | | | | | | |

GSOM Emerging Markets Conference-2017

October 6, Friday

| 09.30 - 10.00 | Coffee break | | | | | | | |
|---------------|--|---|---|--|---|--|---|--|
| 10.00 - 11.30 | Room 1209 | Room 1211 | Room 1212 | Room 1213 | Room 1214 | Room 1215 | Room 2222 | Campus Cafeteria 2nd floor |
| | <p>Public Private Partnership and Public Procurement Development <i>Track chair: Andrei Ivanov (GSOM SPbU, Russia)</i></p> | <p>Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice <i>Track chair: Galina Shirokova (GSOM SPbU, Russia)</i></p> | <p>Complexity and Strategy <i>Track chair: Ioannis Christodoulou (University of Westminster, UK)</i></p> | <p>Information Management and Knowledge Management <i>Track chair: Tatiana Gavrilova (GSOM SPbU, Russia)</i></p> | <p>Marketing in Emerging Markets: New Challenges and Opportunities <i>Track chair: Maria Smirnova (GSOM SPbU, Russia)</i></p> | <p>Cooperation Between Russia and China: Global Value Chain Perspective <i>Track chairs: Tony Fang, Andrei Panibratov (GSOM SPbU, Russia)</i></p> | <p>Corporate Social Responsibility <i>Track chair: Yulia Ilina (GSOM SPbU, Russia)</i></p> | <p>Saint-Petersburg International Business Association (SPIBA) Round Table</p> |
| | <p>Session chair: Marcos Nobrega <i>(Federal University of Pernambuco, Brazil)</i></p> | <p>Session chair: Marina Solesvik <i>(Nord University, Norway)</i></p> | <p>Session chair: Katunina Irina <i>(Dostoevsky Omsk State University, Russia)</i></p> | <p>Session chair: Kudryavtsev Dmitry <i>(GSOM SPbU, Russia)</i></p> | <p>Session chair: Maria Smirnova <i>(GSOM SPbU, Russia)</i></p> | <p>Session chair: Tony Fang, Andrei Panibratov <i>(GSOM SPbU, Russia)</i></p> | <p>Session chairs: Yury Blagov <i>(GSOM SPbU, Russia)</i></p> | |
| | <p>Interests in the Field of Public Private Partnership: Insights from Bourdieu's Social Praxeology <i>Iqbal Khadaroo (University of Sussex, United Kingdom)</i></p> <p>Below the Line: "Priceless" Auctions <i>Andrei Ivanov, Alina Ogorodova (GSOM SPbU, Russia)</i></p> <p>Concession in the Urban Management Model <i>Elena Kondyukova, Elena Shershneva, Oksana Nikitina (Ural Federal University, Russia)</i></p> | <p>Improvement-Driven Entrepreneurship: what can be done to encourage them? <i>Ekaterina Aleksandrova (Higher School of Economics, Russia), Olga Verkhovskaya, Maria Kudevich (GSOM SPbU, Russia)</i></p> <p>Business Models of Ecopreneurship in Recycling: Case of the Russian Firm <i>Tatiana Ershova, Gafforova Elena (Far Eastern Federal University)</i></p> <p>The Economic Performance and Size of Firms: the Case of Russian Health Resort Marke <i>Alexei Kazmin, Natalia Kvadrtsius (St. Petersburg University, Russia)</i></p> <p>Closing the Intention-Action Gap in Entrepreneurship: an Institutional Perspective <i>Karina Bogatyreva, Galina Shirokova (GSOM SPbU, Russia), Linda Edelman, Tatiana Manolova (Bentley University, USA), Oleksiy Osiyevskyy (Northeastern University, USA)</i></p> | <p>Import Substitution and Export Promotion in Russia: what is the Trajectory of Development? <i>Nikolay Zudin (Center for Strategic Research, Russia), Yury Simachev (Higher School of Economics, Russia), Mikhail Kuzyk (Interdepartmental Analytical Center, Russia)</i></p> <p>The Influence of Media Slant on the Success of New Product Releases <i>Angelos Doukas, Ilias Kapareliotis (Deree