

International Conference
“GSOM Emerging Markets Conference-2015:
Business and Government Perspectives”

Doctoral Colloquium

October 13, 2015 (Tuesday)
Venue: Mikhailovskaya Dacha Campus
Sankt-Peterburgskoye Shosse, 109

Time	Session	Room
9:30 – 10:00	Registration	
10:00 – 10:15	Colloquium Welcome	1212
10:15 – 19:00	Learning sessions on process of theorizing, making strong theoretical contribution and theory building process Prof. Snejina Michailova, The University of Auckland Business School	1212
12:00 – 12:30	Coffee Break	
14:30 – 15:15	Lunch	Campus Cafeteria
17:00 – 17:30	Coffee Break	

October 14, 2015 (Wednesday)

Time	Session	Room
10.00 – 12.15	Paper development session with feedback and discussion	2239
	Prof. Snejina Michailova, The University of Auckland Business School	2242
	Prof. Tatiana Romanova-Stettler, University of Bern	2243
	Prof. Galina Shirokova, Professor, Graduate School of Management Saint-Petersburg State University	
	Asc. Prof. Tatiana Manolova, Bentley University	
	Asc. Prof. Maria Smirnova, Graduate School of Management Saint-Petersburg State University	
	Asc. Prof. Tatiana Andreeva, Graduate School of Management Saint-Petersburg State University	
	Ass. Prof. Johanna Frösén, Graduate School of Management Saint-Petersburg State University	
	Asc. Prof. Marina Latuha, Graduate School of Management Saint-Petersburg State University	
	Asc. Prof. Nikolay Zenkevich, Graduate School of Management Saint-Petersburg State University	
	Asc. Prof. Yury Blagov, Graduate School of Management Saint-Petersburg State University	
	Prof. Andrei Panibratov, Graduate School of Management Saint-Petersburg State University	
	Asc. Prof. Yuri Fedotov, Graduate School of Management Saint-Petersburg State University	
	Asc. Prof. Mariya Molodchik, National Research University Higher School of Economics, Perm	
	Ass. Prof. Mustafa Deniz Dalman, Graduate School of Management Saint-Petersburg State University	
	Ass. Prof. Joan Freixanet, Graduate School of Management Saint-Petersburg State University	
12:15 – 12:45	Coffee Break	
14:30 – 15:15	Lunch	Campus Cafeteria
15:30 – 17:00	Paper development session with feedback and discussion	2239
		2242
		2243

17:00 – 17:30	Coffee Break	
17:30 – 19:00	Session on publishing in peer reviewed journals: Publishing papers in respectable journals using foreign (non-U.S.) data, Prof. Kang Jun-Koo, College of Business, Nanyang Business School, Nanyang Technological University	1212

Academic Program
Business and Management Track
October 15, 2015 (Thursday)
Venue: Mikhailovskaya Dacha Campus
Sankt-Peterburgskoye Shosse, 109

Time	Session	Room
9:20 – 9:45	Registration (Registration Hall)	
9:45 – 10:00	Conference Welcome	
10:15 – 11:35	Plenary Session Family Business and Firm Value: Evidence from Stakeholder Relations with Employees Prof. Kang Jun-Koo, College of Business, Nanyang Business School, Nanyang Technological University Russian Multinationals in a Global World: GSOM Center for the Study of Russian and Emerging Market Multinationals Prof. Lilac Nachum, Baruch College, City University New York Corruption Perceptions and Entrepreneurial Intentions: a Focus on Emerging Economies Asc. Prof. Tatiana Manolova, Bentley University, USA	Conference Hall 1301
11:45 – 12:00	Coffee Break	
12:00 – 14:15	How to Master Your Doctoral Thesis and Your Scientific Advisor? Prof. John Christopher Spender, ESADE Business School / Kozminski University, Business School	1212
	Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice	1208
	Human Resource Management in Emerging Market Firms	1217
	Strategic Finance	1216
	International Business and Emerging Multinational Enterprises	1211
	Knowledge Management	1210
	Round-table “PPP Development in the Field of Airports”	1216
	Roundtable: Case Studies	1209
14:30 – 15:15	Lunch	Campus Cafeteria
15:30 – 17:30	Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice	1208
	Human Resource Management in Emerging Market Firms	1217
	Strategic Finance	1216
	International Business and Emerging Multinational Enterprises	1211
	Workshop “Key Factors in Successfully Publishing in Academic Journals” Kelly Hewett, University of Tennessee	1212
	Round-table “PPP Development in the Field of Roads”	1209
17:30 – 18:00	Coffee Break	
17:30 – 19:00	Round Table: Knowledge Management and Intellectual Capital Management in Russian Companies (Volkhovsky, 3)	309
	Marketing in Emerging Economies	1212
	Debates “International PPP Standards in the Field of Transport”	2201

October 16, 2015 (Friday)
Venue: Mikhailovskaya Dacha Campus
Sankt-Peterburgskoye Shosse, 109

Time	Session	Room
10:00 – 11:45	Plenary Session	Conference Hall 1301
	Knowledge Management in 21 st Century: The Role of Arts Prof. Giovanni Schiuma, Innovation Insights Hub, University of the Arts London	
	Prof. John Christopher Spender, ESADE Business School / Kozminski University, Business School	
	Knowledge Management in Emerging Economies: Looking Back and Moving Forward Prof. Snejina Michailova, The University of Auckland Business School	
	Teaching English in Business Schools: Language Competence for Future Global Leaders	1208
11:45 – 12:15	Coffee Break	
12:15 – 14:15	Paper Development Workshop	1214
	Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice	1209
	Teaching English in Business Schools: Language Competence for Future Global Leaders	1208
	Marketing in Emerging Economies	1212
14:30 – 15:15	Lunch	Campus Cafeteria
15:30 – 17:00	Corporate Governance	1216
	Round Table: The Antecedents of Students' Entrepreneurial Activity: an Institutional Approach (Russian Science Foundation Grant)	1209
	Round Table: Corporate Social Responsibility	1213
	Marketing in Emerging Economies	1212
	Workshop "Writing Discrete Item Exercises for Business English Teaching" Evan Frendo	1208
	International Business and Emerging Multinational Enterprises	1211
	Information Management in Emerging Market Firms	1210
17:00 – 17:15	Coffee Break	
17:15 – 18:45	Annual Dean Pashkus Readings – <i>in Russian</i> Nickolai V. Raskov, Professor, Department of Strategic and International Management, Graduate School of Management, St.Petersburg University	1213
	Economic Development of Russia: Institutional Resources	
	Marketing in Emerging Economies	1212
	Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice	1209
	Workshop "Reconceptualising English for Professional Communication Programme" Vijay Bhatia	1208
	Round Table: Smart Cities (Volkhovsky, 3)	309

