

# **PROGRAMME**

## **12TH INTERNATIONAL GSOM ECONOMY&MANAGEMENT CONFERENCE 2025 (EMC 2025)**

**Management and Economics in a Multipolar  
World: Looking to the Future**

**October 1-4, 2025**

# Welcome speech EMC 2025



Dear guests and participants,

On behalf of the Programme Committee, I am pleased to welcome you to the **12th Annual International Scientific “Economy and Management” Conference (EMC 2025)** in the Graduate School of Management at Saint Petersburg University.

EMC 2025 topic: **“Management and Economics in a Multipolar World: Looking to the Future”** addresses discussions on sustainable development and efficiency in the fields of economics, management and finance in a rapidly changing world.

We will explore how businesses, financial institutions, and economies can adapt their strategies to thrive in this complex environment, focusing on resilience, innovation, and cross-border collaboration.

We received a wealth of outstanding submissions this year, leading to a diverse agenda that includes esteemed scholars from countries such as Russia, China, India, Morocco, Nigeria, Turkey. Participants from across Russia, from Kaliningrad to Vladivostok, enrich our gathering.

This conference serves as an invaluable platform for networking with new colleagues, establishing scientific connections, and nurturing future research collaborations.

We are glad to present our distinguished keynote speakers this year, who will contribute to our plenary session: Professor Sergey Bobylev from the Lomonosov Moscow State University, Professor Li Yin from Harbin Institute of Technology in China, and Anna Kulashova, Managing Director of Kaspersky Lab in Russia and CIS and Alexander Shchelkanov, Chief Business publication Vedomosti North-West.

We hope you find both the conference and your stay in Saint Petersburg enjoyable! To make the most of your experience, we encourage you to engage with our full schedule of associated events. These include practical master classes, insightful sessions with the Russian Management Journal, and a variety of social activities designed to foster networking and conversation in a more relaxed setting.

We would like to extend sincere gratitude to all members of the Programme Committee and conference staff for their invaluable support in developing the EMC 2025 programme.

Thank you for being a part of EMC 2025!

Diana Dmitrieva, Associate Professor, GSOM SPbU,  
EMC 2025 Programme Chair.

## Programme Committee

1. **Diana Dmitrieva**, Head of the Programme Committee; Associate Professor, Department of Strategic and International Management, Graduate School of Management, Saint Petersburg University, Chairman;
2. **Olga Alkanova**, Associate Professor, Department of Marketing, Graduate School of Management, Saint Petersburg University;
3. **Yury Blagov**, Associate Professor, Department of Strategic and International Management, Graduate School of Management, Saint Petersburg University;
4. **Karina Bogatyreva**, Associate Professor, Department of Strategic and International Management, Graduate School of Management, Saint Petersburg University;
5. **Olga Verkhovskaya**, Associate Professor, Department of Strategic and International Management, Graduate School of Management, Saint Petersburg University;
6. **Darko Vukovic**, Associate Professor, Department of Finance and Accounting, Graduate School of Management, Saint Petersburg University;
7. **Tatyana Gavrilova**, Professor, Department of Information Technologies in Management, Graduate School of Management, Saint Petersburg University;
8. **Anastasia Golubeva**, Associate Professor, Department of State and Municipal Administration, Graduate School of Management, Saint Petersburg University;
9. **Nikolay Zenkevich**, Associate Professor, Department of Operational Management, Department of Information Technologies in Management, Graduate School of Management, Saint Petersburg University;
10. **Tatyana Klemina**, Senior Lecturer, Department of Strategic and International Management, Graduate School of Management, Saint Petersburg University;
11. **Tatyana Martynova**, Associate Professor, Department of Foreign Languages in Management, Saint Petersburg University;
12. **Olga Nikiforova**, Associate Professor, Department of Organizational Behavior and Personnel Management, Graduate School of Management, Saint Petersburg University;
13. **Andrey Panibratov**, Professor, Department of Strategic and International Management, Graduate School of Management, Saint Petersburg University;
14. **Elena Rogova**, Professor, Department of Finance and Accounting, Graduate School of Management, Saint Petersburg University;
15. **Maria Smirnova**, Associate Professor, Department of Marketing, Graduate School of Management, Saint Petersburg University;

16. **Yuriy Fedotov**, Associate Professor, Department of Operational Management, Graduate School of Management, Saint Petersburg University;
17. **Victoria Tsybova**, Associate Professor, Department of Organizational Behavior and Personnel Management, Graduate School of Management, Saint Petersburg University;
18. **Dmitry Balandin**, Vice President for Economics and Finance;
19. **Sergey Bobylev**, Head Department of Environmental Economics at Lomonosov Moscow State University, Professor, Honored Scientist of the Russian Federation, Academician of the Russian Academy of Natural Sciences and the Russian Academy of Natural Sciences, UN expert;
20. **Dmitry Vasiliev**, Head of the Electric Power Industry Regulation Department, Federal Antimonopoly Service of Russia;
21. **Elena Gorbashko**, Vice-Rector for Research at St. Petersburg State University of Economics;
22. **Zoran Grubisic**, Professor, Dean of the Faculty of Economics, Belgrade Banking Academy;
23. **Gin Jiafei**, Professor, Secretary General of the Alliance of Business Schools "One Belt, One Road";
24. **Victor Ivanov**, Professor, Department of Credit Theory and Financial Management, Saint Petersburg University;
25. **Irina Ivashkovskaya**, Professor, Head of the School of Finance, National Research University Higher School of Economics;
26. **Roman Pinus**, Deputy Chairman, Finance Committee, St. Petersburg Administration;
27. **Ludmila Ruzhanskaya**, Professor, Head of the Department of International Economics and Management, Ural Federal University named by the First President of Russia B. N. Yeltsin;
28. **Yong Zhang**, Professor, Dean of the Faculty of Economics, Fudan University;
29. **Marina Sheresheva**, Professor, Department of Applied Institutional Economics, Lomonosov Moscow State University;
30. **Almira Yusupova**, Head of the Department of Management, Novosibirsk State University; leading researcher, IESS SB RAS;
31. **Kazimir Yablonsky**, Director of the Department of Economics and Digital Transformation, Ministry of Health of the Russian Federation;
32. **Hao Liu**, Head of the School of Global Management at the Beijing Institute of Technology;
33. **Wang Jian**, Professor, Head of the School of Management, Harbin Polytechnic University.

## Organizing Committee

1. **Daria Kochetkova**, Head of the Organizing Committee, Manager, Center of market efficiency and applied finance research, Graduate School of Management, Saint Petersburg University;
2. **Nikita Porokhin**, Project Coordinator; Leading specialist, Grants and scientific awards coordination and support department, Research support service Saint Petersburg University;
3. **Pavel Bychkov**, Responsible for Marketing and PR; Head of the Marketing Department in the area of Marketing and Media Communications Management, Saint Petersburg University;
4. **Olga Karateeva**, Responsible for documentation support; a leading specialist in the organization of events and corporate projects in the field of management, Saint Petersburg University;
5. **Yuriy Ekimov**, Responsible for technical support; Deputy Head of the USIT of St. Petersburg State University in the field of management, Director of IT at Graduate School of Management, Saint Petersburg University;
6. **Anastasia Smirnova**, Responsible for the organization of the classroom fund; commandant of the UKO No. 2 of the REO No. 7 of the UGI of Saint Petersburg University

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# October 1, 2025 (Wednesday)