College, Greece)</i></p> <p>The Strategy of Region Development on the Basis of the Cluster Policy of the Cluster Policy <i>Tatiana Makarenya (Southern Federal University, Russia)</i></p> | <p>Knowledge Creation in Network: Game Equilibrium Approach <i>Vladimir Matveenko, Aleksey Korolev, Maxim Bakhtin (Higher School of Economics, Russia)</i></p> <p>Relationship between Knowledge Management Practices and Intellectual Capital Elements in Russian Companies <i>Tatiana Andreeva (Maynooth University, Ireland), Tatiana Garanina (GSOM SPbU, Russia)</i></p> <p>Innovative KM Tools and Methods: the Shift to Managerial Practices <i>Dmitry Kudryavtsev, Tatiana Gavrilova, Anna Kuznetsova (GSOM SPbU, Russia)</i></p> | <p>Consumer Behavior as a Challenge for Foreign Retailers' Strategic Marketing Decisions in Russian Market <i>Olga Trofimenko, Irina Vorobieva, Natalia Shagova (St. Petersburg University, Russia)</i></p> <p>Sharing Economy: What are the Prospects and Agenda for Research? <i>Maria Smirnova (GSOM SPbU, Russia), Vera Rebiazina (Higher School of Economics, Russia), Michaela Haase (Freie Universitaet Berlin, Germany)</i></p> <p>A Conceptual Model of Consumers' Persuasion Knowledge Management <i>Ksenia Golovacheva, Maria Smirnova (GSOM SPbU, Russia)</i></p> <p>Complex Model of Branding: Concept and Applications <i>Vitaliy Cherenkov (GSOM SPbU, Russia)</i></p> | <p>FDI Motivation and Entry Strategies of Russian Companies in the Chinese Market <i>Gleb Borisov, Liudmila Popova (St. Petersburg University, Russia)</i></p> <p>China and India in Internationalization of the Russian Oil Industry <i>Olga Garanina (GSOM SPbU, Russia)</i></p> <p>Most Similar and Most Different: Comparative Analysis of OFDI from China, Russia and US <i>Liubov Ermolaeva (GSOM SPbU, Russia)</i></p> | <p>Impacts of Technologies and New Responsibilities in Emerging Markets <i>Thomas Osburg (Fresenius Business School, Germany)</i></p> <p>The Sustainable Development Goals and Corporate Social Performance of Leading Russian Companies: Evidence from Non-Financial Reports <i>Yury Blagov, Anastasiia Petrova-Savchenko (GSOM SPbU, Russia)</i></p> <p>Carbon vs. Non-Carbon Intensive Industries: an Analysis of the Relationship between Environmental Disclosure Performance and Economic Performance <i>Maria Mina (Edinburgh Napier University, United Kingdom)</i></p> <p>Financial Partnership through the Prizm of "Green" Trends (Russia) <i>Elena Shershneva, Elena Kondyukova (Ural Federal University, Russia)</i></p> | |

| 11.30 - 12.00 | Coffee break | | | | | | | | Campus Cafeteria 2nd floor |
|---------------|--|---|---|---|---|--|--|--|---|
| 12.00 - 13.30 | Room 1209 | Room 1210 | Room 1211 | Room 1212 | Room 1213 | Room 1214 | Room 1215 | Room 2222 | |
| | <p>Public Private Partnership and Public Procurement Development</p> <p>Session chair: Iqbal Khadaroo <i>(University of Sussex, United Kingdom)</i></p> | <p>Corporate Governance in Emerging Markets</p> <p>Session chair: Elena Rogova <i>(Higher School of Economics, Russia)</i></p> | <p>Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice</p> <p>Session chair: Almira Yusupova <i>(Novosibirsk State University, Russia)</i></p> | <p>Complexity and Strategy</p> <p>Session chair: Alireza Bafandeh Zende <i>(Tabriz Branch, Islamic Azad University, Iran)</i></p> | <p>Information Management and Knowledge