October 17, 2015 (Saturday)
Venue: Mikhailovskaya Dacha Campus
Sankt-Peterburgskoye Shosse, 109

Time	Session	Room
10:00 – 11:30	Round Table: Social Entrepreneurship	1214
	Logistics and Supply Chain Management in Emerging Economies	1211
11:30 – 12:00	Coffee Break	
12:00 – 14:15	Round Table: Social Entrepreneurship	1214
	Corporate Governance	1216
	Logistics and Supply Chain Management in Emerging Economies	1211
	Innovation and R&D Management	1210
14:30 – 15:15	Lunch	Campus Cafeteria
15:30 – 17:00	Round Table: Social Entrepreneurship	1214
	Logistics and Supply Chain Management in Emerging Economies	1211
	Innovation and R&D Management	1210
14:00 – 17:00	Round Table: Leadership: is leadership or should leadership be different in emerging markets? Gordon Institute of Business Science; Graduate School of Management SPbU (Volkhovsky, 3)	309

International Conference
“GSOM Emerging Markets Conference:
Business and Government Perspectives”

Academic Program
Public Sector Transition Track

October 15, 2015 (Thursday)
Venue: Mikhailovskaya Dacha Campus
Sankt-Peterburgskoye Shosse, 109

Time	Session	Room
10:00 – 11:30	Plenary Session Evolving Models of PPP in Healthcare. The European Experience, Prof. James Barlow, Imperial College Business School, UK / Associate Director, Research and Evaluation, Imperial College Health Partners, UK	1214

October 16, 2015 (Friday)
Venue: Mikhailovskaya Dacha Campus
Sankt-Peterburgskoye Shosse, 109

Time	Session	Room
12:15 – 14:15	Public Sector Reforms and Economic Development (Identifying and Countering <i>Mala Fide</i> Behavior of Economic Agents)	1220
	Public Sector Reforms and Economic Development (Financial Instruments of Development)	1221
14:30 – 15:15	Lunch	Campus Cafeteria
15:30 – 17:00	Public Sector Reforms and Economic Development (Regional Development: Facts and Theories)	1220
	Public Sector Reforms and Economic Development (Management of Cities)	1221

October 17, 2015 (Saturday)
Venue: Mikhailovskaya Dacha Campus
Sankt-Peterburgskoye Shosse, 109

Time	Session	Room
10:00 – 11:30	Public Sector Reforms and Economic Development (Performance Measurement in Healthcare)	1220
	Public Sector Reforms and Economic Development (Management of Human Resources)	1221
11:30 – 12:00	Coffee Break	
12:00 – 14:15	Public Sector Reforms and Economic Development (Strategic Planning in Healthcare Markets)	1220
	Public Sector Reforms and Economic Development (Some Lessons from the Governance of Resource-Rich Economies)	1221
14:30 – 15:15	Lunch	Campus Cafeteria
15:30 – 17:00	Round Table: Innovations in Healthcare	1220



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International Research Conference “GSOM Emerging Markets Conference-2015: Business and Government Perspectives”

Corporate Governance

Track Chair: Yulia Ilina (Associate Professor, Finance and Accounting Department, St. Petersburg University Graduate School of Management, Russia)

Co - chair: Irina Berezinets (Associate Professor, Finance and Accounting Department, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English

October 16, 2015

Time	Paper Title	Moderator/speaker/presenter	Affiliation
15.30-17.00	Dividend Policy and Corporate Governance		
	Russian Stock Market reaction to Dividend Announcements: Empirical Study	Smirnov Marat , Berezinets Irina, Bulatova Liliia, Ilina Yulia	St. Petersburg State University, Graduate School of Management, Russia



	Impact of Dividend Surprises on Stock Returns: Evidence from the Emerging Markets of Russia and India	Ilina Yulia , Berezinets Irina, Bulatova Liliia, Smirnov Marat	St. Petersburg State University, Graduate School of Management, Russia
	Corporate Governance Practices in Utilities Companies and Emerging Countries: Agency Problems or Legitimacy?	Fontes-Filho Joaquim Rubens , Buchbinder Filipe	Getulio Vargas Foundation / EBAPE, Brazil

October 17, 2015

Time	Paper Title	Moderator/speaker/presenter	Affiliation
12:00 – 14:15	Governance, Boards and CEOs		
	Corporate Governance and Employment System: Considering Different Styles of Corporate Board in Japan	Nishi Takahiro	Meiji University, Japan
	Intellectual Capital of Board of Directors as a Factor of Company's Value creation	Garanina Tatiana , Berezinets Irina	St. Petersburg State University, Graduate School of Management, Russia
	CEO Incentive Plans Improvement in U.S. Public Companies	Yanauer Boris , Zenkevich Nikolay	St. Petersburg State University, Graduate School of Management, Russia
	Evaluating Corporate Social Performance Effects: Russian Companies Evidence	Petrova-Savchenko Anastasia	St. Petersburg State University, Graduate School of Management, Russia



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Entrepreneurship in Emerging Economies: Bridging the Gap between Theory and Practice

Track Chair: Galina Shirokova (Professor, Strategic and International Management Department, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English

