

09.00 - 18:00	REGISTRATION DESK OPEN					
09.30 - 10.00	COFFEE BREAK					
10.00 - 12.00	PLENARY SESSION (Conference hall, 1301)					
	<p>Mieke de Ketelaere (IMEC, Belgium): The Future of Management in the Intelligent Enterprise Victor Taratukhin (University of Muenste, Germany, SAP-Stanford Industry Liaison, USA): Taking Long-Term Bigger Perspective: Next-Gen Design Thinking and Corporate Cultures of Innovation Tatiana Gavrilova (GSOM SPbU, Russia): To Hype or not to Hype: Myths and Overstatements of Digital Transformation</p>					
12.00 - 12.30	COFFEE BREAK					
12.30 - 14.00	Room 1206	Room 1207	Room 1210	Room 1211	Room 2222	Room 2225
TRACK	INTERNATIONAL STRATEGY OF EMERGING MARKET FIRMS	ENTREPRENEURSHIP AND INNOVATION IN EMERGING MARKETS	MARKETING IN EMERGING MARKETS: CHALLENGES AND OPPORTUNITIES IN THE DIGITAL AGE	STRATEGIC FINANCE AND CORPORATE GOVERNANCE	THE NEW ROLE OF TALENT AND HUMAN RESOURCE MANAGEMENT IN INTERNATIONAL BUSINESS	LANGUAGE AND COMMUNICATION IN TIMES OF DIGITAL TRANSFORMATION: BUSINESS EDUCATION PERSPECTIVE
TRACK CHAIR	Andrei Panibratov GSOM SPbU, Russia	Galina Shirokova GSOM SPbU, Russia	Maria Smirnova GSOM SPbU, Russia	Alexander Bukhvalov, Yulia Ilina GSOM SPbU, Russia	Marina Latukha GSOM SPbU, Russia	Elena Orlova, Tatyana Martynova GSOM SPbU, Russia
SESSION CHAIR	Tony Fang Stockholm University, Sweden	Almira Yusupova Novosibirsk State University, Russia	Olga Alkanova GSOM SPbU, Russia	Alexander Bukhvalov GSOM SPbU, Russia	Dmitry Sokolov GSOM SPbU, Russia	Elena Orlova GSOM SPbU, Russia
	<p>Risk in Internationalization: Literature Review and Research Agenda Jonas Eduardsen, Svetla Marinova <i>Aalborg University, Denmark</i></p> <p>Risk Perception in Internationalisation and Context Svetla Marinova, Jonas Eduardsen <i>Aalborg University, Denmark</i> Joanna Karmowska <i>Oxford Brookes University, UK</i> John Child <i>Universities of Birmingham and Plymouth, UK</i> Said Elbanna <i>Qatar University, Qatar</i> Linda Hsieh <i>SOAS University of London, UK</i> Rose Narooz <i>University of Glasgow, UK</i> Pushyarag Puthusserry <i>University of Sussex, UK</i> Terence Tsai, Yunlu Zhang <i>China-Europe International Business School, China</i></p>	<p>Learning-by-Exporting, Radical Innovation and Firm Performance Joan Freixanet <i>GSOM SPbU, Russia</i> Josep Rialp <i>Autonomous University of Barcelona, Spain</i></p> <p>The Impact of Innovations on Enterprise Productivity in Russia Karina Nagieva, Natalia Davidson, Oleg Mariev, Andrey Pushkarev <i>The Ural Federal University, Russia</i></p> <p>Lean Innovations in Manufacturing and Frugal Innovations in Services: Dualism or Convergence towards Sustainable Innovations? Sergey Ilkevich <i>Financial University under the Government of the Russian Federation, Russia</i></p>	<p>The Effect of Online Store Personalization on Customer Loyalty towards Internet Retailer Brand: an Exploratory Study Olga Alkanova, Elizaveta Shpigel <i>GSOM SPbU, Russia</i></p> <p>Increasing Willingness to Participate in Frequency Reward Programs through Gamification Ksenia Golovacheva, Maria Smirnova <i>GSOM SPbU, Russia</i> Muravskii Daniil, Snezhana Muravskaia <i>IBS-Moscow, The Russian Presidential Academy of National Economy and Public Administration under the President of the Russian Federation, Russia</i></p> <p>Experience Marketing in Banking Lizovskaya Veronika, Yana Salichova, Ekaterina Khalina <i>Saint-Petersburg State University of Economics, Russia</i></p>	<p>Behavioral Discounting: Empirical Results and Potential Pitfalls Vera Bukhvalova <i>SPbU, Russia</i> Barbara Bukhvalova <i>Sage Consulting, Norway</i> Alexandra Vingert <i>Russia</i></p> <p>Software Platform's Value Correction by Idiosyncratic Risk and its Application in the SaaS Business Model Ekaterina Smirnova <i>Institute for Regional Economics Studies of the Russian Academy of Sciences, Russia</i> Anna Loukianova <i>GSOM SPbU, Russia</i></p> <p>The Impact of Top-Management Characteristics on the Performance of M&A Deals Initiated by Russian Public Companies Elena Rogova, Ekaterina Kupatadze <i>Higher School of Economics, Russia</i></p>	<p>High-Performance Work Systems in Russian and Indian IT Companies Dmitrii Kucherov, Elena Zavyalova, Victoria Tsybova <i>GSOM SPbU, Russia</i></p> <p>Inclusiveness of Employees with Childcare Commitments in Different Work Systems: Russian Case Alexandra Bordunos, Sofia Kosheleva <i>GSOM SPbU, Russia</i></p> <p>Talent migration