

06.10.2023 Marketing in the Era of Turbulence

Track Chair: Maria Smirnova, Graduate School of Management, St Petersburg State University (GSOM SPbU), Russia

10:00 – 11:30 Room: 1211	Digital marketing opportunities and challenges	Section Chair: Maria Smirnova, GSOM SPbU, Russia Session language: English Session type: Hybrid Hybrid room moderation: Ekaterina Nazarenko
-----------------------------	---	--

#	Authors	Affiliation	Title
1.	Megi Gogua	-	Approaches to the estimation of personalization effectiveness in online retail
2.	Ksenia Golovacheva, Maria Smirnova	GSOM SPbU, Russia	What makes consumers share positive WOM? Integrating two research perspectives
3.	Ekaterina Vityazeva, Maria Smirnova, Olga Alkanova, Ksenia Golovacheva	GSOM SPbU, Russia	The impact of personalization benefits on customer experience in online retail

12:00 – 13:30 Room: 1211	Marketing strategies and practices – answering the calls of turbulence	Section Chair: Maria Smirnova, GSOM SPbU, Russia Session language: English Session type: Hybrid Hybrid room moderation: Ekaterina Nazarenko
-----------------------------	---	--

#	Authors	Affiliation	Title
1.	Anna Oborevich, Olga Tretyak	Higher School of Economics, Russia	Transformation of marketing practices under restrictions on the pharmaceutical market in Russia
2.	Uliana Kisataeva	St. Petersburg State Technological Institute	Sustainable Marketing in Germany: Consumer behaviour and sustainable approaches of supermarket food chains
3.	Irina Staroverova	GSOM SPbU, Russia	Winning the customer's heart here and now: challenges of brand management and customer loyalty management

14:30-16.00 Room: 2229	Strategic marketing	Section Chairs: Alina Ruchyeva, Ekaterina Nazarenko, GSOM SPbU, Russia Session language: English Session type: Hybrid
---	----------------------------	---

#	Authors	Affiliation	Title
1.	Olga Tretyak, Daria Indinok	Higher School of Economics, Russia	Platform business model as a core coordinator of inter-firm cooperation
2.	Anna Komogortseva, Irina Romanova	Far Eastern Federal University	Touchpoints effectiveness evaluation of the international students and the Russian university
3.	Alina Ruchyeva, Ksenia Golovacheva	GSOM SPbU, Russia	Customer Experience Transformation: Challenges and Critical Success Factors

16:30-18.00 Room: 2229	Current opportunities and threats to marketing success in digital marketplace	Section Chair: Olga Alkanova, GSOM SPbU, Russia Session language: English Session type: Hybrid
---	--	--

#	Authors	Affiliation	Title
1.	Mariia Iliva, Olga Alkanova	GSOM SPbU, Russia	International Social Networks Ban Influence on Consumers' Attitude to Russian Social Media: the Case of Zennials perception of VK
2.	Anastasiia Napalkova	Far Eastern Federal University	Influencer marketing in Russia and China: influencers' parasocial relationships with their followers
3.	Ferran Vendrell-Herrero; Lorena Para-González; Carlos Mascaraque-Ramírez; Joan Freixanet*	GSOM SPbU, Russia	Pathways for the implementation of digital servitization: effects on firm performance
4.	Dmitry Seleznev	GSOM SPbU, Russia	Hospitality index: a study of regional tourism portal

07.10.2023 Marketing in the Era of Turbulence

<p>12:00-13.30</p>	<p>Круглый стол «Особенности устойчивого маркетинга в контексте российского бизнеса» Модераторы: проф. С.А. Старов, проф. В.И. Черенков, доц. И.В. Гладких, асс. Е.А. Назаренко Дискуссант: А. Кобылко, ЦЭМИ РАН</p>	<p>Section Chairs: Prof. Sergey Starov, Prof. Vitaly Cherenkov, Asc. Prof. Igor Gladkih, Ass. Prof. Ekaterina Nazarenko Session language: Russian Session type: Online</p>
---------------------------	---	--