Management</p> <p>Session chair: Gavrilova Tatiana <i>(GSOM SPbU, Russia)</i></p> | <p>Marketing in Emerging Markets: New Challenges and Opportunities</p> <p>Session chair: Maria Smirnova <i>(GSOM SPbU, Russia)</i></p> | <p>Cooperation Between Russia and China: Global Value Chain Perspective</p> <p>Session chair: Tony Fang Andrei Panibratov <i>(GSOM SPbU, Russia)</i></p> | <p>Corporate Social Responsibility</p> <p>Session chairs: Yury Blagov <i>(GSOM SPbU, Russia)</i></p> | <p>Saint-Petersburg International Business Association (SPIBA) Round Table</p> |
| | <p>The Limits and the Application of Internal Rate of Return (IRR) in the Concessions and Public-Private Partnerships (PPPs) in Brazil</p> <p>Marcos Nobrega <i>(Federal University of Pernambuco, Brazil)</i></p> <p>The Effectiveness of the Installed Flexibility and the Methods of its Evaluation in the Projects of Private-State Partnership</p> <p>Anna Kniazeva <i>(St. Petersburg University, Russia)</i></p> <p>The Lessons of Applying Linear Scoring Rule in the Russian Public Procurement Tenders</p> <p>Irina Berezinets Andrei Ivanov <i>(GSOM SPbU, Russia)</i></p> | <p>Does Intellectual Capital of Women on Board Matter? Evidence from Russian Companies</p> <p>Tatiana Garanina Irina Berezinets Yulia Iliina <i>(GSOM SPbU, Russia)</i></p> <p>Impact of Adopting Shareholder Primacy Corporate Governance on Financial Market Growth in BRICS</p> <p>Samanta Navajyoti <i>(University of Sheffield, UK)</i></p> <p>How the Composition of Board of Directors Affects the Propensity to Hostile Takeovers for Russian Acquiring Companies?</p> <p>Elena Rogova Natalia Maricheva <i>(Higher School of Economics, Russia)</i></p> <p>Relational Capital of Foreign Board Membership in Russia: Evidence from Social Network Analysis</p> <p>Anna Bykova Marina Zavertyaeva <i>(Higher School of Economics, Russia)</i></p> | <p>Open Innovation Strategy Patterns In European Companies</p> <p>Daria Podmetina Roman Teplov Ekaterina Albats <i>(Lappeenranta University of Technology, Finland)</i></p> <p>Innovative Entrepreneurship in Russian Resource-Rich Regions: Challenges and Outcomes</p> <p>Sergey Levin Kirill Sablin Elena Kagan <i>(Kemerovo State University, Russia)</i></p> <p>Technology Transfer in Post-Socialist Biotech Clusters - A Comparative Study of Central Siberia and Rhine-Neckar</p> <p>Niclas Ruffer Carl Rettig <i>(Mannheim University, Germany)</i></p> <p>Svetlana Samusenko Ivan Drobyshev <i>(Siberian Federal University, Russia)</i></p> <p>Alexandr Pidchosa <i>(Taras Shevchenko National University of Kyiv, Ukraine)</i></p> | <p>Organisational Competence in Managing Projects: an Investigation into Development Constraints</p> <p>Irina Katunina <i>(Dostoevsky Omsk State University, Russia)</i></p> <p>Parametric Strategic Management Approach as The Management Instrument for Emerging Markets</p> <p>Alexander Obydenov <i>(Financial University under the Government of the Russian Federation, Russia)</i></p> <p>Method of Using Business Capability Mapping in Small and Medium-Sized Enterprises Strategic Planning</p> <p>Aleksandr Sidorov Dmitry Kudryavtsev <i>(GSOM SPbU, Russia)</i></p> | <p>Knowledge Sharing Barriers Employee Perception Determinants in Higher Education Institutions' Administrative Processes</p> <p>Evgeny Blagov Anastasiia Pleshkova Alena Begler <i>(GSOM SPbU, Russia)</i></p> <p>Knowledge Management in M&A by Innovative Companies: the Evidence from Emerging Capital Markets</p> <p>Deng Junzhi <i>(Higher School of Economics, Russia)</i></p> | <p>Value Creation and Contextual Specifics</p> <p>Marin Marinov <i>(University of Gloucestershire, United Kingdom)</i></p> <p>Svetla Marinova <i>(Aalborg University, Denmark)</i></p> <p>Is Customer Orientation of the Russian Companies Real or Declared?