in emerging markets: agenda for global talent management Marina Latukha, Mariia Shagalkina, <i>GSOM SPbU, Russia</i></p> <p>Personality, Work Engagement, and Extra-Role Behavior Andrei Zamulin <i>GSOM SPbU, Russia</i></p>	<p>What are the Challenges of Language-Sensitive Management Research and Education in the Digital Age? Philippe Lecomte <i>Toulouse Business School, France</i></p> <p>Beyond Traditional Boundaries and Communities. Co-Creating Language and Communication Courses in the Times of Digital Transformation Elena Orlova, Tatyana Martynova <i>GSOM SPbU, Russia</i></p> <p>Teaching Auditing in the US and Russia Simultaneously through Telepresence Technology William Coyle <i>Babson College, USA</i></p>
14.00 - 15.00	LUNCH (1ST FLOOR, COFFEE BREAK AREA)					



15.00 - 16.30	Room 1207	Room 1210	Room 1211	Room 2225
TRACK	ENTREPRENEURSHIP AND INNOVATION IN EMERGING MARKETS	<p>Meet the Editors: Journal of Macromarketing and Journal of International Marketing <u>Speaker:</u> Alexander Krasnikov <i>Loyola University of Chicago Quinlan School of Business, USA</i></p> <p><u>Moderator:</u> Maria Smirnova <i>GSOM SPbU, Russia</i></p>	STRATEGIC FINANCE AND CORPORATE GOVERNANCE	LANGUAGE AND COMMUNICATION FOR CROSS-DISCIPLINARY INTEGRATION
TRACK CHAIR	Galina Shirokova <i>GSOM SPbU, Russia</i>		Alexander Bukhvalov, Yulia Ilina <i>GSOM SPbU, Russia</i>	Elena Orlova, Tatyana Martynova <i>GSOM SPbU, Russia</i>
SESSION CHAIR	Karina Bogatyreva <i>GSOM SPbU, Russia</i>		Maria Christina Mina <i>Edinburgh Napier University, UK</i>	Elena Orlova <i>GSOM SPbU, Russia</i>
	<p>Assessing the Influence of Institutional Factors on the Innovation Ecosystem Model in Russian Power Sector Egor Burda <i>Higher School of Economics, Russia</i></p> <p>The Russian Far Eastern Entrepreneurial Environment: Cross-Cultural Aspects Daria Sokolova <i>Far Eastern Federal University, Russia</i></p> <p>Concentration of Russian High-Tech Business: Regional Differences and Key Determinants Almira Yusupova <i>Novosibirsk State University, Institute of Economics and Industrial Engineering SB RAS, Russia</i></p>		<p>Owning Structure, Risk Management and Performance: the Case of Latin American Banks Maria Christina Mina <i>Edinburgh Napier University, UK</i></p> <p>On the Issue of Models for Forecasting Probability of Bankruptcy of Russian and Italian Small and Medium-Sized Businesses Andrey Maksimov, Ilona Volkova, Natalia Maksimova <i>Higher School of Economics, Russia</i></p> <p>Bankruptcy Risk Assessment of Russian Construction Companies Evgeniya Grigoryeva, Olga Zamotaeva <i>Higher School of Economics, Russia</i></p> <p>Banking Board Structure and Accounting Earnings Majdi Quttainah <i>Kuwait University College of Business Administration</i></p>	<p>Corporate Language Training at an Oil and Gas Company: from Framework to Implementation Vadim Klimachev <i>Gazprom Corporate Institute, Russia</i></p> <p>Social Media for Building Intercultural Competence Sergei Zhiliuk <i>SPbU, Russia</i></p> <p>Teaching in the Time of Technological Changes Irina Skvortsova <i>Ural State University of Economics, Russia</i></p>
16.30 - 17.00	COFFEE BREAK			
17.00 - 18.30	<p>KNOWLEDGE CAFÉ “Linkages Between Research and Teaching. A Range of Practical Examples” (Room 1207) <u>Speaker:</u> Marco van Gelderen <i>Vrije Universiteit Amsterdam, Netherlands</i> <u>Moderator:</u> Olga Alkanova <i>GSOM SPbU, Russia</i></p>			
18.30 - 21.00	<p>WELCOME RECEPTION CONFERENCE VENUE (1ST FLOOR, COFFEE BREAK ZONE)</p>			



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COFFEE BREAK										
09.30 - 18:00										
09.30 - 10.00										
10.00 - 11.30	Room 1206	Room 1207	Room 1208	Room 1209	Room 1210	Room 1212	Room 1213	Room 1214	Room 2222	Room 2225
TRACK	INTERNATIONAL STRATEGY OF EMERGING MARKET FIRMS	ENTREPRENEURSHIP AND INNOVATION IN EMERGING MARKETS	BUSINESS IN SOCIETY: A CHANGE OF PARADIGM	PUBLIC PROCUREMENT AND PUBLIC-PRIVATE PARTNERSHIP IN DEVELOPED AND DEVELOPING COUNTRIES	MARKETING IN THE EMERGING MARKETS: CHALLENGES AND OPPORTUNITIES IN THE DIGITAL AGE	SUPPLY CHAIN MANAGEMENT AND OPERATIONS IN DIGITAL AGE	INFORMATION AND KNOWLEDGE MANAGEMENT IN BUSINESS ADMINISTRATION	DIGITAL ECONOMY: DIGITAL BUSINESS MODELS, DIGITAL ECOSYSTEMS AND DIGITAL INNOVATIONS	THE NEW ROLE OF TALENT AND HUMAN RESOURCE MANAGEMENT IN INTERNATIONAL BUSINESS	LANGUAGE AND COMMUNICATION IN TIMES OF DIGITAL TRANSFORMATION: BUSINESS EDUCATION PERSPECTIVE
