



**Graduate
School of Management**

St. Petersburg University



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

Marketing in Emerging Economies

Track Chair: Maria Smirnova (Associate Professor, Marketing 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 15, 2015

Time	Session (place)	Moderator/speaker/presenter	Affiliation
18:00 – 19:30	Strategic Aspects in Marketing		
	Moderator: Johanna Frösen (St. Petersburg State University, Graduate School of Management, Russia)		
	Which Capabilities Matter in Transition Economy? Longitudinal Analysis of Russian Firms	Krasnikov Alexander Hewett Kelly Autry Chad W. Smirnova Maria	George Washington University, USA University of Tennessee, USA St. Petersburg State University, Graduate School of Management, Russia
	The Influence of Different Forms of Customer Orientation to Business Performance: Empirical Evidence Form Developed vs. Emerging Markets	Frösen Johanna Smirnova Maria Rebiasina Vera	St. Petersburg State University, Graduate School of Management, Russia National Research University “Higher School of Economics”, Russia
	The Impact of Innovation on Firms’ Internationalization and Performance	Tikkanen Henriikki Freixanet Joan Galera Aida	Aalto University School of Business, Finland St. Petersburg State University, Graduate School of Management, Russia Universitat Pompeu Fabra, Spain



The Academy of Business in Society

October 16, 2015

Time	Session (place)	Moderator/speaker/presenter	Affiliation
12:15 – 14:15	Branding		
	Moderator: Olga Alkanova (St. Petersburg State University, Graduate School of Management, Russia)		
	Consumer-Based Brand Equity Model in Emerging Market Context: Empirical Study in the Russian Market	Alkanova Olga, Adamchuk Ruslana	St. Petersburg State University, Graduate School of Management, Russia
	Beyond the Brand Loyalty: Fostering Brand Community Investment	Dalman Deniz Mishra Debi Min Junhong	St. Petersburg State University, Graduate School of Management, Russia Binghamton University, USA Michigan Technological University, USA
	'Plain Exterior' Intercategory Store Brands	Zagorsky Andrey	St. Petersburg State University, Graduate School of Management, Russia
14:30 – 15:15	Lunch		
15:30 – 17:00	Consumer Behavior		
	Moderator: Vera Rebiuzina (National Research University “Higher School of Economics”, Russia)		
	Marketing-Driven Addictive Consumer Behavior: Etiology and Treatment	Cherenkov Vitaly	St. Petersburg State University, Graduate School of Management, Russia
	Customer relationship in the Russian e-commerce market	Daviy Anna Vera Rebiuzina	National Research University “Higher School of Economics”, Russia
	Consumer Response to the Crisis: the Case of Russian Embargo over Foreign Food Products	Golovacheva Ksenia	St. Petersburg State University, Graduate School of Management, Russia
	Investigation of Consumer Behavior on the Russian Wellness Market	Pogrebova Olga Yuldasheva Oksana	Saint-Petersburg State University of Economics, Russia

17:15 – 18:45	Strategic Aspects in Marketing		
	Moderator: Oksana Yuldasheva (Saint-Petersburg State University of Economics, Russia)		
	The Effect of Customer and Technology Orientation on Cooperative Innovation: The Mediating Role of Uncertainty In The Emerging Markets	Khomich Svetlana Smirnova Maria	St. Petersburg State University, Graduate School of Management, Russia
	Market Orientation in Russian Companies: External Environment Drivers	Shirshova Olga Yuldasheva Oksana	Saint-Petersburg State University of Economics, Russia
	Competitiveness Factors of Retail Companies in the Emerging Markets	Arenkov Igor Salikhova Iana Yaburova Dinara	Saint-Petersburg State University of Economics, Russia Saint-Petersburg State University, Russia
	The Growing Sophistication of Political Marketing: Perspectives from an Emerging Economy	Jallo Shehu Croft Robin	University of Bedfordshire, UK