</p> <p>Vera Rebiazina Olga Gulakova <i>(Higher School of Economics, Russia)</i></p> <p>Emerging Markets and the Global Refugee Crisis: Obligations and Opportunities</p> <p>Clifford J.Shultz Alexander Krasnikov <i>(Loyola University Chicago, USA)</i></p> <p>Andrés Barrios <i>(Universidad de los Andes, Colombia)</i></p> <p>Impact of consumption values on consumer attitude toward green products: sustainable consumption in Russia and China</p> <p>Anastasiia Napalkova <i>(Far Eastern Federal University, Russia)</i></p> | <p>Financial Constraints and Internationalization of Emerging Economies – Evidences from Chinese Multinational Enterprises</p> <p>Chai Fei <i>(GSOM SPbU, Russia)</i></p> <p>Fiscal Relations of National and Subnational Governments: a Comparative Analysis of the Cases of Russia and China</p> <p>Denis Kadochnikov <i>(St. Petersburg University, Russia)</i></p> <p>Emerging Market Firms' Competitiveness: Comparison of Chinese and Russian Firms through the Prism of 3I's Concept</p> <p>Liudmila Veselova <i>(St. Petersburg University, Russia)</i></p> <p>Anna Veselova <i>(GSOM SPbU, Russia)</i></p> | <p>Strategic Management Innovation of Urban Green Spaces for Sustainable Community Development</p> <p>Jose Vargas-Hernández José Luis Soriano Sandoval <i>(University of Guadalajara, Mexico)</i></p> <p>A Conceptual Framework of Non-Implementation of Corporate Social Responsibility of Selected Multinational Oil Firms in the Niger Delta Region of Nigeria</p> <p>Joy Akahome <i>(The Federal University Otuoke, Nigeria)</i></p> <p>Managing Corporate Social Performance in Fashion Industry</p> <p>Anastasia Petrova-Savchenko Anastasia Mirgyan <i>(GSOM SPbU, Russia)</i></p> | |
| 13.30 - 14.30 | Lunch Campus cafeteria (1st floor) | | | | | | | | |

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| 14.30 - 16.00 | <p>Room 1209</p> <p>Public Private Partnership and Public Procurement Development</p> <p>Session chair: Andrei Ivanov (GSOM SPbU, Russia)</p> <p>International legal regulation on Public Private Partnership</p> <p>Svetlana Maslova (GSOM SPbU, Russia)</p> <p>Institutions of Legal Protection in the Implementation of Public-Private Partnerships</p> <p>Inna Orlova (St. Petersburg University, Russia)</p> | <p>Room 1210</p> <p>The special retreat of the Russian Managers Association Committee for Corporate Social Responsibility on the topic "Towards Responsible Supply Chain Management"</p> <p>Moderator: Irina Bakhtina (the Russian Managers Association)</p> | <p>Room 1211</p> <p>Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice</p> <p>Session chair: Daria Podmetina (Lappeenranta University of Technology, Finland)</p> <p>Benefits of Small and Medium Enterprise (SME) Lending for Commercial Banks in Kenya</p> <p>Lilian Ollows Freshia Mugo-Waweru (Strathmore University, Kenya) Andrea Moro (Cranfield University, UK)</p> <p>SME Internationalization in Different Regional Contexts: A