



Graduate School  
of Management  
St. Petersburg University

7th International  
GSOM Emerging Markets Conference 2020

**NEW REALITY  
DURING & AFTER  
COVID-19**



# Doctoral colloquium and paper development workshop (PhD students)

7<sup>th</sup> International research “Emerging Markets Conference -2020”  
GSOM Saint-Petersburg, Russia

**Day 1. November, 9th**

**Program  
Timezone (Moscow time)**

## **Session 1. Research proposals' presentation**

**Committee members for the session 1: Panibratov, A., Professor, GSOM; Latukha, M., Professor, GSOM; Zenkevich, N., Associate Professor, GSOM; Shirokova, G, Professor, HSE**

**10:00 – 10:30**

**Krylov Sergey**

*«Impact of business model innovation on SMEs performance: moderating effect of behavioral logics»*

**10:30 – 11:00**

**Kazemi Sadjad**

*«The impact of leadership on the supply network performance»*

**11:00 – 11:30**

**Gogua Megi**

*«Consumer behavior in mobile and electronic commerce in Russian market: reactance to personalization»*

**11:30-12:00**

**Castello Esquerdo Alvar**

*«Determinants of high tech investment from China, India and Russia into Latin America»*

<b>12:00-12:30</b>	<b>Malchenko Yulia</b> <i>«Antecedents of consumer attitude towards the concept of smart city solutions»</i>
<b>12:30-13:00</b>	<b>Ianin Andrei</b> <i>«Satisfaction as an individual-level consequence of the lead user methodology»</i>
<b>13:00-14:30</b>	<b>Launch break</b>

## **Session 2. Guest speakers' presentations**

<b>14:30-16:00</b>	<b>A. Veselova</b> <i>«QCA method in management research»</i>
<b>16:30-17:00</b>	<b>Break</b>
<b>17:00-18:00</b>	<b>A. Gaur</b> <i>«How to conduct good quality and publishable research»</i>
<b>18:00-19:30</b>	<b>A. Settles</b> <i>«Methods of assessing group variation - use of hierarchical linear modeling in cross country comparisons»</i>

## **Day 2. November, 10<sup>th</sup>**

### **Program Timezone (Moscow time)**

#### **Session 1. Research proposals' presentation**

**Committee members for the session 1: Panibratov, A., Professor, GSOM; Latukha, M., Professor, GSOM; Zenkevich, N., Associate Professor, GSOM; Shirokova, G., Professor, HSE**

<b>10:00-10:30</b>	<b>Khasieva Daria</b> <i>«Determinants of female talent management and its influence on firm performance»</i>
<b>10:30-11:00</b>	<b>Shenglong Chen</b> <i>«Design the e-commerce platforms from the perspective of consumer behavior in the post-COVID-19 era»</i>

- 11:00-11:30**                      **Yunxin Luo**  
*«The role of international students' residenceship in shaping firms' performance, innovations, and absorptive capacity in a host country»*
- 11:30-12:00**                      **Sato Akkiko**  
*«What or who drives transformation of the liability of outsidership to asset of outsidership?: A case of Japanese MNCs in Russia»*
- 12:00-12:30**                      **Rysakova Liana**  
*«The role of the national diaspora for increasing the competitiveness of host country firms: The perspective of Chinese diaspora in Russia»*
- 12:30-13:00**                      **Shagalkina Mariia**  
*«Returnees' presence, talent management and firms' innovative capabilities in the emerging market context»*
- 13:00-13:00**                      **Rey Samrat**  
*«Innovation and entrepreneurship strategies in emerging markets with special focus on women upliftment and poverty alleviation»*
- 13:30-14:00**                      **Verma Deepak**  
*«eWOM Credibility: A Meta-Analytic Perspective»*
- 14:00-14:30**                      **Kannapa Chartiyanon**  
*«Retelling the retail: Understanding family business identity change through the internationalization process»*
- 14:30-16:00**                      **Launch break**

## **Session 2. Guest speakers' presentations**

- 17:00-18:00**                      **E. Plakoyiannaki**  
*«Moving Beyond Disciplinary Convention in Qualitative Research»*
- 18:00-19:00**                      **F. Debellis**  
*«How to conduct a systematic literature review»*