TRACK CHAIR	Andrei Panibratov <i>GSOM SPbU, Russia</i>	Galina Shirokova <i>GSOM SPbU, Russia</i>	Yury Blagov <i>GSOM SPbU, Russia</i> Ivo Matser <i>ABIS, Belgium</i>	Andrei Ivanov <i>GSOM SPbU, Russia</i>	Maria Smirnova <i>GSOM SPbU, Russia</i>	Nikolay Zenkevich <i>GSOM SPbU, Russia</i>	Tatiana Gavrilova <i>GSOM SPbU, Russia</i>	Sergey Yablonsky <i>GSOM SPbU, Russia</i>	Marina Latukha <i>GSOM SPbU, Russia</i>	Elena Orlova, Tatyana Martynova <i>GSOM SPbU, Russia</i>
SESSION CHAIR	Ioannis Christodoulou <i>GSOM SPbU, Russia</i>	Galina Shirokova <i>GSOM SPbU, Russia</i>	Yury Blagov <i>GSOM SPbU, Russia</i>	Andrei Ivanov <i>GSOM SPbU, Russia</i>	Marina Sheresheva, Lomonosov Moscow State University, Russia	Nikolay Zenkevich <i>GSOM SPbU, Russia</i>	Dmitry Kudryavtsev <i>GSOM SPbU, Russia</i>	Sergey Yablonsky <i>GSOM SPbU, Russia</i>	Dmitry Kucherov <i>GSOM SPbU, Russia</i>	Elena Orlova, <i>GSOM SPbU, Russia</i>
	<p>Strategic Decisions on Export Expansion Markets Choosing in the Context of Emerging Strategy Nikolay Dimitriadi, Oxana Voronkova <i>Rostov State University of Economics, Russia</i></p> <p>Interdependence and Constraint Absorption in Export Organisations Ioannis Christodoulou <i>GSOM SPbU, Russia</i> Constance Liew Sat Lin <i>University Malaysia Sabah, Malaysia</i></p> <p>Empirical Analysis of Factors Affecting the Choice of Bank for Firm Exports Yuliya Averyanova, Anna Fedyunina <i>Higher School of Economics, Russia</i></p>	<p>Risky Business? Integrating Perspectives of Entrepreneurial Orientation as Experimentation and Advantage to Explain Firm Performance William Wales <i>University at Albany School of Business, USA</i> Oleksiy Osieyevskyy <i>University of Calgary, Canada</i> Patrick Kreiser <i>University of Wyoming College of Business, USA</i> Galina Shirokova, Karina Bogatyreva <i>GSOM SPbU, Russia</i></p> <p>Entrepreneurial Orientation (EO) and Supply Chain Performance of Nigerian Small and Medium Manufacturing Enterprises Paul Udofot, Nsikan John <i>University of Uyo, Nigeria</i></p> <p>The Importance of Strategic Entrepreneurship in Explaining the Performance of Small and Medium-sized Tourism Enterprises (SMTEs) Muhanad Hasan Agha <i>Far Eastern Federal University, Russia</i></p>	<p>Presentation of the book Corporate Sustainability in the 21st Century: Increasing the Resilience of Social-Ecological Systems (Sardá & Pogutz, 2019)</p> <p>Speaker: Rafael Sardá Borroy, <i>National Council of Research of Spain (CSIC), Spain</i></p> <p>Discussant: Thomas Osburg <i>Hochschule Fresenius für Management, Wirtschaft & Medien GMBH, Germany</i></p>	<p>The Quality of Services and Public Procurement: the Case of Moscow Hospitals Margarita Kravtsova <i>Higher School of Economics, Russia</i></p> <p>How to Best Procure Innovation: the Case of the EU Georgia Aimilia Voulgari <i>National and Kapodistrian University of Athens, Greece</i></p> <p>The Use of Unified Procurement System Zakupki.gov.ru for the Pricing of Air Ambulance Monopoly Services – Drawbacks and Risks Igor Khodachek, Dmitrii Minaev <i>RANEPA, Russia</i></p> <p>On a New Approach to Collusion Identification in Public Procurement Evgenii Gilenko, Andrei Ivanov, Olga Bezhenar <i>GSOM SPbU, Russia</i></p>	<p>The online influencers strategies and their impact on consumers decision process Anand Amitabh, Megane Leparoux, Pauline Minier <i>SKEMA Business School, France</i></p> <p>The Role of Online-Communities and Internet Influencers In Consumer Behavior On The Russian Perfumery Market Svetlana Berezka <i>Higher School of Economics, Russia</i> Marina Sheresheva, Anastasia Talnova <i>Lomonosov Moscow State University, Russia</i></p> <p>Consumer Learning in the Context of Mobile Commerce Gogua Megi <i>GSOM SPbU, Russia</i></p> <p>How Electronic Word of Mouth (eWOM) Leads to Information Adoption? Muddasar Ghani Khwaja, <i>Shaheed Zulfiqar Ali Bhutto Institute of Science and Technology, Pakistan</i> Universiti Teknologi Malaysia, Malaysia Ahmad Jusoh, Khalil MD Nor <i>Universiti Teknologi Malaysia, Malaysia</i></p>	<p>Identification of Factors Affecting the Implementation of the Internet of Things for Evolutionary Stable Strategy in Supply Chain Management Andrey Zyatchin, Ekaterina Senicheva <i>GSOM SPbU, Russia</i></p> <p>Efficiency-Based Leadership in the Banking Sector Nikolai Zenkevich, Sajad Kazemi <i>GSOM SPbU, Russia</i></p> <p>Joint Working Capital Management in Supply Chains Nikolay Zenkevich, Iana Kuzmina <i>GSOM