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<th>Time</th>
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<td>12.30 - 14.00</td>
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<td>10.30 - 12.10</td>
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<td>09.00 - 18.00</td>
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<td>14.00 - 15.00</td>
<td><strong>LUNCH (1ST FLOOR, COFFEE BREAK AREA)</strong></td>
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<td>15.00 - 16.30</td>
<td>ENTREPRENEURSHIP AND INNOVATION IN EMERGING MARKETS</td>
<td>STRATEGIC FINANCE AND CORPORATE GOVERNANCE</td>
<td>LANGUAGE AND COMMUNICATION FOR CROSS-DISCIPLINARY INTEGRATION</td>
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<td>TRACK CHAIR</td>
<td>Galina Shirokova GSOM SPbU, Russia</td>
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</table>
|               | Meet the Editors: Journal of Macromarketing and Journal of International Marketing  
Speaker: Alexander Krasnikov  
Loyola University of Chicago Quinlan School of Business, USA  
Moderator: Maria Smirnova GSOM SPbU, Russia | | | |
|               | Assessing the Influence of Institutional Factors on the Innovation Ecosystem Model in Russian Power Sector  
Egor Burda  
Higher School of Economics, Russia  
The Russian Far Eastern Entrepreneurial Environment: Cross-Cultural Aspects  
Daria Sokolova  
Far Eastern Federal University, Russia  
Concentration of Russian High-Tech Business: Regional Differences and Key Determinants  
Almira Yusupova  
Novosibirsk State University, Institute of Economics and Industrial Engineering SB RAS, Russia | | | |
|               | 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  
Higher School of Economics, Russia  
Bankruptcy Risk Assessment of Russian Construction Companies  
Eugeniya Grigorieva, Olga Zamotayeva  
Higher School of Economics, Russia  
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Bankruptcy Risk Assessment of Russian Construction Companies  
Eugeniya Grigorieva, Olga Zamotayeva  
Higher School of Economics, Russia | | | |
|               | Corporate Language Training at an Oil and Gas Company: from Framework to Implementation  
Vadim Klimachev  
Gazprom Corporate Institute, Russia  
Social Media for Building Intercultural Competence  
Sergei Zhiliuk  
SPbU, Russia  
Teaching in the Time of Technological Changes  
Irina Skvortsova  
Ural State University of Economics, Russia | | | |
|               | Owning Structure, Risk Management and Performance: the Case of Latin American Banks  
Maria Christina Mina  
Edinburgh Napier University, UK  
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Maria Christina Mina  
Edinburgh Napier University, UK | | | |
| 16.30 - 17.00 | COFFEE BREAK | | | |
| 17.00 - 18.30 | KNOWLEDGE CAFÉ “Linkages Between Research and Teaching. A Range of Practical Examples” (Room 1207)  
Speaker: Marco van Gelderen Vrije Universiteit Amsterdam, Netherlands  
Moderator: Olga Alkanova GSOM SPbU, Russia | | | |
| 18.30 - 21.00 | WELCOME RECEPTION  
CONFERENCE VENUE (1ST FLOOR, COFFEE BREAK ZONE) | | | |
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<thead>
<tr>
<th>16.30 - 18.00</th>
<th>Room 1208</th>
<th>Room 1210</th>
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<tr>
<td>TRACK</td>
<td>BUSINESS IN SOCIETY: A CHANGE OF PARADIGM</td>
<td>MARKETING IN THE EMERGING MARKETS: CHALLENGES AND OPPORTUNITIES IN THE DIGITAL AGE</td>
<td>INFORMATION AND KNOWLEDGE MANAGEMENT IN BUSINESS ADMINISTRATION</td>
<td>DIGITAL ECONOMY: DIGITAL BUSINESS MODELS, DIGITAL ECOSYSTEMS AND DIGITAL INNOVATIONS</td>
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</table>
| TRACK CHAIR   | Yury Blagov  
GSOM SPbU, Russia | Maria Smirnova  
GSOM SPbU, Russia | Tatiana Gavrilova  
GSOM SPbU, Russia | Sergey Yablonsky  
GSOM SPbU, Russia |
| SESSION CHAIR | Ivo Matser  
ABIS, Belgium | Maria Smirnova  
GSOM SPbU, Russia | Tatiana Gavrilova  
GSOM SPbU, Russia | Iya Churakova  
GSOM SPbU, Russia |
| Challenges for Achieving Sustainable Development: a Social Enterprise Marketing Perspective | Application Artificial Intelligence in Marketing: Desk Study | Usage of Design Thinking and project-based learning for soft skills development | Digital Transformation of Electric Utilities | Elizaveta Gavrivkova  
Higher School of Economics, Russia |
| Subhasis Ray  
Xavier Institute of Management, Xavier University, India | Daria Lagutaeva,  
Higher School of Economics, Russia | Elvira Strakhovikh  
GSOM SPbU, Russia | Digitalization During Servitization: a Case Study | Liudmila Kokouлина  
GSOM SPbU, Russia |
| Ekaterina Ivanova  
Xavier University, India | Elena Namchevadze  
Xavier University, India | Vitaly Cherenkov  
GSOM SPbU, Russia | International Blockchain Technology and its Implication in the International Finance | Artem Chibisov  
Higher School of Economics, Russia |
| Challenges for Achieving Sustainable Development: a Social Enterprise Marketing Perspective | Al-Human Cross-Cultural Interaction: Digital Expectations vs Analog Perception | Approaches to delivering/creating students’ knowledge in the digital era: instructivism, constructivism and connectivism | |
| Subhasis Ray  
Xavier Institute of Management, Xavier University, India | Sergei Kladko  
Independent Consultant, Russia | Vitaly Cherenkov  
GSOM SPbU, Russia | |
| Ekaterina Ivanova  