## Doctoral colloquium

Track Chair: Diana Dmitrieva, Elena Rogova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00 – 14:30</b>  <b>Volkhovsky lane 3, The Graduate School of Management at St Petersburg University</b>  <b>Room 204</b>  <b>Language:</b> English  <b>Session Type:</b> Hybrid	Opening Session. How to complete your PhD journey and become a prominent scholar		
	10.00 – 10.30	Dr Kazi Sohag, GSOM SPbU	Publishing in Top Journals: A Guide for Business and Economics Scholars
	10.30 – 11.00	Dr Adel Dalal, GSOM SPbU	A PhD journey: how to sustain and succeed
	11.00 – 11.25	Aleksandr Ivanov	The effects of ESG strategy implementation on employer branding in the context of socio-economic uncertainty
	11.25 – 11.50	Yunxi Lu	Resource orchestration by small and medium-sized enterprises in challenging environments: main approaches (bricolage and bootstrapping) and performance implications ( <i>online</i> )
	11.55 – 12.20	Naomi David	The Role of Artificial Intelligence in Shaping Entrepreneurial Firms' Innovation Capabilities ( <i>online</i> )
	12.20 – 12.40	<b>Break</b>	
	12.40 – 13.05	Petr Balunov	Antecedents of firms' post-crowdfunding performance
	13.05 – 13.30	Denis Karakay	Development of quantum computing algorithm for dynamic portfolio optimization in shifting market regimes
	13.30 – 13.55	Yulia Kharlamova	Shaping of Behavioral Patterns of Educational Content Consumer in order to Enhance the Effectiveness of Educational Platform
	13.55 – 14.20	Darya Ivanikhina	Human Resource Management Strategies in the Context of AI Implementation

# October 2, 2025 (Thursday)

## Plenary session

Track Chair: Yury Blagov, Diana Dmitrieva, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

11:00-13:00 Room 1301	Plenary session			<b>Session Chair:</b> Yury Blagov, Diana Dmitrieva, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline
		<i>Speaker</i>	<i>Affiliation</i>	<i>Title</i>
	1	Olga Dergunova	Director of the Graduate School of Management at St Petersburg University	Welcome speech
	2	Sergey Bobylev	Doctor of Economics, Professor at Lomonosov Moscow State University, Honored Scientist of the Russian Federation, Academician of the Russian Academy of Natural Sciences and the Russian Academy of Ecology, expert of the United Nations	Challenges of Sustainable Development and Global Economic Transformation: A New Paradigm
	3	Li Yin	School of Management, Harbin Institute of Technology, Harbin	Integration and Economic Cooperation: Russia's and China's Response to Global Challenges
	4	Anna Kulashova	Managing Director in Russia and CIS countries, Kaspersky Lab	Transformation of Modern Management in the Era of Technological Challenges
	5	Alexander Shchelkanov	Business publication Vedomosti North-West	The Economy of Trust as the Basis of Sovereignty: The Strategic Role of Media in Forming National Competitive Advantages and Information Security of the Country.
<b>Coffee break / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» / VR laboratory tour (60 min)</b>				



## Track «Business and society in a multipolar world»

Track Chair: Yury Blagov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

14:00-15:30 Room 2229	<b>Business and society in a multipolar world -1</b>			<b>Session Chair:</b> Yulia Aray, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Vladislava Galitsyna Michael Akim	Graduate School of Business HSE University	Russian shipbuilding for the Arctic: selecting sustainable technologies for industry players via global best practice analysis
	2	Rasuli Ghulam Shafiq	Ural Federal University	Governing water in a multipolar world: the interplay of state, business, and society in addressing water security challenges
	3	Aleksandra Volkova Ekaterina Ivanova Aleksandr Vorobev Flavio Martins Michael Akim	HSE University HSE University HSE University Faculty of Medicine, University de São Paulo, Brazil HSE University	Terroir-driven sustainability: a multi-country analysis of regenerative winemaking in Europe
	4	Olga Rumyantseva Mikhail Akim Olga Teplova	Independent expert in energy HSE University European University at Saint Petersburg	Overview of the CCUS technologies in BRICS countries (in Russian)
	5	Yury Kurmangaliev	The Gubkin Russian State University of Oil and Gas	Sustainability management of oil and gas companies: from theory to practice in the context of geopolitical instability (in Russian)
	<b>Coffee break (30 min)</b>			

16:00-17:30 Room 2229	<b>Business and society in a multipolar world -2</b>			<b>Session Chair:</b> Yury Blagov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Natalya Vukovich Anna Averina Kristina Stefanova	HSE University	Comparative analysis of sustainable development in Russia and India: from CSR to the national standard
	2	Ekaterina Ivanova Flavio Martins Arina Simonova Yury Blagov Aurora Díaz-Soloaga	HSE University Faculty of Medicine, University de São Paulo, Brazil HSE University The Graduate School of Management, Saint-Petersburg University Almaty Management University	Beyond reporting: ESG dashboards as catalysts for improved sustainability management in globalized world
	3	Diana Hotnyanskaya	The Graduate School of Management at St Petersburg University	The impact of M&A deals on the ESG performance of Chinese acquiring firms
	4	Danil Govyadov Daria Klishevich	The Graduate School of Management at St Petersburg University	Nonprofit entrepreneurial orientation in cross-sector partnerships: cross-country analysis
	5	Yulia Fomina Svetlana Apenko Oxana Klimenko	State University of Management Dostoevsky Omsk State University Russian Presidential Academy of National Economy and Public Administration	I-SEE-PM: a comprehensive model for assessing sustainability in project management in developing countries
	6	Olga Lvova	Lomonosov Moscow State University, School of Public Administration	Restoring corporate sustainability of a distressed business within integration: an approach to investment assessment (in Russian)

	7	Yulia Aray Diana Dmitrieva Karina Bogatyreva	The Graduate School of Management at St Petersburg University	The impact of state ownership on CSR disclosure of Russian and Chinese companies
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## Track «Human capital development: challenges of a multipolar world»

Track Chair: Olga Nikiforova, Victoria Tsybova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>14:00-15:30 Room 1209</b>	<b>Human capital development: challenges of a multipolar world</b>			<b>Session Chair:</b> Olga Nikiforova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Muhammad Faisal Quratulain Burhan	SZABIST University	Unlocking the intellectual capital paradox: the key to organizational agility through ambidextrous leadership and organizational identification (in Russian)
	2	Iuliia Naidenova Sophia Paklina Anna Daviy	HSE University	ERP systems and their impact on business efficiency amid IT talent demand
	3	Kseniya Grigoreva Maria Plakhotnik	HSE University	Can attitudes towards STARA use enhance extra-role service performance of frontline employees? Evidence from fuel retail
	4	Evgeniya Shenkman	HSE University	Reward systems and their impact on esports players: differences between strongest and weakest participants
<i>Coffee break (30 min)</i>				
<b>16:00-17:30 Room 1209</b>	<b>Human capital development: challenges of a multipolar world</b>			<b>Session Chair:</b> Olga Nikiforova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline

		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Svetlana Dolzhenko	Ural State University of Economics	Overcoming the personnel shortage through increased productivity and the development of prudent thinking (in Russian)
	2	Vera Minina	HSE University , St. Petersburg	Bullshit jobs in the structure of reproduction factors of human capital in an organization
	3	Svetlana Apenko	Dostoevsky Omsk State University	Professional and supra-professional project competencies
	4	Olga Nikiforova Oleg Ivanov Tatyana Marfina	The Graduate School of Management at St Petersburg University	Immersive technologies for education: implementing VR-simulators for developing soft-skills
	5	Tatiana Aleksandrova	HSE University	Middle management in modern era: role, leadership and competences
<b>Coffee break (30 min)</b>				
<b>18:00-19:30 Room 1209</b>	<b>Human capital development: challenges of a multipolar world</b>			<b>Session Chair:</b> Olga Nikiforova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Muhammad Faisal Quratulain Burhan	SZABIST University	Perfectionism is not always noxious role of a perfectionist leader leading towards task performance: a mediated moderated model (in Russian)
	2	Ksenia Rozhkova Nataliya Yemelina Sergey Roshchin Pavel Travkin	HSE University	Overeducation among Russian university graduate (in Russian)
	3	Olga Belyak Elena Kalabina	Ural State University of Economics	A study of generational differences in knowledge sharing (in Russian)
	4	Darya Emelyanova Olga Kalinina	Peter the Great St. Petersburg Polytechnic University	Theoretical and methodological aspects of managing university scientific and teaching staff in the context of the human-centered concept (in Russian)

## Track «"Global south" and firms' strategies»

Track Chair: Andrey Panibratov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

14:00-15:30 Room 2250	"Global south" and firms' strategies		Session Chair: Daria Klishevich, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia Session Language: English, Russian Session Type: Hybrid	
		Authors	Affiliation	Title
	1	Guo Wanting Kaifeng Yan Marina Latukha	The Graduate School of Management at St Petersburg University	The impact of adaptive culture on employee resilience in technological turbulence: The evidence from China
	2	Guo Wanting	The Graduate School of Management at St Petersburg University	Employee resilience towards corporate sustainable development in technological turbulence: the mediating role of psychological availability
	3	Daria Sokolova	Far Eastern University	The Chinese SMEs integration: regional sociocultural points (the Russian far east case)
	4	Daniil Prokofyev	Russian Presidential Academy of National Economy and Public Administration	Strategies of Asian companies in Russia under the economic embargo (in Russian)
	5	Zhanna Belyaeva Yana Lopatkova Ibrahim Alnafra Shujaat Abbas	Ural Federal University	Evaluating ESG performance theoretical basis to improve the multidimensional competitiveness of BRICS+ companies
Coffee break (30 min)				
16:00-17:30 Room 2250	"Global south" and firms' strategies		Session Chair: Daria Klishevich, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia Session Language: English, Russian Session Type: Offline	
		Authors	Affiliation	Title
	1	Liubov Ermolaeva Yana Khotnyanskaya	The Graduate School of Management at St Petersburg University  St. Petersburg State University	The impact of digital transformation strategies on the performance of Russian SMEs

	2	Zhao Yanan	Tomsk State University	Green credit policy and corporate ESG strategy in emerging markets: evidence from China
	3	Alexandra Kurmanova	Russian Presidential Academy of National Economy and Public Administration	Integration policy of China in the context of the modern world economy (in Russian)
	4	Daria Klishevich Liubov Ermolaeva	The Graduate School of Management at St Petersburg University	Unpacking dynamic capabilities: the effect of sensing, seizing and transforming on firm's performance during COVID-19 pandemic
<b>Coffee break (30 min)</b>				

## Track «Language and professional communication in business and business education»

Track Chair: Tatiana Martynova, Albina Kaminskaya, St Petersburg University (SPbU), Russia

<b>14:00-15:30 Room 1220</b>	<b>Language and professional communication in business and business education</b>			<b>Session Chair:</b> Tatiana Martynova, St Petersburg University (SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Tatiana Martynova	Department of Foreign Languages in Management, St Petersburg University	Opening of the track. Welcome speech. (in Russian)
	2	Tatiana Martynova	Department of Foreign Languages in Management, St Petersburg University	Communication is at the level of gratitude. Learning to express gratitude. (in Russian)
	3	Vadim Klimachev	Gazprom Corporate Institute Group of International Educational	The shaping and realizing a model of communicative leadership in continuing development and occupational retraining of managers at Gazprom Corporate Institute (in Russian)
	4	Tatiana Skopintseva	New Economic School	Looking for ELF pronunciation core for Russian ESP and EAP learners
	5	Olga Arakelian	LinguaKontakt Translation School	The dynamics of the translation market development after 2020. where and how do translators work and what do they learn (in Russian)
<b>Coffee break (30 min)</b>				

<b>16:00-17:30 Room 1220</b>	<b>Language and professional communication in business and business education</b>			<b>Session Chair:</b> Tatiana Martynova, St Petersburg University (SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Alina Karelina Elena Suvorova Andrey Volkov	Far Eastern University	Student feedback through adaptive comparative judgement: enhancing dialogue in the global scientific dialogue course
	2	Elena Belyaeva	Saint Petersburg State University	Towards language diversity in business education
	3	Eleonora Nikolaeva Olga Drozdova	MGIMO University	Written foreign language: challenges for students of non-linguistic universities (in Russian)
<b>Coffee break (30 min)</b>				
<b>18:00-19:30 Room 2202</b>	<b>The round table:</b> «The future of languages and professional communication in business education. How to prepare students to work in a new multipolar world?»			

## Track «Marketing in the era of turbulence: challenges for research and teaching»

Track Chairs: Maria Smirnova, Olga Alkanova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>14:00-15:30 online</b>	<b>Marketing in the era of turbulence: challenges for research and teaching</b>			<b>Session Chair:</b> Maria Smirnova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Online
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Onewo Theophilus Zhanna Belyaeva	Ural Federal University	Electronic word-of-mouth advertising and consumer behavior in Nigeria's e-commerce sector
	2	Leyla Bakotina	St. Claire's College	Gen Z and decorative cosmetics: Redefining seasonality, brand loyalty, and beauty norms in a turbulent era

	3	Abhishek Milli Vera Butkouskaya	HSE University	Comparative study of AI-enabled services in shaping customer experience and competitive advantage
<b>Coffee break (30 min)</b>				
<b>16:00-17:30 online</b>	<b>Marketing in the era of turbulence: challenges for research and teaching</b>			<b>Session Chair:</b> Maria Smirnova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Online
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Alina Izmailova	ITMO University	Artificial intelligence tools in managing digital marketing communications of an enterprise (in Russian)
	2	Anna Matveeva	HSE University	Modern model of service quality management in health resort and medical organizations (in Russian)
	3	Yulia Daria Semenova Anna Provorova Sofia Kulikova	HSE University	The use of neuromarketing in analyzing the impact of packaging on consumer preferences: a study of consumers' willingness to pay for honey using EEG (in Russian)
	4	Mikhail Bodrov Elena Sharko	HSE University	The role of marketing communications in e-grocery: Assessment of consumer behavior (in Russian)
	5	Olga Gulakova Polina Efremova Vera Rebyazina	HSE University	The Russian fashion market: challenges and opportunities (in Russian)
<b>Coffee break (30 min)</b>				



## Track «Operations management and business informatics»

Track Chair: Nikolay Zenkevich, Tatyana Gavrilova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>14:00-15:30</b>  <b>Room 2223</b>	<b>Operations management and business informatics</b>			<b>Session Chair:</b> Tatyana Gavrilova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia  <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid	<b>14:00-15:30</b>  <b>Room 1207</b>	<b>Operations management and business informatics</b>			<b>Session Chair:</b> Yuriy Fedotov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia  <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>			<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Bayode Olusanya Babatunde  Aminat Abass	Federal University Oye Ekiti	Revolutionizing performance: the role of process automation in shaping stakeholder outcomes in Nigeria's food and beverage sector (in Russian)		1	Ekaterina Gurova	HSE University	Features of using PIM systems as a decision support tool for product portfolio management (in Russian)
	2	Yufan Sun  Tatiana Gavrilova	Saint Petersburg State University	Mapping innovation: a systemic mind map of emerging business models in AI		2	Mariia Malkina	Ural Federal University	Digitalization and firms' integration into global value Chains: what determines the choice between direct and indirect export? (in Russian)