SPbU, Russia</i></p> <p>Cooperative Game for Working Capital Management in Distributive Supply Network Anastasiia Ivakina, Nikolay Zenkevich <i>GSOM SPbU, Russia</i> Egor Lapin <i>SPbU, Russia</i></p>	<p>Identifying the Current and Future Events of Knowledge Hiding Through Reviews Amitabh Anand <i>SKEMA Business School, Universite Cote d'Azur, GREDEG, France</i></p> <p>Knowledge Sharing in Cross-Functional Teams Olga Belyak, Elena Kalabina <i>Ural State University of Economics, Russia</i></p> <p>Managing Organizational Forgetting Effectiveness Factors in Russian Mechanical Engineering Companies Evgeny Blagov <i>GSOM SPbU, Russia</i> Stefan Scherban <i>"Fact" JSC, Russia</i></p>	<p>Presentation of the book Sergey Yablonsky "Multi-Sided Platforms (MSPs) and Sharing Strategies in the Digital Economy: Emerging Research and Opportunities", IGI Global, USA, 2018. Indexed In: SCOPUS Associate professor Sergey Yablonsky <i>GSOM SPbU, Russia</i></p> <p>Assessment Companies' Digital Transformation Readiness: the Model Structure Olga Stoianova, Tatiana Lezina, Viktoria Ivanova <i>SPbU, Russia</i></p> <p>Barriers to the digital transformation of small and medium-sized enterprises in Kazakhstan Sultanbek Tultabayev <i>AlmaU, Kazakhstan</i></p> <p>Application of the Blockchain Technology in the Banking Area Anna Loukianova, Arina Presnyakova, Aleksandra Kolesova <i>GSOM SPbU, Russia</i></p>	<p>HRM Humanization as Core Factor of Success in Digital Economy Elena Yakhontova <i>RANEPA, Russia</i></p> <p>Recruitment Goes Digital. Challenges and Opportunities for the Russian Companies Antonina Lisovskaia <i>GSOM SPbU, Russia</i></p> <p>Exploring the Essential Impact of Talent Management on Innovation Performance: an Ambidexterity Perspective Louisa Selivanovskikh <i>GSOM SPbU, Russia</i></p>	<p>Business Communication and Self-Disclosure as Aspects of a Second Language Teaching (Stating a Research Problem) Ekaterina Andreeva <i>GSOM SPbU, Russia</i></p> <p>Creating Balance Between Digital Resources and Collaborative Work in Teaching English Elena Kitaeva, Olga Senichkina <i>SPbU, Russia</i></p> <p>Promotional Video as One of the Ways to Get Acquainted with Foreign Language Culture and a Way to Learn a Foreign Language Eleonora Nikolaeva <i>MGIMO University, Russia</i></p>

COFFEE BREAK											
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TRACK	INTERNATIONAL STRATEGY OF EMERGING MARKET FIRMS	ENTREPRENEURSHIP AND INNOVATION IN EMERGING MARKETS	BUSINESS IN SOCIETY: A CHANGE OF PARADIGM	PUBLIC PROCUREMENT AND PUBLIC-PRIVATE PARTNERSHIP IN DEVELOPED AND DEVELOPING COUNTRIES	MARKETING IN THE EMERGING MARKETS: CHALLENGES AND OPPORTUNITIES IN THE DIGITAL AGE	STRATEGIC FINANCE AND CORPORATE GOVERNANCE	SUPPLY CHAIN MANAGEMENT AND OPERATIONS IN DIGITAL AGE	INFORMATION AND KNOWLEDGE MANAGEMENT IN BUSINESS ADMINISTRATION	DIGITAL ECONOMY: DIGITAL BUSINESS MODELS, DIGITAL ECOSYSTEMS AND DIGITAL INNOVATIONS	THE NEW ROLE OF TALENT AND HUMAN RESOURCE MANAGEMENT IN INTERNATIONAL BUSINESS	LANGUAGE AND COMMUNICATION IN TIMES OF DIGITAL TRANSFORMATION: BUSINESS EDUCATION PERSPECTIVE
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SESSION CHAIR	Olga Garanina <i>GSOM SPbU, Russia</i>	Joan Freixanet <i>GSOM SPbU, Russia</i>	Ivo Matser <i>ABIS, Belgium</i>	Andrei Ivanov <i>GSOM SPbU, Russia</i>	Deniz Dalman <i>GSOM SPbU, Russia</i>	Yury Dranev <i>Higher School of Economics, Russia</i>	Anna Veselova <i>GSOM SPbU, Russia</i>	Dmitry Kudryavtsev <i>GSOM SPbU, Russia</i>	Olga Stoianova <i>SPbU, Russia</i>	Victoria Tsybova <i>GSOM SPbU, Russia</i>	Elena Orlova, <i>GSOM SPbU, Russia</i>
	<p>Institutions and Comparative Advantage in Services Trade Victor Arshavskiy, Aleh Mazol <i>BEROC</i> Arevik Gnutzmann-Mkrtychyan <i>University of Hanover, Germany</i></p> <p>AI Impacts on Sustainability Strategies of Energy MNEs from Emerging Economies Olga Garanina <i>GSOM SPbU, Russia</i> Abramova Anna, Piskulova Natalia <i>MGIMO-University, Russia</i></p> <p>Strategy Management of Fisheries, Livestock and Agriculture Resources as a Leading Sector in Supporting the Indonesia and Timor Leste Border Area Development Program in Belu Regency Chaterina Agusta Paulus, Marthen Robinson Pellokila, Yohanis Umbu Laiya Sobang <i>Nusa Cendana University, Indonesia</i> Emil Azmanajaya <i>Balikpapan State Polytechnic, Indonesia</i></p>	<p>Building Digital Entrepreneur Profiles on the Basis of the Data from the VKontakte Social