




9th International GSOM Emerging Markets Conference 2022

 October 5-8, 2022



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CALL FOR PAPERS

Graduate School of Management at St. Petersburg University invites scholars, practitioners, and doctoral students to join GSOM EMC community for the 9th conference on October 5-8, 2022

Online

Theme: Business and Management in The Era of Change: Agility, Resilience and Sustainability
Submission Deadline: September 28, 2022

GSOM Emerging Markets Conference has been organized by Graduate School of Management of St. Petersburg University, a recognized leader in Russian business education, accredited by EQUIS, AACSB, and AMBA. GSOM EMC was first held in 2014 and has become a unique platform for discussing and sharing research ideas and experience in a wide range of topics and joined together more than 2000 leading scholars and business practitioners from emerging markets (including Russia, CIS, and CEE countries) and all over the world. The conference encourages and promotes research on emerging markets and creates the dialog between academics and practitioners about current trends in management, business, and economics. To protect and support our community in a difficult time, this year conference will be held online and registration fee for all the participants is waived.

The economic and political uncertainty makes individuals, firms, and society seeking for new ways to create sustainable advantages and develop capabilities to respond the environmental changes. Agility, resilience, adaptiveness, and sustainability as a firms and governments strategy is now on business and academic agenda and will be discussed at the 9th International Emerging Market Conference in 2022.

Firms routinely balance their portfolio of activities depending on their strategic priorities and the external environment. When there is a greater level of economic and political turbulence, firms face greater pressure to adjust or transform their strategy. The pressures from the external environment could be particularly high for firms operating either domestically or in international markets because of the variety of factors over which firms may have little or no control. When faced with such pressures, firms adapt strategies to new realities rebalancing their portfolios and restructuring operations either partially or even fully.

The questions that have been addressed before, but must be reconsidered within the new settings are: How does environmental uncertainty affect firms' strategy? What is the role of institutions for firms' resilience and survival? Why firms opt for different strategies in a homogeneously difficult environment? How does inter-country and inter-government cooperation shape international strategies and global value chains? What is the role of agility and sustainability for business and countries recovery? We aim to generate discussion on these and other questions related

to the theme of the conference and therefore inspire the further achievements and breakthroughs of scholars and practitioners.

CONFERENCE TRACKS

- Business in Society
- Business Strategy in Emerging Markets: Firm and Government Perspective
- Managing Human Resources and Talents in Turbulent Times
- Marketing in the Era of Turbulence
- Operations Management and Business Informatics
- Public Sector Issues
- Re-thinking Entrepreneurship in Times of Uncertainty
- Strategic Finance

ASSOCIATED EVENTS

Doctoral Colloquium “Advanced Research in Management”
Round-table discussions

NO REGISTRATION FEE!

IMPORTANT DATES:

Paper submission deadline: **September 28, 2022**

Registration deadline: **October 3, 2022**

Conference dates: **October 5-8, 2022**

For detailed information

please visit GSOM EMC 2022 web page:

<https://gsom.spbu.ru/en/research/conferences/emc/>

Contacts:

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