



**Graduate  
School of Management**

St. Petersburg University



**International Research Conference “GSOM Emerging Markets Conference 2015: Business and Government Perspectives”**

**Logistics and Supply Chain Management: Globalization and World Production**

**Track Chair: Yuri Fedotov (Associate Professor, Operations Management Department, St. Petersburg University Graduate School of Management, Russia)**

Place: Graduate School of Management, St. Petersburg State University, Campus at Mikhailovskaya Dacha

Working language: English

October 17, 2015

Time	Session (place)	Moderator/speaker/presenter	Affiliation
10.00 – 11.30	<b>International Logistics and Container Shipping</b>		
	<b>Toward Conceptualizing International Logistics Management: Marketing Approach</b>	Cherenkov Vitaly	St. Petersburg State University, Graduate School of Management, Russia
	<b>Understanding the Present by Examining the Past: The Effect of Imprinting on Strategic Supply Chain Outsourcing in a Transition Economy</b>	Elizabeth Davis-Sramek Brian Fugate Konstantin Krotov	University of Louisville, USA Colorado State University, USA St. Petersburg State University, Graduate School of Management, Russia
		Alexei Izyumov Richard Germain	University of Louisville, USA
	<b>Perspectives of Container Infrastructure Development in Russian North-West Region in Times of Crisis</b>	Gladkova Margarita Bykov Grigorii	St. Petersburg State University, Graduate School of Management, Russia
<b>Risk Assessment of Investment Project for Logistic Container Terminal / Оценка рисков инвестиционного проекта тылового контейнерного терминала</b>	Panova Yulia	Petersburg State Transport University, Russia	



11:30- 12:00	Coffee break		
12:00 – 14:15	<b>Intellectual Systems in Logistics</b>		
	<b>Intelligent Self-Configuration of Flexible Logistic Networks: Approach and Major Technologies</b>	Shilov Nikolay Smirnov Alexander	SPIIRAS, Russia
	<b>Solutions to the Open Vehicle Routing Game</b>	Zenkevich Nikolay Zyatchin Andrey	St. Petersburg State University, Graduate School of Management, Russia
	<b>Approaches to Classification of Expert Assessment Methods in Project Management on Initial Stage /</b> Подходы к классификации методов экспертных оценок в управлении проектами на стадии инициации	Serova Liudmila Churakova Iya	St. Petersburg State University, Graduate School of Management, Russia
14:30- 15:15	Lunch		
15:30 – 17:00	<b>Performance Measurement Issues in Logistics and Supply Chains (in Russian)</b>		
	<b>Application of Expert Assessments on Initial Stage of Management Process of Logistics Projects /</b> Применение экспертных оценок на стадии инициации процесса управления логистическими проектами	Serova Liudmila Churakova Iya	St. Petersburg State University, Graduate School of Management, Russia
	<b>Effectiveness of Marketing Programs in Rail Transport Organization for Long-distance and Local Traffic /</b> Эффективность применения маркетинговых программ при организации перевозок железнодорожным транспортом в дальнем и местном сообщении	Kitanina Ksenia	Far Eastern State Transport University