October 15, 2015

Time	Session (place)	Moderator/speaker/presenter	Affiliation
12.00 – 14.15	Synthesis and Extension of the Knowledge Base on Entrepreneurial Orientation	Tatiana Romanova Stettler	University of Kent, UK
		Simone Schweiger, Artur Baldauf	University of Bern, Switzerland
	Industry Choice in Entrepreneurship: the Role of Resources and Country-Related Contingencies	Dmitry Knatko, Galina Shirokova Karina Bogatyreva,	St. Petersburg University Graduate School of Management, Russia
	Discrete Structural Alternatives of Entrepreneurship Development in the "Resource Type" Regions	Sergey Levin, Kirill Sablin	Kemerovo State University, Russia
	Knowledge Signaling and Fundraising: the Role of Conferences Participation	Stanislav Vlasov	St. Petersburg University Graduate School of Management, Russia



14:30- 15:15	Lunch		
15:30 – 17:30	The Role of National Culture and University Context in Fostering Student Start-up Activities: Embeddedness Perspective	Tatiana Tsukanova, Galina Shirokova	St. Petersburg University Graduate School of Management, Russia
		Michael Morris	Florida University, USA
	Growth Product Innovation Mindset: Managing the Fuzzy Front-End Properly	Georgy Laptev	Lomonosov Moscow State University, Russia
	New Venture Team Personality Composition – A Configurational Approach	Adrian Wüthrich, Artur Baldauf	University of Bern, Switzerland
	The Algorithm of The State Promotion of the Entrepreneurial Activity in a Region	Svetlana Voinova	South Ural State University, Russia

October 16, 2015

Time	Session (place)		
10:00 – 11:45	Plenary session Corruption Perceptions and Entrepreneurial Intentions: a Focus on Emerging Economies	Tatiana Manolova	Bentley University, USA
11:45 - 12:15	Coffee break		

12:15 – 14:15	Establishing and Development of Quasi - Integrative Forms of Small and Medium Size Innovative Companies Cooperation	Almira Yusupova	Novosibirsk State University, Russia
	Study of Academic Entrepreneurial Motivation in Academic Area	Larisa Babak	Far Eastern Federal University
	Entrepreneurial Intentions in Russia: An Empirical Study	Aleksandrova, Ekaterina A., Verkhovskaya, Olga R.	St. Petersburg University Graduate School of Management, Russia
	Ecopreneurship Drivers: Case of the Industrial Park for Waste Recycling in the Primorye Territory Area	Tatyana Ershova	Far Eastern Federal University
14:30 - 15:15	Lunch		
Time	Session (place)		
International Research Workshop ‘The Antecedents of Students’ Entrepreneurial Activity: an Institutional Approach’ Research has been conducted with financial support from Russian Science Foundation grant (project No. 14-18-01093)			
15:30 – 17:00	Opening, Project ‘The Antecedents of Students’ Entrepreneurial Activity: an Institutional Approach’ Presentation	Galina Shirokova	St. Petersburg University Graduate School of Management, Russia
	Exploring the Role of University Context in Fostering Student Start-Up Activity	Michael H. Morris	Florida University, USA
		Galina Shirokova, Tatiana Tsukanova	St. Petersburg University Graduate School of Management, Russia

	Exploring the Intention-Behavior Link in Student Entrepreneurship: Moderating Effects of Individual and Environmental Characteristics	Galina Shirokova, Karina Bogatyreva	St. Petersburg University Graduate School of Management, Russia
		Oleksiy Osievskyy	Northeastern University, USA
	New Venture Performance: Family Support of Student Entrepreneurship and Moderating Effects of Institutes	Dmitry Knatko, Galina Shirokova, Tatiana Belyaeva	St. Petersburg University Graduate School of Management, Russia
17:00 – 17: 15	Coffee break		
17: 15 – 18:45	Exploring the Relationship Between Entrepreneurial Learning and Students' Entrepreneurial Intentions: the Moderating Role of National Culture	Galina Shirokova, Tatiana Belyaeva, Anastasia Laskovaya	St. Petersburg University Graduate School of Management, Russia
	Review of the Year's Results (2015)	Galina Shirokova	St. Petersburg University Graduate School of Management, Russia
	Discussion of the Results and Steps for the Next Year (2016)	Galina Shirokova	St. Petersburg University Graduate School of Management, Russia
	Wrap-up and closing	Galina Shirokova	St. Petersburg University Graduate School of Management, Russia



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Human Resource Management in Emerging Market Firms

Track Chair: Elena Zavyalova (Professor, Organizational Behavior and Personnel Management Department, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English

October 15, 2015

Time	Paper Title	Moderator/speaker/presenter	Affiliation
12.00 – 14.15	Keynote speech: Dirani Khalil M. , Associate Professor, EHRD Program Chair, Texas A&M University / Board Member, Academy of HRD		
	Employee Training and Development as a Driver of Innovation Activity of Emerging Markets Firms	Alsufyev Artem Zavyalova Elena	St. Petersburg State University, Graduate School of Management, Russia
	Talent Management Practices in Emerging Market Firms: Evidence from BRIC Multinationals	Latukha Marina	St. Petersburg State University, Graduate School of Management, Russia



	Comparative analysis of talent management practices in IT companies from emerging markets	Latukha Marina Selivanovskikh Louisa	St. Petersburg State University, Graduate School of Management, Russia
	Balanced Leadership as a Basis of Successful Organizational Development (Сбалансированное лидерство как основа успешного развития организации)	Zamulin Andrey	St. Petersburg State University, Graduate School of Management, Russia
14:30 - 15:15	Lunch		
15:30 – 17:30	Analysis of Effective Utilization of Human Capital (by Example of the Russian Oil and Gas Companies)	Zavyalova Elena Kuchеров Dmitry Tsybova Victoria Kosheleva Sophia Alsufyev Artem	St. Petersburg State University, Graduate School of Management, Russia
	Organizational Investment in Employee Development and Turnover Intentions: The Mediating Role of Affective Commitment	Kuchеров Dmitry Lysova Evgenia	St. Petersburg State University, Graduate School of Management, Russia VU University Amsterdam, the Netherlands
	Flexible Working Practices in the Russian Companies (Гибкие формы занятости в российских компаниях)	Kabalina Veronika	National Research University “Higher School of Economics”, Russia
	Cultural Dimension Values Differentials Influence on the Cross-Cultural Group Performance: A Case of Cross-Cultural Student Groups at GSOM SPbU	Blagov Evgeniy Gilenko Evgeniy Bashlykova Angelina	St. Petersburg State University, Graduate School of Management, Russia

