



Graduate School
of Management
St. Petersburg University

7th International
GSOM Emerging Markets Conference 2020

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



Track “Strategic Finance and Corporate Governance”

7th International research “Emerging Markets Conference -2020”
GSOM Saint-Petersburg, Russia
(November 17)

Track Program Timezone (Moscow time)

10:00 – 11:30

Alexander Bukhvalov, GSOM SPbU,
Russia
*Modern Asset Pricing: Time Horizon,
Idiosyncratic Risk, New Instruments and
Other Issues*

Chair: **Alexander Bukhvalov**

Elena Rogova, Maria Belousive, HSE
University, Saint Petersburg, Russia
*Testing Market Reaction on Delisting in
Russia*

Vitaliy Okulov, Ann Vlasovets, GSOM
SPbU, Russia
*Assessment of Investment Portfolios
Based on the Ideas of Prospect Theory*

12:00 – 13:30

**Irina Berezinets, Nadezhda
Kliarovskaya, Yulia Ilina**, GSOM
SPbU, Russia
*Crowdinvesting: Factors of Performance
and Value for Investors*

Chair: **Elena Rogova**

Sergei Arefev, IT Expert, Russia, **Vera
Bukhvalova**, Faculty of Mathematics
and Mechanics, SPbU, Russia, **Barbara
Bukhvalova**, Sage Consulting, Norway
*Crowdsourcing Data-Intensive
Innovation for Traditional Financial*

Problems

Vlada Petrova, Vitaliy Okulov,
GSOM SPbU, Russia
*Financial Model for Evaluating
Company's Strategy in Promoting
Innovation*

14:30 – 16:00

Egor Nikulin, Marat Smirnov, Andrey Sviridov, GSOM SPbU, Russia
Chair: **Marat Smirnov**
*Audit Committee Characteristics and
Earnings Management: Analysis of
Relationship in Russian Listed
Companies*

Irina Dergunova, Tatiana Dolgopyatova, HSE University,
Moscow, Russia
*The Board Working Experience
Diversity and the Performance of
Russian Companies*

Olga Khudozhnikova, University of
Valencia, Spain
*Does the CEO's Opportunistic Behavior
Matter for the Corporate Governance?*

16:30 – 18:00

Sergei Grishunin, Alexander Karminsky, HSE University, Moscow,
Russia
Chair: **Alexander Bukhvalov**
*Application of a System-synergetic
Approach in the Development of the
Target Costing Mechanism for a High-
tech Industrial Enterprise in Emerging
Market*

Marina Shevchenko, Tomsk State
University, Russia
*Improving the Financial Policy of Oil
and Gas Companies (on the Example of
PJSC "Surgutneftegas")*

Suha Bilquis, Aligarh Muslim
University, Aligarh, India
*Cutting through the Crisis: Strategies for
Organizational Resilience in the New
Normal*

Syed Husain Ashraf, Aligarh Muslim
University, Aligarh, India
*Contemporary Issues of Corporate
Governance*