Network Margarita Gladkova, Maxim Solonin, Alexander Marinitskiy, Evgenii Gilenko <i>GSOM SPbU, Russia</i></p> <p>Entrepreneurial Leadership: an Analysis Based on Review Articles Tatiana Shusharina, Elena Gafforova <i>Far Eastern Federal University, Russia</i></p> <p>The Role of Islamic Finance in the Relationship between Culture and Innovation Among Technology Start Up in Malaysia: Grounded Theory Approach Zulkarnain Muhamad Sori <i>INCEIF, Malaysia</i> Jamal Nassar, <i>Independent consultant, Yemen</i></p>	<p>The Search for a New Model of Corporate Sustainability: Evidence from the CSR Strategies of Leading Russian Companies Yury Blagov <i>GSOM SPbU, Russia</i></p> <p>Rating of Eastern European and Russian Cities in Terms of the Concept of Sustainable Development Anna Cepelova, Milan Dousa <i>Pavol Jozef Safarik University in Kosice, Slovakia</i></p> <p>Business and Society Relationships in the 4th Industrial Revolution Context: Main Challenges Anastasia Petrova-Savchenko, Maria Sobol <i>GSOM SPbU, Russia</i></p> <p>Ethical Dimensions of Digital Marketing: Potential Research Areas Jha Milind Kumar <i>Indian Institute of Foreign Trade, India</i> Rakesh Kumar Mishra <i>Indian Oil, India</i></p>	<p>Strategic Implications of Abandoned Infrastructural Projects on Economic Development in Akwa Ibom State, Nigeria Michael Nnamseh <i>University of Uyo, Nigeria</i></p> <p>The Problem of the Use of Concession Arrangements in Integrated Mining Projects in Underdeveloped Areas of Russia Tatiana Ponomarenko, Ekaterina Khan-Tsai <i>Saint-Petersburg Mining University, Russia</i></p> <p>Arbitrability of Public Procurement Contracts and PPP Contracts Viktor Eremin <i>SPbU, Russia</i></p> <p>Digital Infrastructure as a Tool for Spatial Development: the Potential of Public-Private Partnership (based on Russian Localities) Elena Midler, Timur Sharifyanov <i>Southern Federal University, Russia</i></p>	<p>The Role of Institutional Entrepreneurs in the Evolution of Modern Retailing in India Deniz Dalman <i>GSOM SPbU, Russia</i> Debi P Mishra <i>State University of New York Binghamton, USA</i> Satadruta Mookherjee <i>Neoma Business School France</i></p> <p>Strategic Thinking: Process Approach to Training Managers Based on Case Study Natalia Strelkalova <i>Herzen State Pedagogical University, Russia</i></p>	<p>Merger and Acquisitions and Technological Efficiency: the Empirical View Yury Dranev, Elena Ochirova, Nickolay Naumov <i>Higher School of Economics, Russia</i></p> <p>Conceptual Framework of Capital Structure Optimization: Southern Copper Corp Case Alexander Burov <i>St. Petersburg State University of Economics, Russia</i></p> <p>The Relationship of Earnings Management and Dividend Payouts: Empirical Analysis of Russian Companies Marat Smirnov, Egor Nikulin, Polina Orlova <i>GSOM SPbU, Russia</i></p> <p>Can Non-Financial Indicators Shed Light on the Bankruptcy Risk in Russian Agricultural Enterprises? Elizaveta Meshcheryakova, Natalia Feruleva <i>Higher School of Economics, Russia</i></p>	<p>Cluster Approach to Evaluation and Analysis of Regional Transport and Logistics Complexes Elena Serova <i>Higher School of Economics, Russia</i> Anatoly Kazantsev, <i>GSOM SPbU, Russia</i></p> <p>4PL Flexibility in Business Models Anna Levchenko <i>GSOM SPbU, Russia</i> Pavel Shrahkhin <i>SPBU, Russia</i></p> <p>Antecedents and Outcomes of Sustainable Supply Chain Integration in Emerging Economies: the Study of Large Russian Companies Dmitrii Natko, Yulia Aray, Anna Levchenko, Anna Veselova <i>GSOM SPbU, Russia</i></p>	<p>Towards Conceptualization of ISO Standards for Knowledge Management in Organizations Dmitry Kudryavtsev <i>GSOM SPbU, Russia</i></p> <p>Emergence of Knowledge Management in Russia: towards Legitimacy for Practice Elvira Grinberg, Louisa Selivanovskikh, Anastasiia Pleshkova <i>GSOM SPbU, Russia</i></p> <p>Understanding the Phenomenon of Innovation Labs Francesco Santarsiero, Daniela Carlucci, Giovanni Schiuma <i>University of Basilicata, Italy</i></p>	<p>Digital Transformation of Business Model of Russian Generating Companies Maria Gorgishelli, Irina Volkova <i>Higher School of Economics, Russia</i></p> <p>How Marketing Managers Sense and Seize Social Media Storms Pernille Rydén <i>Technical University of Denmark, Denmark</i> Vatroslav Skare <i>University of Zagreb, Croatia</i> Muhammad Ismail Hossain <i>University of Dhaka, Bangladesh</i> Efthymia Kottika <i>University of