	Improvement of the Reliability of Force Structures Personnel by Effective Professional Selection	Andreevsky Elisey Akhmedkhanov Muradkhan Daneykin Yuriy	Saint-Petersburg State Electrotechnical University “LETI”, Russia Pushkin Leningrad State University, Russia Tomsk Polytechnic University, Russia
	Development of Motivation Instruments in Management of Personnel Involved in Creative and Intellectual Work in Modern Enterprises (Формирование мотивационных инструментов при управлении работниками творческо-интеллектуального труда на современных предприятиях)	Vlasova Galina	South Ural State University



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International Research Conference “GSOM Emerging Markets Conference-2015: Business and Government Perspectives”

Information and Knowledge Management

Track Chair: Tatiana Gavrilova (Professor, Head of Information Technologies in Management Department, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English

October 15, 2015

Time	Session (place)	Moderator/speaker/presenter	Affiliation
12:00 – 14:15	Moderator: Tatiana Andreeva, St. Petersburg State University, Graduate School of Management, Russia		
	Systematization of Ontological and Non-Ontological Information Resources for Knowledge Management System Development	Dmitry Kudryavtsev	St. Petersburg State University, Graduate School of Management, Russia
	Knowledge Sharing Intentions in the U.S. and Ukraine	Stewart Wayne	Clemson University, College of Business and Behavioral Science, USA
	Intellectual Capital Elements, Knowledge Management Practices and Organizational Performance of Russian Manufacturing Companies	Ruth May Tatiana Garanina Tatiana Andreeva	University of Dallas, USA St. Petersburg State University, Graduate School of Management, Russia



	How to Measure the Output of Intangibles?	Maria Molodchik Elena Shakina Marina Zavertyaeva	National Research University “Higher School of Economics”, Russia
	KM in the BRICS – An emerging question	Eduardo Tomé	Universidade Europeia, Portugal
14:30 – 15:15	Lunch		
17:30 – 19:00	Round Table: Knowledge Management and Intellectual Capital Management in Russian Companies Venue: St. Petersburg, Volkhovsky per., 3		



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International Research Conference “GSOM Emerging Markets Conference-2015: Business and Government Perspectives”

Information Management in Emerging Market Firms

Track Chair: Tatiana Gavrilova (Professor, Information Technologies in Management Department, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English

October 16, 2015

Time	Paper Title	Moderator/speaker/presenter	Affiliation
15:30 – 17:00	Moderator: Dmitry Kudryavtsev (St. Petersburg State University, Graduate School of Management, Russia)		
	Business Knowledge Cartography	Alsufyev Artem Gavrilova Tatiana	St. Petersburg State University, Graduate School of Management, Russia
	New Approach to Smart Services Classification	Kokoulina Liudmila Gavrilova Tatiana	St. Petersburg State University, Graduate School of Management, Russia
	Contemporary Methods and Systems Modeling for Business Analysis	Serova Elena	Saint-Petersburg State University of Economics, Russia
	An Approach to Corporate Knowledge Portal Building on the Basis of Multilevel Ontologies / Об одном подходе к построению корпоративных порталов знаний на основе многоуровневых онтологий	Lesheva Irina Gavrilova Tatiana	St. Petersburg State University, Graduate School of Management, Russia



	Development of Ontology Fragment by Project Management Institute Standard / Разработка фрагмента онтологии по стандарту Project Management Institute	Strakhovich Elvira	St. Petersburg State University, Graduate School of Management, Russia
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International Research Conference “GSOM Emerging Markets Conference-2015: Business and Government Perspectives”

Innovation and R&D in Management

Track Chair: Tatjana Samsonowa (Dr., Associate Professor, Operations Management Department, St. Petersburg University Graduate School of Management, Russia)

Co - chair: Margarita Gladkova (Assistant Professor, Operations Management Department, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English

October 17, 2015

Time	Paper Title	Moderator/speaker/presenter	Affiliation
12:00 – 14:15	Innovation Management: Strategy and Implementation		
	Business Model Innovation for Delivering Healthcare at the Bottom of the Pyramid	Angeli Federica Kumar Jaiswal Anand	Maastricht University, the Netherlands Indian Institute of Management Ahmedabad, Vastrapur, India
	Innovation Project Management System Development Based on Network Interactions	Kulova Nina Anshin Valery	VTC "BASPIK", Russia National Research University “Higher School of Economics”, Russia



	Innovation Greenhouses: Analysis of the Evolution of Business Incubation Industry	Muravskii Daniil Yablonsky Sergey Nefedov Konstantin Ivanov Sergey	St. Petersburg State University, Graduate School of Management, Russia Russian Academy of National Economy and Public Administration, Russia
14:30 - 15:15	Coffee break		
15:30 – 17:00	Innovation Capabilities and Innovation Behavior		
	Innovation Capabilities of Industrial Companies in Russia	Logacheva Anna	St. Petersburg State University, Graduate School of Management, Russia
	Business Strategy – Innovation Behavior Link in Russian Industrial Companies	Pakhomova Lyubov	St. Petersburg State University, Graduate School of Management, Russia
	Model of Innovation Launch and Management (Модель внедрения и управления инновациями)	Artemenko Daria	German-Kazakh University, Kazakhstan



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International Research Conference “GSOM Emerging Markets Conference-2015: Business and Government Perspectives”

Internationalization of Emerging Market Firms and Russian Multinational Enterprises

Track Chair: Andrei Panibratov (Professor, Strategic and International Management Department, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English