	3	Andrey Zyatchin  Anita Badzhadzh	The Graduate School of Management at St Petersburg University	Factors influencing consumer purchase decision on the Russian e-commerce market: the case of household goods		3	Ivan Okuskov	HSE University	Operational efficiency in the IT domain: concept formalization and measurement approaches (in Russian)
	4	Ruslan Beysenbaev	The Graduate School of Management at St Petersburg University	A reverse logistics system integration decision model		4	Sergey Kolesnichenko-Yanushev Daria Emelyanova Natalya Klyuchareva	Peter the Great St. Petersburg Polytechnic University	Verification at an industrial enterprise. problems and solutions (in Russian)
Coffee break (30 min)									
16:00-17:30  Room 2226	Operations management and business informatics			Session Chair: Nikolay Zenkevich, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia Session Language: English Session Type: Hybrid	16:00-17:30  Room 1207	Operations management and business informatics			Session Chair: Yuriy Fedotov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia Session Language: Russian Session Type: Hybrid
		Authors	Affiliation	Title			Authors	Affiliation	Title
	1	Changyi Zhao	Tomsk State University	Dynamic process adaptation framework: data-driven decision making for supply Chains in VUCA environments		1	Tanya Stanko Pavel Sharakhin Oksana Zhiroch	The Graduate School of Management at St Petersburg University	About the ISW teaching excellence development program: a comparative study of Implementation at a business school and a technical university (in Russian)

	2	Viktoriia Shipovalova Nikolay Zenkevich	The Graduate School of Management at St Petersburg University	The digital marketing funnel as a tool for increasing company revenue		2	Alina Izmailova	ITMO University	The type of digital product as a life cycle design factor (in Russian)
	3	Michel Alejandro Nova Alarcon	Saint Petersburg State University	Technology decoupling sustainability in emergent markets ML Model.					

## Track «On improving effectiveness and increasing efficiency in the public sector»

Track Chair: Tatiana Sklyar, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

14:00-15:30 Room 1212	On improving effectiveness and increasing efficiency in the public sector			<b>Session Chair:</b> Tatyana Sklyar, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Dmitry Vasiliev	HSE University	The impact of federal investment programs on the development of Russian regions in the context of fiscal federalism (in Russian)
	2	Timur Gusaruk	Legislative Assembly of Leningrad oblast	Public administration and artificial intelligence: new challenges on the example of appeals processing (in Russian)
	3	Olga Kharlamova Daniil Sandler Larisa Malysheva	Ural Federal University	Organizational design of universities in a digital context: strategic orientations, technologies and digital business models (in Russian)
	4	Natalia Buletova	Russian Presidential Academy of National Economy and Public Administration	Budgetary and financial security of the region and the impact of digital technologies on its change
	5	Tatyana Zhuravleva Kirill Afanasiev	HSE University	Not more appropriate when unpunishable: normative expectations resist institutional change
	6	Daniil Subatovich	The Graduate School of Management at St Petersburg University	Socio-economic aspects of regulation of the low-alcohol beverages market: adapting state policy to transforming generation Z preferences
<i>Coffee break (30 min)</i>				
16:00-17:30 Room 1212	On improving effectiveness and increasing efficiency in the public sector			<b>Session Chair:</b> Tatyana Sklyar, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline

		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Anastasia Streltsova	The Graduate School of Management at St Petersburg University	Modern measures of state support for small and medium enterprises: evidence from Saint Petersburg
	2	Evgeny Blagov Daniil Maslov	The Graduate School of Management at St Petersburg University	Factors of readiness of students of higher education institutions to create technological startups (in Russian)
	3	Angelina Shimanskaya	The Graduate School of Management at St Petersburg University	Implementation of project management in the public sector: critical success and failure factors of government projects (the case of St. Petersburg agglomeration)
	4	Liudmila Tkachenko	Tomsk State University	Economic welfare and efficiency (in Russian)
	5	Ksenia Tagakova	Saint Petersburg State University	Interaction of stakeholders in the process of development of tourism projects in the Leningrad region
	6	Veronika Churkina	Saint Petersburg State University	Business' readiness for adoption of the domestic software in Russia: barriers and incentives
	7	Vadislava Galisyna Michael Akim	HSE University	Russian shipbuilding for the arctic: selecting sustainable technologies for Industry players via global best practice analysis

## Track «An entrepreneurial response to the challenges of a multipolar world»

Track Chair: Karina Bogatyreva, Olga Verkhovskaya, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>14:00-15:30 Room 2226</b>	<b>An entrepreneurial response to the challenges of a multipolar world</b>			<b>Session Chair:</b> Karina Bogatyreva, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Karina Bogatyreva Rafik Smara Jerome Lambert	The Graduate School of Management at St Petersburg University	Examining the impact of low- and high-veracity big data on SMEs' performance: does ambidexterity matter?
	2	Petr Balunov	The Graduate School of Management at St Petersburg University	Determinants of new venture performance: anatomy of success

	3	Yunxi Lu	The Graduate School of Management at St Petersburg University	Industrial robots and self-employment: substitution or opportunity?
	4	Maria Malinina	HSE University	Servant leadership in action: how CEOs drive company social and Environmental performance through company bricolage behavior
	5	Rafik Smara Karina Bogatyreva	The Graduate School of Management at St Petersburg University	Navigating organizational ambidexterity: tracing intellectual roots and charting future research directions
<b>Coffee break (30 min)</b>				
<b>16:00-17:30 Room 2222</b>	<b>An entrepreneurial response to the challenges of a multipolar world</b>			<b>Session Chair:</b> Olga Verkhovskaya, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Otabek Abdukhalilov Radmila Abrambekova	Saint Petersburg State University	Individual factors influencing the transition from entrepreneurial intentions to actions among Russian students
	2	Almira Yusupova Nataliya Kravchenko Sophia Khalimova	Novosibirsk State University	Key factors of innovative and absorptive capacity of regional economy (in Russian)
	3	Dmitry Volodin Victor Krakovich Roman Makurin Mariya Molodchik	HSE University, Perm	Research on the phenomenon of zombie firms for Russian small and medium-sized enterprises (in Russian)
<b>Coffee break (30 min)</b>				
<b>18:00-19:30 Room 2226</b>	The Round Table			

## Track «Strategic finance»

Track Chair: Elena Rogova, The Graduate School of Management at St Petersburg University  
(GSOM SPbU), Russia