Economics, Prague, Czech Republic</i></p> <p>Regulation of Multisided Markets: Market Definition Technics Olga Markova <i>RANEPA, Russia</i></p> <p>Platform Business Models of the NTI Markets Companies Evgeny Blagov, Natalia Kulaeva <i>GSOM SPbU, Russia</i></p>	<p>Diversity-Driven Talent Management and its Relationship with Firm Performance Marina Latukha, Daria Khasieva <i>GSOM SPbU, Russia</i></p> <p>Double Work of Women in Russia Maria Kurganskaya, Maria Pertaya <i>The Herzen State Pedagogical University, Russia</i></p> <p>Gender-Driven Talent Migration and its Implication to Talent Management Marina Latukha, Maria Shagalkina <i>GSOM SPbU, Russia</i></p> <p>Cultural Sensitivity to HR Business Partner's Competencies: Insights from Job Advertisements Across Six Countries Ekaterina Vlach, Natalia Volkova, Valeria Pomyalova <i>Higher School of Economics, Russia</i></p>	<p>Classroom-Based Assessment of Oral Mediation: Challenges and Opportunities Olga Lankina <i>GSOM SPbU, Russia</i></p> <p>Internet Resources Introduction for Business German Teaching Elena Bessmeltseva, Julija Neumann, Natalia Pavlova <i>GSOM SPbU, Russia</i></p>
13.30 - 14.30	LUNCH COFFEE-BREAK ZONE (1 ST FLOOR)										

14.30 - 16.00	Room 1206	Room 1207	Room 1208	Room 1209	Room 1210	Room 1212	Room 1213	Room 1214	Room 1221 ROUND TABLE "CURRENT ISSUES OF CASE-METHOD DEVELOPMENT IN BUSINESS EDUCATION AND RESEARCH" (IN RUSSIAN) Moderator: Igor V. Gladkikh GSOM SPbU, Russia	Room 2225
TRACK	INTERNATIONAL STRATEGY OF EMERGING MARKET FIRMS	ENTREPRENEURSHIP AND INNOVATION IN EMERGING MARKETS	BUSINESS IN SOCIETY: A CHANGE OF PARADIGM	THE DIGITAL CONTRIBUTION INTO EFFECTIVENESS AND EFFICIENCY OF THE PUBLIC SECTOR	MARKETING IN THE EMERGING MARKETS: CHALLENGES AND OPPORTUNITIES IN THE DIGITAL AGE	SUPPLY CHAIN MANAGEMENT AND OPERATIONS IN DIGITAL AGE	INFORMATION AND KNOWLEDGE MANAGEMENT IN BUSINESS ADMINISTRATION	DIGITAL ECONOMY: DIGITAL BUSINESS MODELS, DIGITAL ECOSYSTEMS AND DIGITAL INNOVATIONS		LANGUAGE AND COMMUNICATION IN TIMES OF DIGITAL TRANSFORMATION: BUSINESS EDUCATION PERSPECTIVE
TRACK CHAIR	Andrei Panibratov GSOM SPbU, Russia	Galina Shirokova GSOM SPbU, Russia	Yury Blagov GSOM SPbU, Russia Ivo Matser ABIS, Belgium	Andrei Ivanov GSOM SPbU, Russia	Maria Smirnova GSOM SPbU, Russia	Nikolay Zenkevich GSOM SPbU, Russia	Tatiana Gavrilova GSOM SPbU, Russia	Sergey Yablonsky GSOM SPbU, Russia		Elena Orlova, Tatyana Martynova GSOM SPbU, Russia
SESSION CHAIR	Marin Marinov, Aalborg University	Anastasiia Laskovaia GSOM SPbU, Russia	Yury Blagov GSOM SPbU, Russia	Evgenii Gilenko GSOM SPbU, Russia	Oxana Yuldasheva Saint-Petersburg State University of Economics, Russia	Margarita Gladkova GSOM SPbU, Russia	Tatiana Gavrilova GSOM SPbU, Russia	Pernille Rydén Technical University of Denmark, Denmark	Elena Orlova, GSOM SPbU, Russia	
	<p>Resource Harmonization in Subsidiary Mandate Earning and Gaining in China David Schulzmann, Marin Marinov, Yimei Hu Aalborg University, Denmark</p> <p>Russian Food Products Penetrate Chinese Market: a Strategy to Overcome the Liability of Foreignness Liudmila Veselova Higher School of Economics, Russia Anna Veselova GSOM SPbU, Russia</p> <p>Alternative Managerial Strategy to Finance Company Based in Developing Countries (by the Example of GAZ Group LLC) Matlubakhon Zohidova Plekhanov Russian University of Economics, Russia</p> <p>Success and Specifics of Market Entry Strategies of Swiss SME's to the Russian Market in 2011 and 2019 Daniel Rehmann RussiaContact, Russia Natalia Ursul Higher School of Economics, Russia</p>	<p>Technological Entrepreneurship - the driver of Emerging Markets Natalia Safronova, Tatyana Maslevich RANEP, Russia</p> <p>Improving Lives of the Managers by Making Investment on Development of Greater Psychological Resources: Curvilinear Relationship between Job Autonomy and Job Stress Muhammad Babar Shahzad Pakistan Currency Exchange Company, Pakistan</p> <p>The Impact of Innovations on Enterprise Productivity in Russia Karina Nagieva, Natalia Davidson, Oleg Mariev, Andrey Pushkarev Ural Federal University, Russia</p>	<p>Firm's Internationalization and CSR Disclosure: Does Context Matter? Yulia Aray, Anna Veselova GSOM SPbU, Russia Tatiana Garanina University of Vaasa, Finland Desislava Dikova Vienna University of Economics and Business, Austria</p> <p>Hypocrisy of Being Climate-Friendly: the Case of Russian Aluminum Giant Sofia Villo Higher School of Economics, Russia</p> <p>Building