Systematic Literature Review</p> <p>Igor Novikov (Far Eastern Federal University, Russia)</p> <p>Entrepreneurial Orientation and Performance: The Moderating Effect of Institutional Context</p> <p>Tatiana Beliaeva Galina Shirokova (GSOM SPbU, Russia)</p> | <p>Room 1213</p> <p>Information Management and Knowledge Management</p> <p>Session chair: Strakhovich Elvira (GSOM SPbU, Russia)</p> <p>Structural Diagnosis of Intellectual Capital in the Case of Educational Organization</p> <p>Ekaterina Polozova Elena Veretennik (Higher School of Economics, Russia)</p> <p>Defining Discourse as a Tool of Soft Power Modifying Socio-Cultural Environment (Theoretical Considerations and Items Relating to Academia)</p> <p>Vitaliy Cherenkov (GSOM SPbU, Russia) Natalia Cherenkova (St. Petersburg State University of Economics, Russia)</p> <p>Informed Principal Subject to Moral Hazard</p> <p>Arseniy Gorbushin (Vyatka State University, Russia)</p> <p>Research of Commercialization Models of Scientific Developments in Projects of Technological Entrepreneurship</p> <p>Svetlana Karpycheva (Higher School of Economics, Russia)</p> | <p>Room 1214</p> <p>Marketing in Emerging Markets: New Challenges and Opportunities</p> <p>Session chair: Maria Smirnova (GSOM SPbU, Russia)</p> <p>Book Presentation: Research Handbook of Marketing in Emerging Economies. Edited by Marin A. Marinov</p> <p>Perceived Advertising Intrusiveness and Avoidance in Emerging Economies – the Case of China</p> <p>Marin Marinov (University of Gloucestershire, United Kingdom) Svetla Marinova (Aalborg University, Denmark)</p> <p>Russian Consumer Behaviour: In Search of a Balance between National Uniqueness and Western Mainstream</p> <p>Irina Vorobieva Sergei Sutyryn (St. Petersburg University, Russia)</p> <p>E-commerce Market in Russia: Investigating Barriers and Drivers from the Consumer Perspective</p> <p>Anna Daviy Vera Rebiagina (Higher School of Economics, Russia)</p> |
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16.00 - 16.30 **Coffee break**

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| 16.30 - 18.30 | <p>Room 1209</p> <p>On Improving Effectiveness and Increasing Efficiency in the Public Sector</p> <p>Track chair: Andrei Ivanov (GSOM SPbU, Russia)</p> <p>Session chair: Evgeni Gilenko (GSOM SPbU, Russia)</p> <p>Challenges of Russian Fiscal Federalism</p> <p>Andrey Yushkov Nina Oding Lev Savulkin (ICSER "Leontief Centre", Russia)</p> <p>Multilateral Development Banks: Additionality and Non-competition. Really?</p> <p>Anna Bakaykina (Analytical Center for the Government of the Russian Federation, Russia) Andrei Vernikov (RAS Institute of Economy, Russia)</p> <p>Improving the Quality of E-government (the Case of St. Petersburg Portal of Electronic Public Services)</p> <p>Evgeni Gilenko Maria Makeeva (GSOM SPbU, Russia)</p> | <p>Room 1210</p> <p>The special retreat of the Russian Managers Association Committee for Corporate Social Responsibility on the topic "Towards Responsible Supply Chain Management"</p> <p>Moderator: Irina Bakhtina (the Russian Managers Association)</p> | <p>Room 1211</p> <p>Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice</p> <p>Session chair: Karina Bogatyreva (GSOM SPbU, Russia)</p> <p>Attitude To Difficult Life Situations as a Resource of Women-Entrepreneur Coping Behaviour</p> <p>Svetlana Kostomina Natalia