<b>14:00-15:30</b> <b>Room 2222</b>	<b>Corporate governance: the Russian context</b>			<b>Session Chair</b> Liudmila Ruzhanskaya, Ural Federal University, Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Maria Kokoreva	HSE University	Foreign ownership and capital structure in Russia: between flexibility and constraint
	2	Alexander Muravyev	HSE University, St Petersburg and Institute of Labor Economics – IZA, Bonn	Board size and company performance: evidence from a natural experiment
	3	Marcos Belayhun Dessie Liudmila Ruzhanskaya	Ural Federal University	The role of board composition in shaping risk management and strategic decision-making; evidence from the Russian banking sector (in Russian)
<b>Coffee break (30 min)</b>				
<b>16:00-17:30</b> <b>Room 2201</b>	<b>Corporate governance: the role of CEO</b>			<b>Session Chair:</b> Anastasia Stepanova, HSE University, Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Svetlana Grigorieva Maria Kokoreva Anastasia Stepanova	HSE University	Portrait of a Russian CEO: a 20-year retrospective (in Russian)
	2	Dmitry Podukhovich Anastasia Stepanova	HSE University	What characteristics of boards of directors can mitigate the problem of a CEO's short horizon? An example of Russian companies (in Russian)
	3	Ekaterina Akhmetgalina Marina Zavertyaeva	HSE University, Perm	The impact of CEO's characteristics on the financial stability of Russian companies (in Russian)
<b>Coffee break (30 min)</b>				
<b>18:00-19:00</b> <b>Room 1207</b>	<b>Special report</b>			
	1	Maxim Storchevoy Daria Kochetkova Elena Rogova	The Graduate School of Management at St Petersburg University	ESG rating for companies in the North-West 2025: preliminary results (in Russian)

## Special track «Financial innovation and risk management»

Track Chair: Alexander Karminsky, HSE University, Russia

<b>14:00-15:30</b> <b>Room 2225</b>	<b>Innovative modeling methods</b>			Session Chair: Alexey Morgunov, HSE University, Russia <b>Session Language:</b> Russian <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Alexey Morgunov Nikita Permyakov	HSE University	Improving the accuracy of predicting the probability of default of corporate borrowers by using information about their economic environment (in Russian)
	2	Maria Shchepeleva Namig Kerimov	HSE University	Building a system of leading indicators of banking crises using machine learning methods.
	3	Nikolay Voytov	HSE University	Causal vector models for conducting quasi-experiments based on macroeconomic data
	4	Zolotnikova Angelina	HSE University	The impact of the introduction of artificial intelligence on the financial performance of Russian companies
<b><i>Coffee break (30 min)</i></b>				



# October 3, 2025 (Friday)

## Track «Business and society in a multipolar world»

Track Chair: Yury Blagov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

10:00-11:30 Room 2229	Business and society in a multipolar world -3			Session Chair: Yury Blagov The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia Session Language: Russian Session Type: Hybrid
		Authors	Affiliation	Title
	1	Veronika Kabalina Yana Pristupa	HSE University	Assessment of the impact of social investments on the sustainable development of the company's regions of operation (in Russian)
	2	Zhanna Belyaeva Yana Lopatkova Ibrahim Alnafra	Ural Federal University	SDGs-classification and evaluation of university ESG projects using AI (in Russian)
	3	Lyudmila Ruzhanskaya Anna Fedyunina	Ural Federal University HSE University	Corporate governance mechanisms and the transition to renewable energy (in Russian)
	4	Alla Bobyleva	Lomonosov Moscow State University	Sustainable development-based business strategies as a driver of long-term success (in Russian)
	5	Elena Yakhontova Anton Konkin Georgy Zaitsev	Russian Presidential Academy of National Economy and Public Administration	Socio-cultural environment and sustainability of Russian companies in a turbulent world (in Russian)
	6	Yury Blagov Darya Kaledzhi	The Graduate School of Management at St Petersburg University	Corporate volunteering strategies of Russian companies (in Russian)
Coffee break (30 min)				
12:00-14:00 Room 2229	Round table «Social entrepreneurship: More than an idea»			Session Chair: Yulia Aray, Yury Blagov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia  Session Language: Russian Session Type: Hybrid
Coffee break / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya				

<b><i>Dacha» / VR laboratory tour (60 min)</i></b>		
<b>15:00-17:00 Room 2229</b>	<b>Round table for managers "Corporate volunteering"</b>	<b>Session Chair:</b> Yury Blagov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid

## **Track «Human capital development: challenges of a multipolar world»**

Track Chair: Nikiforova Olga, Victoria Tsybova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

10:00-11:30 Room 2226	Human capital development: challenges of a multipolar world			Session Chair: Victoria : Tsybova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia Session Language: English, Russian Session Type: Hybrid
		Authors	Affiliation	Title
	1	Victoria Kolesnikova Nikolay Lepekhin	Saint Petersburg State University	The importance of anticipatory competence for the resilience of an organization
	2	Aleksandr Ivanov	Saint Petersburg State University	ESG disenchantment? the impact of employees’ views on ESG compliance on employer brand perception and organizational attractiveness: study of generational differences
	3	Laith Yahya Yulia Fomina	State University of Management	Current strategies for developing project teams in Syria
	4	Ekaterina Batyukhnova	MGIMO University	Knowledge migration: The importance of attracting students to enhance national competitiveness (in Russian)
Coffee break (30 min)				
12:00-14:00 Room 2226	Human capital development: challenges of a multipolar world			Session Chair: Alexandra Bordunos, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia Session Language: Russian Session Type: Hybrid
		Authors	Affiliation	Title

	1	Taisia Tagiltseva Sofya Kosheleva	Saint Petersburg State University	The impact of well-being programs on the work-life balance of IT employees (in Russian)
	2	Vladimir Ivanov Evgeniya Shenkman	HSE University	Strategic behavior of competitors: how expectations of future stages influence current decisions in tournaments (in Russian)
	3	Alexandra Koval Olga Trofimenko	Saint Petersburg State University	The methodology of business training in the development of professional competencies (in Russian)
	4	Mariia Mirzoeva Anastasia Stepanova	HSE University	The impact of CEO's propensity to Innovate on investment activity of Russian companies (in Russian)
	5	Nataliya Zubova Natalya Kolyada	NEKWEYL Consulting Company  Russian Presidential Academy of National Economy and Public Administration	The place of additional professional education in the personnel development strategy in the context of constant changes (in Russian)
	6	Elena Stegnii	HSE University	Systematic review of approaches to assessing team effectiveness: an integrative model (in Russian)
<b>Coffee break / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dach» / VR laboratory tour (60 min)</b>				
<b>15:00-17:00 Room 2226</b>	<b>Human capital development: challenges of a multipolar world</b>			<b>Session Chair:</b> Victoria Tsybova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Abigail Onifade Onaolapo Opeyemi Samuel Timothy Oluwabukunmi Oyebode Onewo Theophilus Tobi	Ural Federal University	Electronic human resource management (E-HRM) practices and organizational performance: evidence from Nigerian banking industry (in Russian)
	2	Mikhail Tolstobrov  Gennagiy Tolstobrov	«SSHPT+»  «UWBT+»	Changing the innovative corporate culture of small businesses in the context of geopolitical confrontation (in Russian)
	3	Alayi Yeerlan	Ural Federal University	Challenges and strategies for human capital development in a multipolar world: an empirical

				study on the example of Chinese migrant workers in Russia (in Russian)
	4	Sun Fang	Tomsk State University	The impact of population aging on the structure of professional skills using the example of China (in Russian)

## Track «"Global south" and firms' strategies»

Track Chair: Andrey Panibratov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-11:30 Room 2250</b>	<b>"Global south" and firms' strategies</b>			<b>Session Chair:</b> Olga Garanina, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Wang Yunping Andrey Panibratov	The Graduate School of Management at St Petersburg University	How belt and road initiative influence the partner countries' talent cultivation strategy
	2	Diana Gulbekova Liubov Ermolaeva	Saint Petersburg State University	Redefining collaboration: the changing role of Russian SMEs in MNEs value chains
	3	Maksim Vurganov	HSE University	BRICS+ single digital currency in the context of technological competition: opportunities and limitations (in Russian)
	4	Olga Garanina Daria Zukova	The Graduate School of Management at St Petersburg University Saint Petersburg State University	Sustainability transitions of Russian multinationals
<b>Coffee break (30 min)</b>				