Circular Business Models in Digital Age: Teething Troubles as Shown by the 'Loop' Circular Delivery Service Irina Bakhtina Unilever/GSOM SPbU, Russia Yury Blagov GSOM SPbU, Russia</p> <p>An Asset-Assurance Perspective of International Acquisitions: Evidence from Chinese Privately Controlled Firms Jiyang Dong Graduate School of Business, Nazarbayev University, Kazakhstan Guoli Chen INSEAD, Singapore Frank Zhang University of Queensland, Australia Jinshuai Hu Xiamen University, China</p>	<p>Do Merger Policies Increase Universities' Efficiency? Evidence from a Fuzzy Regression Discontinuity Design Alekssei Egorov, Margarita Maximova Higher School of Economics, Russia Tommaso Agasisti Politecnico di Milano School of Management, Italy</p> <p>Corporate Governance and Financial Performance in the EU Agencies Eugenio Orlandi Former Europol Deputy Director, Italy</p> <p>Evaluating the Gap Between Tourist Potential and Attractiveness of Small Historical Towns in Russia Nikolay Zhunda ICSER Leontief Centre, Russia Alexander Semenov St. Petersburg Foundation for Investment projects (FISP), Russia</p> <p>Wagner's Law: Evidence from Russia, 1885-1913 Natalia Drozdova GSOM SPbU, Russia Dmitrii Tereshchenko Higher School of Economics, Russia</p>	<p>Limiting and Driving Factors of E-commerce Market Development in Russia: Evidence from an Empirical Research Anna Daviy, Vera Rebiazina Higher School of Economics, Russia Maria Smirnova GSOM SPbU, Russia</p> <p>Forming of Reasonable Information Consumption Patterns: Evidences from Russia Olga Konnikova, Oksana Yuldasheva, Olga Shirshova Saint-Petersburg State University of Economics, Russia</p> <p>Is there a Way for a Win-Win Approach? The Case of Knowledge-Oriented Consumer Digital Performance Research Maria Smirnova, Ksenia Golovacheva GSOM SPbU, Russia</p>	<p>Procurement Process and SRM: Complex Analysis in the Case of the Mining Company Inessa Airapetian, Daria Kolmychenko, Maria Tipyeva, Elena Serova Higher School of Economics, Russia</p> <p>Empirical Investigation of Bullwhip Effect with Sensitivity Analysis in Supply Chain Shoaib Yousaf International Islamic University, Pakistan</p> <p>The Problem of Supply Chain Profit Maximization Using Sales Rebate Contract Natalia Nikolchenko, Irina Berezinets, Yulia Ilina, Margarita Meshkova GSOM SPbU, Russia</p>	<p>A Knowledge Graph for Course Modules as an Efficient Information Management System for HEI Vera Meister, Wenxin Hu Brandenburg University of Applied Sciences, Germany</p> <p>Study of Hotel Satisfaction of Visitors Based on Booking.com's Online User Reviews Dmitriy Okhrimenko Higher School of Economics, Russia</p>	<p>The Competitive Order for the Digital Age Dmitrii Trubnikov, Ekaterina Trubnikova Higher School of Economics, Russia</p> <p>Digitalization Trends and Benefits for the Russian Hospitality Industry Iya Churakova, Liudmila Serova GSOM SPbU, Russia</p> <p>Academic Analytics: on the Way to Digital Higher Education Polina Petrusha, Kristina Ivanova, Daria Kozlova ITMO University, Russia</p> <p>Exploring Business Model for Emerging Technologies: a Multiple Case Study of Emotion Recognition Technology Developers Olga Ignatyeva, Tatjana Samsonova IPERF, International Institute for Research Performance and Innovation Management, Berlin, Germany Dmitri Sokolov, Olga Lukashenko, Alexandra Shalakitskaya, GSOM SPbU, Russia Sebastian Deneff Innopolis University Innopolis, Russia OWN.space Berlin, Germany Svetlana Posokhova SPbU, Russia</p>	<p>Supporting online course 'Russian as a foreign language' as an effective methodic additional tool to the Crash-Course Natalia Kudryavtseva, Natalia Pavlova SPbU, Russia</p> <p>Round-up session</p>	
16.00 - 16.30	COFFEE BREAK									



16.30 - 18.00	Room 1208	Room 1210	Room 1213	Room 1214
TRACK	BUSINESS IN SOCIETY: A CHANGE OF PARADIGM	MARKETING IN THE EMERGING MARKETS: CHALLENGES AND OPPORTUNITIES IN THE DIGITAL AGE	INFORMATION AND KNOWLEDGE MANAGEMENT IN BUSINESS ADMINISTRATION	DIGITAL ECONOMY: DIGITAL BUSINESS MODELS, DIGITAL ECOSYSTEMS AND DIGITAL INNOVATIONS
TRACK CHAIR	Yury Blagov <i>GSOM SPbU, Russia</i> Ivo Matser <i>ABIS, Belgium</i>	Maria Smirnova <i>GSOM SPbU, Russia</i>	Tatiana Gavrilova <i>GSOM SPbU, Russia</i>	Sergey Yablonsky <i>GSOM SPbU, Russia</i>
SESSION CHAIR	Ivo Matser <i>ABIS, Belgium</i>	Maria Smirnova <i>GSOM SPbU, Russia</i>	Tatiana Gavrilova <i>GSOM SPbU, Russia</i>	Iya Churakova <i>GSOM SPbU, Russia</i>