Skutina (St. Petersburg University, Russia)</p> <p>University Internationalization and Career Intentions of Students</p> <p>Tatyana Tsukanova Galina Shirokova (GSOM SPbU, Russia)</p> <p>Institutions and Entrepreneurship in Russia: Some Historical Evidence</p> <p>Natalia Drozdova (GSOM SPbU, Russia)</p> <p>The Research of Entrepreneurial Abilities in Social Entrepreneurship</p> <p>Yulia Agzamova Valentina Zhokhova (Far Eastern Federal University, Russia)</p> | <p>Room 1213</p> <p>Contemporary issues in Urban development</p> <p>Track chair: Ekaterina Sokolova (GSOM SPbU, Russia)</p> <p>Session chair: Ekaterina Sokolova (GSOM SPbU, Russia)</p> <p>Sustainable Economic Development of Small Towns: Financial Aspects</p> <p>Marina Sheresheva (Lomonosov Moscow State University, Russia) Matwei Oborin (Perm Institute of G.V. Plekhanov Russian University of Economics, Russia)</p> <p>City Residents Satisfaction and Territorial Marketing</p> <p>Yulia Popova Anastasiya Popova (Syktyvkar State University, Russia)</p> <p>New Employment of New Institutional Methodology: Is Dilapidation of Multi-Apartment Houses in Russia Market or State failure?</p> <p>Andrew Gamov (Higher School of Economics, Russia)</p> <p>European Urban Development: Multicultural Aspect</p> <p>Aleksandra Egoreichenko (St. Petersburg University, Russia)</p> | <p>Room 1214</p> <p>Strategic Finance in Emerging Markets</p> <p>Track chair: Alexander Bukhvalov (GSOM SPbU, Russia)</p> <p>Session chair: Olga Khon (Higher School of Economics, Russia)</p> <p>Information Asymmetry and Returns to Acquirers of Public and Private Targets in BRICS Countries</p> <p>Maria Zamyatina (Higher School of Economics, Russia)</p> <p>Evaluation of Specific Risk Premium for Investment Projects</p> <p>Karina Khafizova Vitaly Okulov (GSOM SPbU, Russia)</p> <p>Key Value Drivers for Commercial Banks: Evidence from Eastern Europe</p> <p>Elvina Frolova (Moscow State Institute of International Relations, Russia)</p> <p>Interest Rates in Russia: the Interference of Regulator to the Market</p> <p>Olga Khon (Higher School of Economics, Russia)</p> <p>Stock Price Reactions to Dividend Announcements: Evidence from Russia</p> <p>Daria Batyshkina (Higher School of Economics, Russia)</p> | <p>Room 1215</p> <p>Logistics and Supply Chain Management in Emerging Markets</p> <p>Track chair: Konstantin Krotov (GSOM SPbU, Russia)</p> <p>Session chair: Anna Logacheva (GSOM SPbU, Russia)</p> <p>Transformation and Innovations in Business Models: Sustainable Supply Chains Perspective in Russian Context</p> <p>Yulia Aray Anna Logacheva Anna Veselova Dmitri Knatko (GSOM SPbU, Russia)</p> <p>Sustainable Supply Chain Practices: Pain or Gain for Emerging Market Firms?</p> <p>Anna Veselova Anna Logacheva Yulia Aray (GSOM SPbU, Russia)</p> <p>Effect of Interconnector on Economic Dispatch on Russian Electricity Market</p> <p>Evgeniya Popova Anastasiya Redkina (Higher School of Economics, Russia)</p> <p>Advanced Planning and Scheduling in Demanding Planning Environments</p> <p>Dalibor Konvicka (LOGIS, Czech Republic) Vitaly Solodovnikov (Higher School of Economics, Russia)</p> | <p>Room 2222</p> <p>Round-table "Case Method in Business Education" (in Russian)</p> <p>Speakers: Igor Gladkikh Andrei Zamulin (GSOM SPbU, Russia) Natalia Strekalova (Higher School of Economics, Russia)</p> |