## Track «Language and professional communication in business and business education»

Track Chair: Tatiana Martynova, Albina Kaminskaya, St Petersburg University (SPbU), Russia

10:00-11:30 Room 1214	Language and professional communication in business and business education			Session Chair: Tatiana Martynova, St Petersburg University (SPbU), Russia Session Language: English, Russian Session Type: Offline
		Authors	Affiliation	Title
	1	Anna Kascheeva Tatiana Golechkova	New Economic School	Identifying students’ gaps to prepare them for academic and professional written communication
	2	Vitaly Cherenkov Alexander Tanichev	The Graduate School of Management at St Petersburg University Baltic State Technical University	Issues of terminological ontology of the subject area of sustainability marketing (in Russian)
	3	Elizaveta Lovyagina	Empathium Laboratory	Emotional Intelligence: effective communication management (in Russian)
	4	Elena Bugreeva	Saint Petersburg State University	Cultural codes in oral business communication (in Russian)
	5	Natalia Motornyuk Olga Lankina	The Saint-Petersburg M.P. Mussorgsky Music College Saint Petersburg State University	The path to the listener's heart: musical education through training and marketing communications based on the case of HSE St. Petersburg State University and the St. Petersburg Mussorgsky Music College (in Russian)
Coffee break (30 min)				
12:00-14:00 Room 1214	Language and professional communication in business and business education			Session Chair: Tatiana Martynova, St Petersburg University (SPbU), Russia Session Language: English, Russian Session Type: Offline
		Authors	Affiliation	Title

	1	Victoria Firsanova Anastasia Margolina Yana Khlusova Ekaterina Kostina Anna Fattakhova Maria Megre Sofia Shevtsova Irina Tairova Alice Urikh Ksenia Stepanets Anastasia Kochkurova Tatiana Gurko	HSE University	Virtual assistant for neuro-excellent students (in Russian)
	2	Maria Morozova Elena Kitaeva Olga Ozerova	Saint Petersburg State University	Student conference as a tool of linguistic motivation (in Russian)
	3	Natalia Pavlova Julia Neumann Olga Skovrunskaya Julia Smychenko	Saint Petersburg State University	Motivation factors for mastering a second foreign language as a prerequisite for the professional development of young management professionals in a multipolar world (in Russian)
	4	Julia Neumann Natalia Pavlova	Saint Petersburg State University	Performative practices in business German lessons as a way to increase motivation for studying the subject (in Russian)
	5	Alexandra Koval Olga Trofimenko	Saint Petersburg State University	The methodology of business training in the development of professional competencies
	6	Alexey Stepanov	Russian University of Cooperation (RUC), Kaliningrad Branch	The concept of oral and written professional communication between the members of the aquaculture development project team in the process of applying network planning and management (in Russian)
<b>Coffee break / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dach» / VR laboratory tour (60 min)</b>				
<b>15:00-17:00 Room 1220</b>	<b>Language and professional communication in business and business education</b>			<b>Session Chair:</b> Tatiana Martynova, St Petersburg University (SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>

	1	Svetlana Petrova	North-West Institute of Management — Branch of the Russian Presidential Academy of National Economy and Public Administration	The linguistic and didactic potential of V. Tsoi's song "The Cuckoo" in the educational process (in Russian)
	2	Ekaterina Andreeva	Saint Petersburg State University	Writing abstracts to academic papers - an analytical and creative skill
	3	Albina Kaminskaya	The Graduate School of Management at St Petersburg University	Integration of voice messages into the design of language and communication courses (in Russian)
	4	Alina Sherstneva	Saint Petersburg State University of Telecommunications named after Professor M. A. Bonch-Bruевич	Education development issues (in Russian)
<i>Coffee break (30 min)</i>				

## Track «Marketing in an era of turbulence: challenges for research and teaching»

Track Chair: Maria Smirnova, Olga Alkanova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-11:30 Room 1212</b>	<b>Marketing in the era of turbulence: challenges for research and teaching</b>			<b>Session Chair:</b> Maria Smirnova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Konstantin Aleksanov	Lomonosov Moscow State University	Private Labels at a turning point: challenges of instability and growth Paths (in Russian)
	2	Alexander Strakhov Elizaveta Smirnova Elena Zelenskaya	HSE University	Personal brand of the founder: the Impact of controversial events on the perception of a fashion brand
	3	Daria Lagunova	The Graduate School of Management at St Petersburg University	Development of a communication strategy for a sports organization: the case of the multi-sport complex “sever park arena” (in

				Russian)
	4	Anna Ragozina	HSE University	Perception of Russian pharmaceutical products by doctors and patients as a barrier to import substitution in the pharmaceutical industry (in Russian)
<b>Coffee break (30 min)</b>				
<b>12:00-14:00 Room 1212</b>	<b>Marketing in the era of turbulence: challenges for research and teaching</b>			<b>Session Chair:</b> Maria Smirnova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Alisa Linenko	Saint Petersburg State University	Attracting zoomers in Saint Petersburg to E-grocery: preferred services' attributes and communication methods by gen-Z Carriers (in Russian)
	2	Oleg Golubkov Olga Alkanova	The Graduate School of Management at St Petersburg University	Modeling irrational consumer buying behavior at the stage of early maturity
	3	Victoria Danilova	The Graduate School of Management at St Petersburg University	Consumer decision making in digital products demonstrated in the Edtech field (in Russian)
	4	Yulia Kharlamova	The Graduate School of Management at St Petersburg University	Characteristics of consumer behavior as the brand formation factor of an online educational platform: Literature review
<b>Coffee break / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» / VR laboratory tour (60 min)</b>				
<b>15:00-17:00 Room 1212</b>	<b>Marketing in the era of turbulence: challenges for research and teaching</b>			<b>Session Chair:</b> Maria Smirnova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline



		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Alexander Utkov Anastasiya Shiryaeva	The Graduate School of Management at St Petersburg University	Artificial intelligence in marketing: systematic literature review
	2	Matvey Kryuchkov Vera Butkovskaya Kenan Shukiurov	HSE University	The impact of digital experience, client centricity, and online privacy on omnichannel experience and customer satisfaction
	3	Nikolai Lakhov	Saint Petersburg State University	Value creation architecture in technological B2B projects: a strategic approach to customer experience management and organizational interaction in a corporate group
	4	Alexander Pronin	Germes Group	The project as a special object of research in the B2B markets (in Russian)
	5	Ksenia Kovalchuk	Saint Petersburg State University	The impact of the factor of increased transparency of Yandex Go cab service pricing on consumers' perception of dynamic pricing (in Russian)
<i>Coffee break (30 min)</i>				

## Track «Operations management and business informatics»

Track Chair: Nikolay Zenkevich, Tatyana Gavrilova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-11:30 Room 2223</b>	<b>Operations Management and Business Informatics</b>		<b>Session Chair:</b> Nikolay Zenkevich, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Eduard Gabdukaev Yuliya Naydenova Petr Parshakov	HSE University	Transport infrastructure and economic development: a systematic review of the literature (in Russian)