October 15, 2015

Time	Paper Title	Moderator/speaker/presenter	Affiliation
12.00 – 14.15	Developing Theories on Emerging Market Firms		
	Keynote speech: Alon Ilan, University of Agder, Norway Key Theories on Emerging Market Multinationals		
	Firm Internationalization and the Mobility of Corporate Political Ties: A Political Markets Perspective	Sawant Rajeev Nachum Lilac	Baruch College, USA
	Determinants of Russian Cross-Border Acquisitions: The Joint Effect of Investment Motives and International Context	Panibratov Andrei Latukha Marina Dikova Desislava Panibratov Andrei Veselova Anna Ermolaeva Lyubov	St. Petersburg State University, Graduate School of Management, Russia Vienna University School of Business, Austria St. Petersburg State University, Graduate School of Management, Russia



	A Multinational Firm in a Big Emerging Economy: the Role of Internal and External Relationships	Marinova Svetla Marinov Marin	Aalborg University, Denmark
14:30 - 15:15	Lunch		
15:30 – 17:30	Studying Emerging Market Firms: China's Experience		
	Internationalization of Firms in China: What Drives Foreign Operation Mode Combinations?	Ignatyeva Olga Tsukanova Tatiana	St. Petersburg State University, Graduate School of Management, Russia
	Outward Foreign Direct Investment from Russia and China: Comparative Analysis	Ermolaeva Lyubov Panibratov Andrei	St. Petersburg State University, Graduate School of Management, Russia
	The Role of Informal Relations (Guanxi) in China: Institutional and Business Networks Perspectives	Veselova Liudmila Veselova Anna	St. Petersburg State University, Russia St. Petersburg State University, Graduate School of Management, Russia

October 16, 2015

Time	Paper Title	Moderator/speaker/presenter	Affiliation
15:30 – 17:00	Inward Perspective and National Context in Emerging Markets Studies		
	Strategies of International Companies in Emerging Markets: Several Cases	Alekseeva Olga Bukhvalov Aleksandr	St. Petersburg State University, Graduate School of Management, Russia
	Determinants of Russian MNCs' Structural Configurations: Moderating Effect of International Orientation	Veselova Anna Kazantcev Anatoliy	St. Petersburg State University, Graduate School of Management, Russia

	Investigation of the Corporate Performance Gap between Foreign- and Domestic-Owned Firms: The Evidence from Russian Companies	Bykova Anna	National Research University “Higher School of Economics”, Russia
	Depicting the Acquisition of Model Group by AB InBev: The Implications for the Mexican Beer Market	Vargas-Hernández José G., Haro Tania Martínez	Universidad de Guadalajara, Mexico
		López-Morales José Satsumi	Instituto Tecnológico de Veracruz, Mexico



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International Research Conference “GSOM Emerging Markets Conference-2015: Business and Government Perspectives”

Logistics and Supply Chain Management: Globalization and World Production

Track Chair: Yuri Fedotov (Associate Professor, Operations Management Department, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English

October 17, 2015

Time	Session (place)	Moderator/speaker/presenter	Affiliation
10.00 – 11.30	International Logistics and Container Shipping		
	Toward Conceptualizing International Logistics Management: Marketing Approach	Cherenkov Vitaly	St. Petersburg State University, Graduate School of Management, Russia
	Outsourcing	Germain Richard	University of Louisville, USA
	Perspectives of Container Infrastructure Development in Russian North-West Region in Times of Crisis	Gladkova Margarita Bykov Grigorii	St. Petersburg State University, Graduate School of Management, Russia



	Risk Assessment of Investment Project for Logistic Container Terminal / Оценка рисков инвестиционного проекта тылового контейнерного терминала	Panova Yulia	Petersburg State Transport University, Russia
11:30- 12:00	Coffee break		
12:00 – 14:15	Intellectual Systems in Logistics		
	Intelligent Self-Configuration of Flexible Logistic Networks: Approach and Major Technologies	Shilov Nikolay Smirnov Alexander	SPIIRAS, Russia
	Solutions to the Open Vehicle Routing Game	Zenkevich Nikolay Zyatchin Andrey	St. Petersburg State University, Graduate School of Management, Russia
	Approaches to Classification of Expert Assessment Methods in Project Management on Initial Stage / Подходы к классификации методов экспертных оценок в управлении проектами на стадии инициации	Serova Liudmila Churakova Iya	St. Petersburg State University, Graduate School of Management, Russia
14:30- 15:15	Lunch		
15:30 – 17:00	Performance Measurement Issues in Logistics and Supply Chains (in Russian)		
	Analysis of Modern Approaches to Efficiency Assessment of Logistics Systems / Анализ современных подходов к оценке эффективности логистических систем	Noskova Ekaterina	National Research University “Higher School of Economics”, Russia

	Application of Expert Assessments on Initial Stage of Management Process of Logistics Projects / Применение экспертных оценок на стадии инициации процесса управления логистическими проектами	Serova Liudmila Churakova Iya	St. Petersburg State University, Graduate School of Management, Russia
	Effectiveness of Marketing Programs in Rail Transport Organization for Long-distance and Local Traffic / Эффективность применения маркетинговых программ при организации перевозок железнодорожным транспортом в дальнем и местном сообщении	Kitanina Ksenia	Far Eastern State Transport University



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International Research Conference “GSOM Emerging Markets Conference-2015: Business and Government Perspectives”

Marketing in Emerging Economies

Track Chair: Maria Smirnova (Associate Professor, Marketing Department, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English

October 15, 2015

Time	Session (place)	Moderator/speaker/presenter	Affiliation
17:30 – 19:00	Strategic Aspects in Marketing		
	Moderator: Johanna Frosen (St. Petersburg State University, Graduate School of Management, Russia)		
	Which Capabilities Matter in Transition Economy? Longitudinal Analysis of Russian Firms	Alexander Krasnikov Kelly Hewett Chad W. Autry Maria Smirnova	George Washington University, USA University of Tennessee, USA St. Petersburg State University, Graduate School of Management, Russia