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October 7, Saturday

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| 09.30 - 10.00 | Coffee break | | |
| 10.00 - 11.30 | Room 1209 | Room 1212 | Room 1301 |
| | <p style="text-align: center;">The Healthcare Policy and Demand for Innovations in Healthcare Track chair: <i>Andrei Ivanov (GSOM SPbU, Russia)</i> Session chair: <i>Andrei Ivanov (GSOM SPbU, Russia)</i></p> | <p style="text-align: center;">Logistics and Supply Chain Management in Emerging Markets Track chair: <i>Konstantin Krotov (GSOM SPbU, Russia)</i> Session chair: <i>Nikolay Zenkevich (GSOM SPbU, Russia)</i></p> <p style="text-align: center;">Coordinating Model of Working Capital Management in Supply Chains: Developing Economic Sustainability from the Inside Anastasiia Ivakina Nikolay Zenkevich <i>(GSOM SPbU, Russia)</i></p> <p style="text-align: center;">Reverse Logistics Aspects in Efficient Inventory Management Anna Logacheva <i>(GSOM SPbU, Russia)</i> Pavel Sharahin <i>(St. Petersburg University, Russia)</i></p> <p style="text-align: center;">Optimization of Profitability at Companies, B2B and B2C at the Cost of Modifying Assortment Management and Planning Processes at the Operational Level Sergey Milov <i>(Higher School of Economics, Russia)</i></p> <p style="text-align: center;">Improvement of Operational Performance of Internationalized Companies through Collaboration in Distribution Networks Natalia Nikolchenko Anastasia Lebedeva Nikolay Zenkevich <i>(GSOM SPbU, Russia)</i></p> | <p>Social Entrepreneurship Day (9:30, Registration Open 9:00)</p> |
| | <p style="text-align: center;">Insurance Medical Organizations in Compulsory Health Insurance: Positions of Interest Groups Tatiana Sklyar <i>(GSOM SPbU, Russia)</i></p> <p style="text-align: center;">Does Abortion cause Women to Commit Suicide? Evidence from Quasi-Experiment Dmitry Kisliitsyn <i>(Kemerovo State University, Russia)</i></p> | | |
| 11.30 - 12.00 | Coffee break | | |
| 12.00 - 14.00 | Room 1209 | Room 1301 | |
| | <p style="text-align: center;">The Healthcare Policy and Demand for Innovations in Healthcare Session chair: <i>Anton Povzun (Saint-Petersburg I.I. Dzhanelidze Research Institute Of Emergency Medicine, Russia)</i></p> <p style="text-align: center;">Saint Petersburg Public Hospitals' Performance: Application of the Neely's Performance Prism Framework and Empirical Findings Yuri Fedotov Kazimir Iablonskii <i>(GSOM SPbU, Russia)</i></p> <p style="text-align: center;">Obvious and hidden effects of the stimulating compensations in the budgetary sphere Elena Kalabina <i>(Ural State University of Economics, Russia)</i></p> <p style="text-align: center;">Moral Hazard in the Russian Market of Private Health Insurance Andrey Aistov Ekaterina Aleksandrova Christopher Gerry <i>(Higher School of Economics, Russia)</i></p> | <p>Social Entrepreneurship Day</p> | |
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| 14.00 - 15.00 | Lunch: Main hall (Coffee break area) | | |
| 14.30 - 17.00 | Room 1212 | Room 1301 | |
| | <p style="text-align: center;">Round Table "Innovations in the Informatization of Healthcare Organizations' (in Russian) Moderator: <i>Andrei Ivanov (GSOM SPbU, Russia)</i></p> | <p>Social Entrepreneurship Day</p> | |
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| 17.00 - 17.30 | Coffee break | | |