	<p>Challenges for Achieving Sustainable Development: a Social Enterprise Marketing Perspective Subhasis Ray <i>Xavier Institute of Management, Xavier University, India</i> Chinmoy Bandyopadhyay <i>Xavier University, India</i></p> <p>Pioneering Sustainable Female Entrepreneurship in Russia – the Case of Bio Food Lab Ekaterina Ivanova <i>IBS-RANEPA, Russia</i></p> <p>Institutionalization of External Environmental Governance of Firms: a Microfoundation Study Paul Varella Connors <i>Mount Royal University, Canada</i></p>	<p>Application Artificial Intelligence in Marketing: Desk Study Daria Lagutaeva, Elena Namchevadze <i>Higher School of Economics, Russia</i></p> <p>AI-Human Cross-Cultural Interaction: Digital Expectations vs Analog Perception Sergei Kladko <i>Independent Consultant, Russia</i></p> <p>Analysis and Prediction of Customer Churn in Telecommunication Companies Based on Data Mining Technology Vadim Merkulov <i>GSOM SPbU, Russia</i></p> <p>Open Collaborative Innovations as an Antecedent for Adoption of Smart City Solutions Iuliia Malchenko <i>GSOM SPbU, Russia</i></p>	<p>Usage of Design Thinking and project-based learning for soft skills development Elvira Strakhovich <i>GSOM SPbU, Russia</i></p> <p>Approaches to delivering/creating students' knowledge in the digital era: instructivism, construvitivism and connectivism Vitaly Cherenkov <i>GSOM SPbU, Russia</i> Natalia Cherenkova <i>St. Petersburg State University of Economics (UNECON), Russia</i></p>	<p>Digital Transformation of Electric Utilities Elizaveta Gavrikova <i>Higher School of Economics, Russia</i></p> <p>Digitalization During Servitization: a Case Study Liudmila Kokoulina <i>GSOM SPbU, Russia</i></p> <p>International Blockchain Technology and its Implication in the International Finance Artem Chibisov <i>Higher School of Economics, Russia</i></p>
18.00 - 22.00	<p>GALA DINNER (BY REGISTRATION) "Lunka 19" restaurant, "Peterhof" Golf Club, Peterhof, Gofmeisterskaya street, 1</p>			



09.30 - 15:00	REGISTRATION DESK OPEN
09.30 - 10.00	COFFEE BREAK
10.00 - 11.30	Room 1209
TRACK	HEALTHCARE INNOVATION IN COUNTRIES WITH EMERGING ECONOMY
TRACK CHAIR	Andrei Ivanov GSOM SPbU, Russia
SESSION CHAIR	Igor Akulin St. Petersburg State University, Russia
	The Policy of Drug Supply in the Regions of Russia: How to Restrain the Growth of Public Spending on Medicines? <i>Elena Kalabina Ural State University of Economics, Russia</i>
	How Self-Rated is Self-Rated Health? Exploring the Role of Individual and Environmental Factors in Reporting Heterogeneity in a Russian Population Survey <i>Maria Kaneva Gaidar Institute for Economic Policy, Russia</i> <i>Valerii Baidin Financial Research Institute of the Ministry of Finance, Russia</i> <i>Christopher Gerry Oxford University, United Kingdom</i>
	Losses of Russian Regions from Mortality due to Sharp Climate Fluctuation <i>Maxim Fokeev, Liudmila Ruzhanskaya, Nadezhda Kislyak Ural Federal University, Russia</i>
	Smart Health for Smart Cities: Healthcare Innovations in Saint-Petersburg <i>Tatyana Sklyar, Ekaterina Sokolova GSOM SPbU, Russia</i>
11.30 - 12.00	COFFEE BREAK
12.00 - 13.30	Room 1209
TRACK	HEALTHCARE INNOVATION IN COUNTRIES WITH EMERGING ECONOMY
TRACK CHAIR	Andrei Ivanov GSOM SPbU, Russia
SESSION CHAIR	Yurii Fedotov GSOM SPbU, Russia
	Exploratory study of Health-related Quality of life dimensions in Russia <i>Alina Khabibullina Higher School of Economics, Russia</i> <i>Christopher Gerry Oxford University, United Kingdom</i> <i>Ekaterina Aleksandrova Higher School of Economics, Russia</i>
	Customer Loyalty Analysis in Healthcare Organizations of Kazakhstan <i>Leila Kokkoz Almaty Management University, Kazakhstan</i>
	Bad Habits as Barriers to Sports for Health Purposes <i>Konstantin Makshanchikov Higher School of Economics, Russia</i>
	Designing Sustainable Performance Measure for the Saint-Petersburg Public Hospitals: Accounting for Heterogeneity of Healthcare Services' Profiles. Construction of the Performance Indices and Empirical Findings <i>Yurii Fedotov, Marina Tretyakova GSOM SPbU, Russia,</i> <i>Kazimir Iablonskii St. Petersburg City Administration, Committee for Health Care, Russia</i>
13.30 - 14.30	LUNCH (1 ST FLOOR, COFFEE BREAK ZONE)
14.30 - 17.00	Room 1301
	ROUND TABLE "HEALTH INNOVATION MANAGEMENT: MYTHS AND REEFS" (IN RUSSIAN) Moderators: <i>Andrei Ivanov GSOM SPbU, Russia</i> <i>Vladimir Zholobov City Center for Medical Prevention, Russia</i>