	The Influence of Different Forms of Customer Orientation to Business Performance: Empirical Evidence Form Developed vs. Emerging Markets	Frosen Johanna Smirnova Maria Rebiazina Vera Tikkanen Henrikki	St. Petersburg State University, Graduate School of Management, Russia National Research University “Higher School of Economics”, Russia Aalto University School of Business, Finland
	The Impact of Innovation on Firms’ Internationalization and Performance	Freixanet Joan Galera Aida	St. Petersburg State University, Graduate School of Management, Russia Universitat Pompeu Fabra, Spain

October 16, 2015

Time	Session (place)	Moderator/speaker/presenter	Affiliation
12:15 – 14:15	Branding		
	Moderator: Olga Alkanova (St. Petersburg State University, Graduate School of Management, Russia)		
	Consumer-Based Brand Equity Model in Emerging Market Context: Empirical Study in the Russian Market	Alkanova Olga, Adamchuk Russlana	St. Petersburg State University, Graduate School of Management, Russia
	Beyond the Brand Loyalty: Fostering Brand Community Investment	Dalman Deniz	St. Petersburg State University, Graduate School of Management, Russia
		Mishra Debi Min Junhong	Binghamton University, USA Michigan Technological University, USA
	'Plain Exterior' Intercategory Store Brands	Zagorsky Andrey	St. Petersburg State University, Graduate School of Management, Russia

14:30 - 15:15	Lunch		
15:30 – 17:00	Consumer Behavior		
	Moderator: Vera Rebiazina (National Research University “Higher School of Economics”, Russia)		
	Marketing-Driven Addictive Consumer Behavior: Etiology and Treatment	Cherenkov Vitaly	St. Petersburg State University, Graduate School of Management, Russia
	Customer relationship in the Russian e-commerce market	Daviy Anna, Vera Rebiazina	National Research University “Higher School of Economics”, Russia
	Consumer Response to the Crisis: the Case of Russian Embargo over Foreign Food Products	Golovacheva Ksenia	St. Petersburg State University, Graduate School of Management, Russia
	Investigation of Consumer Behavior on the Russian Wellness Market	Pogrebova Olga Yuldasheva Oksana	Saint-Petersburg State University of Economics, Russia
17:15 – 18:45	Strategic Aspects in Marketing		
	Moderator: Oksana Yuldasheva (Saint-Petersburg State University of Economics, Russia)		
	The Effect of Customer and Technology Orientation on Cooperative Innovation: The Mediating Role of Uncertainty In The Emerging Markets	Khomich Svetlana Smirnova Maria	St. Petersburg State University, Graduate School of Management, Russia
	Market Orientation in Russian Companies: External Environment Drivers	Shirshova Olga Yuldasheva Oksana	Saint-Petersburg State University of Economics, Russia

	Competitiveness Factors of Retail Companies in the Emerging Markets	Arenkov Igor Salikhova Iana	Saint-Petersburg State University of Economics, Russia
	The Growing Sophistication of Political Marketing: Perspectives from an Emerging Economy	Yaburova Dinara Jallo Shehu Croft Robin	Saint-Petersburg State University, Russia University of Bedfordshire, UK



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Public Sector Reforms and Economic Development

Track Chair: Andrei Ivanov (Associate Professor, Department of Public Administration, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English, Russian

October 15, 2015

Time	Paper Title	Moderator/speaker/presenter	Affiliation
10.00 – 11.30	Plenary Session Evolving Models of PPP in Healthcare. The European Experience Prof. James Barlow Imperial College Business School, UK / Imperial College Health Partners, UK		

October 16, 2015

Time	Paper Title	Moderator/speaker/presenter	Affiliation
12.15 – 14.15	Identifying and Countering <i>Mala Fide</i> Behavior of Economic Agents		
	Corruption and Shadow Economy in Transitional Countries	Aistov Andrey	National Research University “Higher School of Economics”, Russia



	The Traditional and Extended Anti-corruption Expertise of Tender's Scoring Rules	Ivanov Andrey	St. Petersburg State University, Graduate School of Management, Russia
	Principle of Competitiveness in Concessions Issue for Railways Building and Maintenance in Russia in 19th – Early 20th Century / Принцип конкурентности при выдаче концессий на строительство и эксплуатацию железных дорог в России в XIX — начале XX в.	Drozdova Natalia	St. Petersburg State University, Graduate School of Management, Russia
	Conscientiousness of Repeated Purchases: Empirical Study / Добросовестность повторяющихся закупок: эмпирический анализ	Tkachenko Andrey Yakovlev Andrey Ignatyeva Anastasia	National Research University “Higher School of Economics”, Russia
	Financial Instruments of Development		
	Developing Stock Markets and the Macroeconomy	Gilenko Evgenii	St. Petersburg State University, Graduate School of Management, Russia
		Harrison Barry	Nottingham Trent University, UK
	Fiscal Multipliers in Selected Western Balkan Countries	Simovic Hrvoje	University of Zagreb, Croatia
		Deskar-Skrbic Milan	Erstebank Zagreb, Croatia
	The Ruble between the Hammer and the Anvil: The Impact of Economic Sanctions and Oil Price	Kholodilin Konstantin Dreger Christian Ulbricht Dirk Fidrmuc Jarko	DIW Berlin, Germany Zeppelin Universitat, Germany

	Strategy under Uncertainty: Empirical Evidence from Swedish Companies Operating in Russia	Golubeva Olga	Sodertorn University, Sweden
14:15 - 15:15	Lunch		
15:30 – 17:00	Regional Development: Facts and Theories		
	Emerging Markets in Regional Asymmetry Context: Spatial Opportunities and Institutional Limitations (on Materials of Comparative Analysis of Russian Southern Regions) / Развивающиеся рынки в контексте региональной асимметрии: пространственные возможности и институциональные ограничения (на материалах сопоставительного анализа регионов Юга России)	Midler Elena	Southern Federal University, Russia
	Market Access, Product Differentiation and Export Survival: Evidence from Russian Regions	Kadochnikov Sergey Fedyunina Anna	National Research University “Higher School of Economics”, Russia
	Subject Basis of Foreign Economic Activity Management of the Region (Comparative Analysis of Southern Regions of Russia) / Субъектная база управления внешнеэкономической деятельностью региона (сравнительный анализ регионов Юга России)	Evchenko Natalia	Southern Federal University
	Management of Cities		
	Does Urban System Have an Impact on Economic Growth? (Влияет ли структура городской системы на экономический рост?)	Kolomak Evgenia	Institute of Economics and Industrial Engineering Russian Academy of Science, Russia