Xavier University, India | Analysis and Prediction of Customer Churn in Telecommunication Companies Based on Data Mining Technology | Natalia Cherenkova  
St. Petersburg State University of Economics (UNECON), Russia | |
| Challenges for Achieving Sustainable Development: a Social Enterprise Marketing Perspective | Vadim Merkulov  
GSOM SPbU, Russia | Usage of Design Thinking and project-based learning for soft skills development | |
| Subhasis Ray  
Xavier Institute of Management, Xavier University, India | Open Collaborative Innovations as an Antecedent for Adoption of Smart City Solutions | Elvira Strakhovikh  
GSOM SPbU, Russia | |
| Ekaterina Ivanova  
Xavier University, India | Iuliia Malchenko  
GSOM SPbU, Russia | Vitaly Cherenkov  
GSOM SPbU, Russia | |
| Challenges for Achieving Sustainable Development: a Social Enterprise Marketing Perspective | Approaches to delivering/creating students’ knowledge in the digital era: instructivism, constructivism and connectivism | Natalia Cherenkova  
St. Petersburg State University of Economics (UNECON), Russia | |
| Subhasis Ray  
Xavier Institute of Management, Xavier University, India | Paul Varella Connors  
Mount Royal University, Canada | Elvira Strakhovikh  
GSOM SPbU, Russia | |
| Ekaterina Ivanova  
Xavier University, India | Approaches to delivering/creating students’ knowledge in the digital era: instructivism, constructivism and connectivism | Vitaly Cherenkov  
GSOM SPbU, Russia | |
| Challenges for Achieving Sustainable Development: a Social Enterprise Marketing Perspective | Maria Smirnova  
GSOM SPbU, Russia | Natalia Cherenkova  
St. Petersburg State University of Economics (UNECON), Russia | |
| Subhasis Ray  
Xavier Institute of Management, Xavier University, India | Tatiana Gavrilova  
GSOM SPbU, Russia | Elvira Strakhovikh  
GSOM SPbU, Russia | |
| Ekaterina Ivanova  
Xavier University, India | Tatiana Gavrilova  
GSOM SPbU, Russia | Vitaly Cherenkov  
GSOM SPbU, Russia | |

18.00 - 22.00

GALA DINNER (BY REGISTRATION)
“Lunka 19” restaurant, “Peterhof” Golf Club, Peterhof, Gofmeisterskaya street, 1
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<tr>
<th>Time</th>
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<tr>
<td>09.30 - 10.00</td>
<td>REGISTRATION DESK OPEN</td>
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<td>09.30 - 10.00</td>
<td>COFFEE BREAK</td>
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<td>10.00 - 11.30</td>
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<td>TRACK</td>
<td>HEALTHCARE INNOVATION IN COUNTRIES WITH EMERGING ECONOMY</td>
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<td>TRACK CHAIR</td>
<td>Andrei Ivanov GSOM SPbU, Russia</td>
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<td>SESSION CHAIR</td>
<td>Igor Akulin St. Petersburg State University, Russia</td>
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<td>The Policy of Drug Supply in the Regions of Russia: How to Restrain the Growth of Public Spending on Medicines? Elena Kalabina Ural State University of Economics, Russia</td>
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<td>How Self-Rated is Self-Rated Health? Exploring the Role of Individual and Environmental Factors in Reporting Heterogeneity in a Russian Population Survey Maria Kaneva Gaidar Institute for Economic Policy, Russia Valerii Baidin Financial Research Institute of the Ministry of Finance, Russia Christopher Gerry Oxford University, United Kingdom</td>
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<td>Losses of Russian Regions from Mortality due to Sharp Climate Fluctuation Maxim Fokeev, Liudmila Ruzhanskaya, Nadezhda Kislyak Ural Federal University, Russia</td>
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<td>Smart Health for Smart Cities: Healthcare Innovations in Saint-Petersburg Tatyana Sklyar, Ekaterina Sokolova GSOM SPbU, Russia</td>
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<td>11.30 - 12.00</td>
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<td>Yuriii Fedotov GSOM SPbU, Russia</td>
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<td>Exploratory study of Health-related Quality of life dimensions in Russia Alina Khabibullina Higher School of Economics, Russia Christopher Gerry Oxford University, United Kingdom Ekaterina Aleksandrova Higher School of Economics, Russia</td>
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<td>Customer Loyalty Analysis in Healthcare Organizations of Kazakhstan Leila Kokkaz Almaty Management University, Kazakhstan</td>
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<td>Bad Habits as Barriers to Sports for Health Purposes Konstantin Makshanchikov Higher School of Economics, Russia</td>
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<td>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 Yuriii Fedotov, Marina Tretyakova GSOM SPbU, Russia, Kazimir Iablonskii St. Petersburg City Administration, Committee for Health Care, Russia</td>
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<td>13.30 - 14.30</td>
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<td>14.30 - 17.00</td>
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<td>ROUND TABLE &quot;HEALTH INNOVATION MANAGEMENT: MYTHS AND REEFS&quot; (IN RUSSIAN) Moderators: Andrei Ivanov GSOM SPbU, Russia Vladimir Zholobov City Center for Medical Prevention, Russia</td>
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