	2	Svetlana Begicheva	Ural State University of Economics	Spatial modeling of healthcare accessibility using probabilistic methods: a case study of Sverdlovsk oblast (in Russian)
	3	Irina Leshcheva	The Graduate School of Management at St Petersburg University	The impact of production and logistics constraints on competition in the extended Bass model (in Russian)
<b>Coffee break (30 min)</b>				
<b>12:00-14:00 Room 2223</b>	<b>Operations Management and Business Informatics</b>			<b>Session Chair:</b> Irina Leshcheva, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Irina Gladchenko	Lomonosov Moscow State University	Modern challenges for the organization of university education in the era of ChatGPT (in Russian)
	2	Ruslan Mamedguliev Olga Tsukanova	St. Petersburg State Electrotechnical University «LETI»	Implementation of integrations in the company's architecture: strategies for saving data when changing corporate IT-landscape (in Russian)
	3	Mikhail Smirnov Elvira Grinberg	Russian Presidential Academy of National Economy and Public Administration St Petersburg State University	Legal knowledge engineering as a component of lawyers' digital competencies development (in Russian)
<b>Coffee break / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dach» / VR laboratory tour (60 min)</b>				
<b>15:00-17:00 Room 2223</b>	<b>Operations Management and Business Informatics</b>			<b>Session Chair:</b> Irina Leshcheva, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Aleksandr Babkin Elena Shkarupeta	Peter the Great St.Petersburg Polytechnic University	Strategic continuum for the assessment and management of intelligent maturity in industrial ecosystems within the data economy (in Russian)

	2	Yuriy Fedotov Gleb Istrashkin Olga Mikhailova Ekaterina Shvabaur	The Graduate School of Management at St Petersburg University	Forecasting the supply of products to distributors, taking into account the assessment of the quality of their activities (in Russian)
	3	Aleksandra Kilkova Pavel Sharakhin	The Graduate School of Management at St Petersburg University	About the process of selecting new functions in software product development at the post-MVP stage: a study of factors and methods used (in Russian)

## Track «Which are the last trends in public procurement and public-private partnership»

Track Chair: Andrei Ivanov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-11:30 Online</b>	<b>What is really matter for the Public Procurement success</b>		<b>Session Chair:</b> Fuguo Cao, Central University of Finance and Economics (CUFE), China <b>Session Language:</b> English, Russian <b>Session Type:</b> Online	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Dmitriy Kashin Anna Zavorokhina	HSE University, Perm	What drives public procurement of innovations in Russia? Evidence from supplier survey results.
	2	Sergey Tsygankov Artem Maskaev Galust Khudaverdyan	Southern Federal University Rostov State University of Economics	Remedies in public procurement, the federal antimonopoly service, and transaction costs: the impact of centralization (in Russian)
	3	Fuguo Cao	CUFE, China	The Paradigm shift of public-private cooperation towards sustainability
	4	Andrei Ivanov	The Graduate School of Management at St Petersburg University	Is there an optimal formula of price bids' assessment?
<b>Coffee break (30 min)</b>				
<b>12:00-14:00 Online</b>	<b>Economy's development: PPP contribution</b>		<b>Session Chair:</b> Andrei Ivanov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Online	
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>

	1	Svetlana Maslova	Eurasian Development Bank	National PPP centers as central elements of institutional development of PPP in Eurasian space
	2	Saveliy Tuktamyshev Natalia Filatova	Siberian Institute of Management - Branch of the Russian Presidential Academy of National Economy and Public Administration	Public-private partnership as a driver of innovation: the experience of the Novosibirsk region
	3	Yuliya Rodionova Olga Balaeva Nina Ershova	HSE University	What do Russian enterprises need under strengthened sanctions?
	4	Tatyana Kudryavtseva	Peter the Great St. Petersburg Polytechnic University	The digital contract system
	5	Sergey Tsygankov Artem Maskaev Andrei Ivanov	The Graduate School of Management at St Petersburg University	Ensuring national preference in public procurement: regulatory impact assessment (in Russian)

### Track «Strategic finance»

Track Chair: Elena Rogova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-11:30 Room 2222</b>	<b>Strategic sustainability and companies' resilience</b>			<b>Session Chair</b> Irina Ivashkovskaya, HSE University, Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Kasiyet Kambaralieva Alexander Muravyov	HSE University, St. Petersburg	Quasi-independent directors in Russian companies: problem statement and assessment of its scale (in Russian)
	2	Iya Churakova Denis Kartashov Varvara Nazarova Egor Vitman	HSE University, St. Petersburg	Unlocking recovery: the causal effects of R&D persistence during crises
	3	Polina Avanesova	HSE University	Financial stability of Russian medium-sized enterprises during the period of structural changes in the economy in 2021-2024 (in Russian)

	4	Oleg Kazakov Sergey Grishunin	HSE University	The impact of sustainable development on the creditworthiness of Russian non-financial companies (in Russian)
<b>Coffee break (30 min)</b>				
<b>12:00-14:00 Room 2222</b>	<b>Financial markets: innovation, greenium and corporate dynamics</b>			<b>Session Chair:</b> Adel Dalal, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Adel Dalal Vitaliy Okulov Aleksandr Budarin	The Graduate School of Management at St Petersburg University; CBonds	Drivers of foreign-currency bond pricing: evidence from yuan-denominated market in Russia
	2	Konstantin Klimanov Veronika Loginova	Lomonosov Moscow State University	Assessment of the climate risk premium in the Russian capital market (in Russian)
	3	Aleksandr Tomtosov Svetlana Rechmedina Victoria Dobrynskaya	HSE University	Momentum factor or factor momentum in REITs market?
	4	Alexander Abramov Maria Chernova Elena Dzhaokhadze	Russian Presidential Academy of National Economy and Public Administration	Russian IPOs: performance for investors and impact on productivity (in Russian)
	5	Olga Alekseeva Darko Vukovic Carlos Rincon	HSE University, St. Petersburg The Graduate School of Management at St Petersburg University	The effects of ECB's Monetary policy on growth: a sovereign bonds pricing approach
<b>Coffee break / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» / VR laboratory tour (60 min)</b>				
<b>15:00-17.00 Room:2222</b>	<b>ESG practices, measurement and corporate development</b>			<b>Session Chair:</b> Elena Makeeva, HSE University, Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Ivan Lukin	Financial University	The relationship between the

			under the Government of the Russian Federation	quality of non-financial reporting disclosure in the context of the environmental aspect of ESG transformation and capitalization of Russian companies (in Russian)
	2	Yanfei Wu	HSE University	Synergistic effects of digital transformation and ESG practices on new quality productivity in Chinese enterprises
	3	Konstantin Popov Elena Makeeva	HSE University	Board committees and ESG ranking of Russian public companies: does human capital matter?
	4	Victor Chemykhin	ITMO University	ESG-efficiency as a driver of innovative projects: a Russian perspective (in Russian)
	5	Victor Chemykhin Tamara Teplova Tatiana Sokolova David Kissa Sergey Gurov	ITMO University HSE University	ESG factors in the Russian practice and protection against downside risk: A new perspective using Explanatory AI (in Russian)
<b>Coffee break (30 min)</b>				
<b>17:30-19.00 Room: 2222</b>	<b>Financial markets and corporate dynamics</b>			<b>Session Chair:</b> Yulia Ilina, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Olga Alekseeva Varvara Nazarova Sergey Leschev	HSE University, St. Petersburg	The effect of green bonds issuance on the financial performance of the firms
	2	Ilia Kuchin	HSE University	The strategic value of green bonds: a commitment mechanism for corporate transition?
	3	Ilya Kizko Svetlana Grigorieva	HSE University	Voluntary delisting of Russian companies (in Russian)
	4	Denis Zhuchkov Svetlana Perceva	MGIMO University	Conceptualizing venture capital in emerging markets: a comparative study of legal and strategic definitions in Russia and ASEAN
	5	Yulia Ilina Vladislav Lvovich	The Graduate School of Management at St Petersburg University	Digital financial assets as alternative funding instruments for real estate development projects