	Evaluation of Alternative Institutional Arrangements in Public Utilities	Ermishina Anna	Southern Federal University, Russia
	Post-urban Development in Russia: Forms of Lifestyles	Donchevsky Grigory Ermishina Anna	Southern Federal University, Russia

October 17, 2015

Time	Paper Title	Moderator/speaker/presenter	Affiliation
10.00 – 11.30	Performance Measurement in Healthcare		
	Empirical Assessments of Effective Labour Agreements in Russian Healthcare: the Case of Sverdlovskaya Area / Эмпирические оценки эффективных трудовых контрактов в российском здравоохранении: случай Свердловской области	Kalabina Elena	Ural State University of Economics, Russia
	Financing on Performance in Healthcare / Финансирование по результатам деятельности в здравоохранении	Sklyar Tatiana	St. Petersburg State University, Graduate School of Management, Russia
	Performance Measurement in Healthcare Organizations: St. Petersburg Public Hospitals' Practices at Glance	Fedotov Yuri Iablonskii Kazimir	St. Petersburg State University, Graduate School of Management, Russia
	Management of Human Resources		
	Is Flexible Labor Good for Innovation? Evidence from Russian Firm-level Data	Smirnikh Larisa	National Research University "Higher School of Economics", Russia
	Employment Elasticity in Subjects of Russian Federation (Эластичность занятости в субъектах РФ)	Giltman Marina Votyakova Aleksandra	Tyumen State University, Russia

	Assessment of the Effects of the New Public Management Tools Using for Lecturers Activity at the Universities	Kurbatova Margarita Kagan Elena	Kemerovo State University, Russia
11:30 - 12:00	Coffee break		
12:00 - 14:15	Strategic Planning in Healthcare Markets		
	The Strategies of Pharmaceutical Companies in Modern Russian Pharmaceutical Market: Business Perspectives	Gilenko Evgenii Polovnikov Iliya	St. Petersburg State University, Graduate School of Management, Russia
	Increase of Personnel Customer Orientation in State Healthcare Organizations in Russian Federation / Повышение клиентоориентированности персонала государственных организаций здравоохранения в Российской Федерации	Sheresheva Marina Kostanyan Ani	Lomonosov Moscow State University, Russia
	The Strategy of Market Penetration as an Innovation Strategy	Ivanov Andrei	St. Petersburg State University, Graduate School of Management, Russia
	Some Lessons from the Governance of Resource-Rich Economies		
	Is Political Monopoly Harmful for Countries Rich in Natural Resources? (Вредна ли политическая монополия для стран богатых природными ресурсами?)	Vasilyeva Olga	Amur State University, Russia
	Industrial Policy Design, Innovations and Quality of Institutions: Lessons from Resource-Rich Economies	Garanina Olga Pokrovskaya Nadezhda	St. Petersburg State University, Graduate School of Management, Russia St. Petersburg State University of Economics, Russia

	The Role of Vertical Integration in Petrol Retail Pricing in Russian Federation/ Роль вертикальной интеграции в формировании цен на розничном рынке бензина в РФ	Sokolova Ekaterina	St. Petersburg State University, Graduate School of Management, Russia
14:30 - 15:15	Lunch		
15:30 – 17:00	Round Table: Innovations in Healthcare		



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PPP-Track (October 15, 2015)

- Round-table “PPP Development in the Field of Airports”
- Round-table “PPP Development in the Field of Roads”
- Debates “International PPP Standards in the Field of Transport”

**Track Chair: Svetlana Maslova (Head of the Center for PPP Studies, Associate Professor, Department of Public Administration;
Graduate School of Management, St. Petersburg University, Russia)**

Place: Graduate School of Management, St. Petersburg State University (Campus at Mikhailovskaya Dacha)
Working languages: English & Russian

Introductory Part

Time	Session (place)	Moderator/speaker/presenter	Affiliation, Country
12.00 – 12.15	UNECE International PPP Standards and Best Practice Guides: Review of the Development Process	Geoffrey Hamilton	UNECE, Switzerland
		Svetlana Maslova	Graduate School of Management SPbU, Russia



Round-table “PPP Development in the Field of Airports”

Time	Session (place)	Moderator/speaker/presenter	Affiliation
12:15 – 14:15	Review of the Most Suitable PPP Models for Airports and the Case of Pulkovo Airport	Margarita Belyaeva	Northern Capital Gateway (Pulkovo Airport), Russia
	Main Issues of PPP Agreements and Concession Agreements for Airports	Rosário Macário	Lisbon Technical University, Portugal
		Oleg Pankratov (Andrey Kiselev)	VTB Capital, UK & Russia
			Gazprombank, Russia
14:30 – 15:15	Lunch		

Round-table “PPP Development in the Field of Roads”

Time	Session (place)	Moderator/speaker/presenter	Affiliation
15:30 – 17:30	Main Issues of PPP Agreements and Concession Agreements for Roads: the Case of the Russian Federation	Konstantin Popov	State Company “Russian Highways”, Russia
	Evaluating Success and Limitations in Funding and Financing PPP Road Projects in Europe	Felix Villalba-Romero	University of Central Lancashire, UK
	Risk Matrices in PPP Projects in the Field of Roads	Athena Roumboutsos	University of the Aegean, Greece
	First Belarusian Pilot PPP Project in Roads Sector, Implemented in Partnership with the EBRD and the IFC	Alena Daderkina	United Nations Development Programme, Belarus
	Best and Worst PPP Practices in the Field of Roads	Andrey Yushkov (+ S. Gromova, O. Pluzhnikova, E. Ilyasov)	Leontief Centre (Graduate School of Management SPbU), Russia
17:30 – 18:00	Coffee break		

