



7th International  
GSOM Emerging Markets Conference 2020

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



# Track «Business in society»

7<sup>th</sup> International research “Emerging Markets Conference -2020”  
GSOM Saint-Petersburg, Russia  
(November 11)

## Program Timezone (Moscow time)

### Session 1

**09:00 – 09:20**

**Yury Blagov, Anastasia Petrova-Savchenko, GSOM SPbU, Russia**  
*«Corporate sustainability of leading Russian companies: the changing role of philanthropy»*

**09:20 – 09:40**

**Hellen Otieno, Bernadette Wanjala, Strathmore University, Kenya**  
*«Sustainable business models and cross-sector collaborations in the New Reality: Evidence from Kenyan SMEs»*

**09:40 – 10:00**

**Boleslaw Rok, Kozminski University, Poland**  
*«The "build back better" approach in sustainable-oriented companies in Poland»*

**10:00 – 10:20**

**Yulia Aray, Yury Blagov, GSOM SPbU, Russia**  
*«Social Entrepreneurship in Leningrad Region: challenges and opportunities»*

**10:20 – 10:40**

**Ekaterina Ivanova, NRU HSE, Russia**  
*«AIM2Flourish: Developing Responsible Business Leaders for the Flourishing World»*

## Session 2

- 10:45 - 11:05**      **Xue Pang, Carlos Wing-Hung Lo**, The Chinese University of Hong Kong;  
**Ning Liu**, City University of Hong Kong  
*«CSR Reporting Substantiveness and Third-party Raters' Perception: the Mechanisms of Report Modification and Comprehensiveness»*
- 11:05 - 11:25**      **Irina Bakhtina**, Unilever;  
**Yury Blagov**, GSOM SPbU  
*«Drawing the Line between Sustainability and Greenwashing: 360 Degree Cross-Cutting Methodology by Russian 'Green Brands League'»*
- 11:25 - 11:45**      **Tatyana Ponomarenko, Oksana Marinina, Krystsina Kurakova**, Saint-Petersburg Mining University, Russia  
*«Assessment of corporate sustainability of oil and gas companies in countries with resource-based economies»*
- 11:45-12:05**      **Zhanna Belyaeva, Yana Lopatkova**, Ural Federal University, Russia  
*«Impact-Universities towards sustainable development in postcovid era»*
- 12:05-12:25**      **Ling Chenyang, Candy Lim Chiu**, Wenzhou-Kean University, China  
*«Consumer intention to buy organic food during the pandemic in China»*

## Session 3

- 13:00-13:20**      **Maria Riegler, Markus Scholz**, University of Applied Sciences for Management & Communication Vienna, Austria  
*«Towards a preliminary model of the antecedents of company engagement in private governance: A systematic literature review and research agenda»*
- 13:20-13:40**      **Olga Tishchenko, Nikolay Filinov**, NRU HSE  
*«Determinants of business school's strategic choice in emerging markets: fs/QCA result»*

- 13:40-14:00**                    **Alef Ben Youssef, Faouzia Mida, ISET'COM, Tunisia**  
*«Brand hate and consumer's desire to revenge in the social media»*
- 14:00- 14:20**                    **Alexander Obydenov, Financial University under the Government of the Russian Federation**  
*«Necessary conditions for successful implementation of controlled self-organization: importance of organizational culture»*
- 14:20-14:40**                    **Felipe Abud, Alex Godoy-Faúndez, Universidad del Desarrollo, Chile**  
*«Sustainability and Business Performance in Chilean Companies»*

#### **Session 4**

- 15:00-15:20**                    **Rafael Sardá, CEAB-CSIC & ESADE Business School, Catalonia-Spain;**  
**Stefano Pogutz, Università BOCCONI**  
*«Business for Ocean Sustainability»*
- 15:20-15:40**                    **Subhasis Ray, Xavier University, India**  
*«Sustainable waste management for a circular factory: lessons from the Indian automotive industry»*
- 15:40-16:00**                    **José G. Vargas-Hernández, Olga Nayeli Aceves Alvarez, University of Guadalajara, Mexico**  
*«Implementation of the comprehensive entrepreneurship model for the internationalization of eco-efficient companies»*
- 16:00- 16:20**                    **Soledad Etchebarne, Karla Rojas, Reinalina Chavarri, Universidad de Chile, Chile**  
*«Study of the Private Control Initiative Model (CIM) of the Huilo-Huilo Biological Reserve of Chile»*
- 16:20-16:40**                    **Karina Nagieva, Natalia Davidson, Oleg Mariev, Ural Federal University, Russia**  
*«Determinants of environmental innovations and its impact on Russian firms' performance»*

#### **Session 5**

- 17:00-18:30**                    **Presentation of the book «Moral capitalism»**