



Graduate School  
of Management  
St. Petersburg University

7th International  
GSOM Emerging Markets Conference 2020

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



# Track «How do emerging markets respond to the environmental challenges»

7<sup>th</sup> International research “Emerging Markets Conference -2020”  
GSOM Saint-Petersburg, Russia  
(November, 16)

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

### **Session 1. Business and social aspects**

**Session chair: Daria Klishevich**

**10:00 – 11:20**

**Joan Freixanet**, Graduate School of Management, SPbU  
*«Family Firms Survival in an Economic Downturn: The Role of the Generational Stage and Collaborative Intensity»*  
Track « How do emerging markets respond to the environmental challenges»

**Natalia Guseva**, HSE University;  
**Olesia Trubnikova**, HSE University  
*«Developing Strategic Capabilities of Russian Firms as a Key Factor for Increasing the Competitiveness»*

**Liana Rysakova**, Graduate School of Management, SPbU;  
**Andrei Panibratov**, Graduate School of Management, SPbU  
*«The diaspora phenomenon: Scholarly assessment and implications for countries and firms»*

**Liubov Ermolaeva**, Graduate School of Management, SPbU;  
**Daria Klishevich**, Graduate School of Management, SPbU;  
**Maria Ivanova-Gogne**, Abo Academy, Finland;  
**Maria Elo**, University of Southern Denmark, Denmark «*The role of cultural-historical context in entrepreneurial behavior of Russian-speaking migrants in Germany*»

**Yekaterina Lomakina**, Nosov Magnitogorsk State Technical University;  
**Natalya Zerkina**, Nosov Magnitogorsk State Technical University  
«*Problems and solutions for special methods under specific conditions*»

**Keynote speaker:**

**11:20 – 11:50**                      **Tony Fang**, Stockholm Business School of Stockholm University  
«*The Business of International Business is Geopolitics*»

**11:50-12:00**                      **Break**

**Session 2. Firms and industries**

**Session chair: Pavel Pavlov**

**12:00 – 13:30**                      **Pavel Pavlov**, Institute of Management in Economic, Ecological and Social Systems, Southern Federal University;  
**Elena Zashchitina**, Southern Federal University  
«*Special economic zones as a key aspect of sustainable development of territories*»

**Dr. Sheetal Kapoor**, Kamala Nehru College, University of Delhi;  
**Jigmet Wangdus**, University of Delhi  
«*Destination Stakeholders' Perceptions of Overtourism and Environmental Impacts in Ladakh*»

**Alexander Taniev**, Baltic State Technical University (Voenmeh) named D.F. Ustinov, Graduate School of Management, SPbU  
«*Sustainability logistics per se and as a tool of sustainable development*»

**Yuri Fedotov**, Graduate School of Management, SPbU;  
**Iaroslav Kriuchkov**  
*«The passenger air carriers: the impact of business-model on operational performance»*

**Andrey Zyatchin**, Graduate School of Management, SPbU;  
**Angelina Ledovskaya**  
*«Business model transformation of full-service airlines: ancillary opportunity»*

**Anna Levchenko**, Graduate School of Management, SPbU;;  
**Pavel Sharakhin**, Graduate School of Management, SPbU;  
*«Clean mobility activities in the EU maritime logistics and prospective to implement clean technologies in Russian shipping»*

**13:30-14:00**

**Break**

### **Session 3. Digital perspective**

**Session chair: Konstantin Nefedov**

**14:00-15:30**

**Anna Lozhnikova**, The National Research Tomsk State University  
*«Future of platforms and digital ecosystems: from shared value to income distribution»*

**Maria Vetrova**, Saint Petersburg State University  
*«Development of innovative models of production and consumption in the digital circular economy in developing countries»*

**Olga Garanina**, Graduate School of Management, Russia;  
**Anna Abramova**, MGIMO; **Natalia Piskulova**, MGIMO;  
**Elina Davidova**, ADV group of companies  
*«AI role in sustainable development of MNEs from oil and gas industry: case of Russia»*

**Elena Serova**, National Research University Higher School of Economics  
*«MNEs' Artificial Intelligence Strategy in the Emergent Economy»*

**Liubov Ermolaeva**, Graduate School of Management, SPbU; **Eduard Oparin**, Graduate School of Management, SPbU;

**Andrei Panibratov**, Graduate School of Management, SPbU;

*«Digital health studies: business and management Theory perspective»*

**Sharif Abdulmajid Abdullah Saif**, Graduate School of Management, SPbU;

*«Smart HealthCare in Saudi Arabia: Data-Driven Assessment Framework for Big Data Governance in Healthcare»*

## **Session 4. (Post-) Covid prospects**

**Session chair: Liubov Ermolaeva**

**15:40-17:10**

**Dr. Sharmistha Ghosh**, Shri Shikshayatan College  
*«Covid-19 Outbreak in India – Its Impact on Selected Sectors of the Stock Market»*

**Marina Sheresheva**, Lomonosov Moscow State University;  
**Ekaterina Buzulukova**, National Research University Higher School of Economics  
*«Russian SMEs in the COVID-19 pandemic: strategies to survive»*

**Solmaz Husain**, Gautam Buddha University  
*«Future of MSMEs in post-COVID scenario in India»*

**Chen Shenglong**, Graduate School of Management, SPbU;  
*«The global value chains' reconstruction in the context of "Belt and Road initiatives"»*

**Natalya N. Zerkina**, Nosov Magnitogorsk State Technical University;  
**Galina N. Chusavitina**, Nosov Magnitogorsk State Technical University  
*«Academic fraud: coronavirus pandemic negative impact on higher education»*

**Yunxin Luo**, Graduate School of Management, SPbU;;  
**Liana Rysakova**, Graduate School of Management, SPbU;  
**Andrei Panibratov**, Graduate School of Management, SPbU  
*«Responding to environmental challenges through the lenses of dynamic capabilities: Covid-19 and beyond»*

**Keynote speaker:**

**17:10 – 17:40**

**Svetla Marinova**, Aalborg University Business School

*«Covid-19 and International Business»*

*Book presentation:*

*Covid-19 and International Business: Change of Era*

*Edited By Marin A. Marinov, Svetla T. Marinova*

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**17:40 – 18:00**

**General discussion and closing remarks**