Debates “International PPP Standards in the Field of Transport”

Time	Participants of the debates	Issues to be discussed
18:00 – 19:30	Svetlana Maslova – moderator; Geoffrey Hamilton (UNECE), Tony Bonnici (UNECE), Andrew Ivanov (GSOM SPbU), Margarita Belyaeva (Pulkovo Airport), Alexey Bnatov (Nothern Capital Highway), Alena Daderkina (UNDP), Pavel Karpunin (Capital Legal Services), Vladimir Kilinkarov (Maxima Legal), Rosário Macário (Lisbon Technical University), Konstantin Popov (Russian Highways), Dmitry Pronchatov (Russian Federal Road Agency), Felix Villalba-Romero (University of Central Lancashire), Athena Roumboutsos (University of the Aegean), Elena Semenova (Federal Road Agency), Olga Shumeiko (Administration of Civil Airports and Airfields)	<ul style="list-style-type: none"> • The most suitable PPP models for transport projects (airports, roads); • Opportunities and challenges with financial models and payment mechanisms of PPP in the field of transport; • Lessons from the best and worst practices of PPP in the field of transport and their applications.



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International Research Conference “GSOM Emerging Markets Conference-2015: Business and Government Perspectives”

Strategic Finance in Emerging Markets

Track Chair: Alexander Bukhvalov (Professor, Finance and Accounting Department, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English (session 1, Russian – session 2)

October 15, 2015

Time	Paper Title	Moderator/speaker/presenter	Affiliation
12:00-14:15	Mobilizing Big Investments in Emerging Economy: Russian Renewable Energy Framework Case	Kozlova Mariia , Collan Mikhael	Lappeenranta University of Technology, Finland
	Analysis of the Impact of Mergers and Acquisitions at the Fundamental Value of Companies at the Emerging Markets	Rogova Elena, Luzina Daria	National Research University “Higher School of Economics”, Russia
	Russian Commercial Banks’ Motivation for Setting Currency Bid-Ask Spreads	Savenkov Philip, Okulov Vitaliy	St. Petersburg State University, Graduate School of Management, Russia



	Improvement of Approach to Covenants Choice as Instrument of Credit Risk Reduction	Belyaev Ruslan	St. Petersburg State University, Graduate School of Management, Russia Citibank
	Prediction of Profit Manipulation Level in Russian Companies	Nikulin Egor, Zinchenko Andrey	St. Petersburg State University, Graduate School of Management, Russia
14:30 - 15:15	Lunch		
15:30 – 17:30	In Russian		
	The Indicators of the Economic Crisis on the Emerging Markets (Индикаторы экономического кризиса на развивающихся рынках)	Loukianova Anna, Smirnova Ekaterina	St. Petersburg State University, Graduate School of Management, Russia
	Sufficiency of Bank Capital: Problems of Transfer to New Standards (Достаточность капитала банков: проблемы перехода на новые стандарты)	Pustovalova Tatiana, Ganieva Rita	St. Petersburg State University, Graduate School of Management, Russia
	Capital Structure Modelling in Russian Public Corporations (Моделирование структуры капитала российских открытых акционерных обществ)	Gorlina Yulia	St. Petersburg State University, Graduate School of Management, Russia
	Local Financial Development and Economic Growth: Evidence from Russian Regions (Финансовое развитие и экономический рост регионов: на примере регионов России)	Vasilyeva Olga Kovshun Yulia	Amur State University, Russia Far East State Agricultural University, Russia



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Teaching English in Business Schools: Language Competence for Future Global Leaders

Track Chair: Elena Orlova (Associate Professor, Department of Languages for Academic and Business Communication, St. Petersburg University Graduate School of Management, Russia)

Place: Graduate School of Management, St. Petersburg State University

Working language: English

October 16, 2015

Time	Session (place)		
10:00 – 11:45	Plenary session Interdiscursive Performance in English for Business Communication	Vijay Bhatia	Language for Specific Purposes and Professional Communication Association for Asia-Pacific
	Teaching English for the International Workplace: Meeting the Challenge	Evan Frendo	<i>Business English Guru,</i> Germany
	Languages at Business Schools: An Academic and Professional Needs Analysis as a Prerequisite for Development of Skills-focused Programmes	Elena Orlova Iuliia Goman Tatiana Martynova Ekaterina Zarutckaia Tatiana Rybina	St. Petersburg State University, Faculty of Philology, Russia
11:45 - 12:15	Coffee break		



12:15 – 14:15	Aim and Purpose Inversion in English Language Classroom: Bullet Points	Elena Arhipova	St. Petersburg State University, Faculty of Philology, Russia
	On the Development of a Method of Assessing and Improving Skills in Language Management of Students Involved in Teaching in English	Natalia Cherenkova Vitaly Cherenkov	St. Petersburg State University of Economics Russia St. Petersburg State University, Graduate School of Management, Russia
	The Formation of Professional Competences in the Sphere of Management	Yulia Neyman	Saint-Petersburg State University of Economics, Russia St. Petersburg University Graduate School of Management, Russia
	The Many Faces of the English Language	Tatiana Repina	St. Petersburg State University, Faculty of Philology, Russia
	Distance Learning of Foreign Languages: Developing and Monitoring Programmes	Tatiana Markova Irina Glazkova	Ural State University of Economics
14:30 - 15:15	Lunch		
Workshops			
15:30 – 17:00	Reconceptualising English for Professional Communication Programme	Vijay Bhatia	Language for Specific Purposes and Professional Communication Association for Asia-Pacific
	Writing Discrete Item Exercises for Business English Teaching	Evan Frendo	<i>Business English Guru</i> , Germany
17:00 – 17: 15	Coffee break		
17: 15 – 18:40	Roundtable ‘Teaching English in Business Schools: Trends and Prospects’	Elena Orlova	St. Petersburg University Faculty of Philology, Russia
	Wrap-up and Closing	Elena Orlova	St. Petersburg University Faculty of Philology, Russia