## Special track «Financial innovation and risk management»

Track Chair: Alexander Karminsky, Head of Laboratory of financial innovations and risk, HSE University, Russia

<b>10:00-11:30 Room 2201</b>	<b>Business assessment and management</b>			<b>Session Chair:</b> Sergey Grishunin, HSE University, Russia <b>Session Language:</b> English <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Konstantin Polyakov Maina Polyakova Alexey Polyakov	HSE University Lomonosov Moscow State University	Statistical relationship of the overall efficiency of industrial companies with a number of non-financial business characteristics (in Russian)
	2	Sergey Grishunin Polyna Dobrynina	HSE University	The impact of sanction crisis on financial results of Russian corporates
	3	Kirill Ozerov	AKRA; HSE University	Approaches to comparing the rating scales of credit rating agencies (in Russian)
	4	Andrey Egorov Alexander Karminsky	HSE University	Strategic controlling of innovation activities of commercial banks
<b><i>Coffee break / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» / VR laboratory tour (60 min)</i></b>				

## Associated event «Russian Journal of Management»

Track Chair: Yuriy Fedotov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia  
All day: Room 1207

# October 4, 2025 (Saturday)

## Track «Marketing in an era of turbulence: challenges for research and teaching»

Track Chair: Maria Smirnova, Olga Alkanova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

10:00-12:00 Room 1212	<b>Marketing in the era of turbulence: challenges for research and teaching</b>			<b>Session Chair:</b> Maria Smirnova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Daria Semenova, Daria Dziabura	HSE University New Economic School	A cased-based approach to developing marketing education in Russia (in Russian)
	2	Vitaly Cherenkov Sergey Starov Igor Gladkikh	The Graduate School of Management at St Petersburg University	Imitation branding strategies (in Russian)
	3	Anita Nanda Vera Butkovskaya	HSE University	Conceptualizing and measuring sustainable marketing communications
	4	Alex Krasnov	Peter the Great St. Petersburg Polytechnic University	Developing an approach to influencer segmentation (in Russian)
	5	Olga Pogrebova Oksana Yuldasheva	Saint Petersburg University of Economics	Researching marketing data in the digital environment to improve the company's content strategy
	<b>Coffee break (30 min)</b>			
12:30-14:30 Room 1212	<b>Marketing in the era of turbulence: challenges for research and teaching</b>			<b>Session Chair:</b> Maria Smirnova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Petr Parshakov Svetlana Mironyuk Natalia Kitaygorodskaya	HSE University SKOLKOVO School of Management	Customer willingness to buy: ecosystem vs. standalone company service offering



	2	Irina Staroverova	Saint Petersburg State University	From market-based assets to market-based impact; Toward a dual-mechanism of value creation
	3	Ksenia Klimenko Ulana Lavrinenko Alena Kapendiukhina Maria Plakhotnik	HSE University	How does university brand awareness impact company recruiters' willingness to hire its graduates? The mediating role of brand image and brand attitude
	4	Anita Nanda Vera Butkovskaya	HSE University	The role of brand image in translating sustainable IMC into consumer value and behavior in fashion retail
	5	Ekaterina Nazarenko Mahmoud Ibraheam Kotb Saleh	The Graduate School of Management at St Petersburg University	From proactive to extrinsic: How varied motivations affect consumer purchase behavior
<b>Coffee break / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» (60 min)</b>				
<b>15:30-17:00 Room 2223</b>	<b>Marketing in the era of turbulence: challenges for research and teaching</b>			<b>Session Chair:</b> Maria Smirnova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid
	<b>ROUND TABLE "Marketing and AI: are there any opportunities to build a strategic advantage?"</b> Questions for discussion: - AI in marketing – what is available today and what to expect tomorrow? - Successful examples and experience, - Internal and external motivation to implement AI, - The introduction of AI: the perspective of the employee and the perspective of the organization. <b>Moderators:</b> • Maria Smirnova, Associate Professor of the Department of Marketing, Director of the Center for Strategic Marketing and Innovation, The Graduate School of Management at St Petersburg University St. Petersburg State University • Olga Alkanova, Associate Professor of the Department of Marketing, Head of the Department of Marketing at The Graduate School of Management at St Petersburg University St. Petersburg State University • Vera Rebyazina, Professor, Head of the Marketing Department, Head of the Scientific and educational laboratory of network forms of organization, National			

	Research University, HSE University • Ekaterina Nazarenko, Assistant Professor of Marketing, The Graduate School of Management at St Petersburg University St. Petersburg State University <b>Speaker:</b> Sharomov Andrey Valentinovich, PhD, Associate Professor of the Marketing Department, PR Director of the HSE University: "Artificial Intelligence in Marketing and Communications: a joint study by the HSE and RASO"
<i>Coffee break (30 min)</i>	

## Track «Smart sustainable cities: challenges and opportunities»

Track Chair: Anastasia Golubeva, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

10:00-12:00 Room 1207	Smart sustainable cities: challenges and opportunities			<b>Session Chair:</b> Egor Starshov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Yannis (Ioannis) Christodoulou  Yulia Aray  Pavel Vinogradov	The Graduate School of Management at St Petersburg University	Institutional and organizational barriers to smart grid adoption in emerging economies: evidence from the Russian Federation
	2	Artem Vaykhonskiy	ITMO University	Analysis of the impact of innovative activities of Russian high-tech companies on the ecological development of territories
	3	Mariia Abramenko  Evgenii Gilenko	The Graduate School of Management at St Petersburg University	Readiness of Saint Petersburg residents to participate in the State renovation program: the case of the «Sosnovaya Polyana» municipal district
	4	Yana Maevskaya	Peter the Great St. Petersburg Polytechnic University	A model of phased implementation of smart city technologies (in Russian)

	5	Radmir Chepenko Danila Fisenko	The Graduate School of Management at St Petersburg University	The ban on "bottling" and its perception by residents: a case of St. Petersburg
<b>Coffee break (30 min)</b>				
<b>12:30-14:30 Room 1207</b>	<b>Smart sustainable cities: challenges and opportunities</b>			<b>Session Chair:</b> Egor Starshov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Elizaveta Romanova	The Graduate School of Management at St Petersburg University	Implantation of the «right to the city» and public value in the context of spatial inequality (using the example of St. Petersburg)
	2	Gleb Verenikin	The Graduate School of Management at St Petersburg University	Features of the formation of urban identity in a smart urban environment (using the example of Innopolis)
	3	Anastasia Golubeva Egor Starshov Victoria Egorova Maria Mashina	The Graduate School of Management at St Petersburg University	Factors for improving the quality of life in Glazov, taking into account the requests of various groups of stakeholders
	4	Mariya Dedova	The Graduate School of Management at St Petersburg University	Systematic analysis of research on marketing and branding of territories in Russia (2020-2024): trends, problems and prospects
	5	Veronika Churkina Mariia Abramenko Leitush Alina Mariya Dedova Anastasia Golubeva	The Graduate School of Management at St Petersburg University	Opportunities for the development of the creative industry and creative self-realization of youth in Kazan: barriers and drivers (in Russian)

## Track «The health care policy, management, and innovations»

Track Chair: Andrei Ivanov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-12:00 Room 2229</b>	<b>What is really matter for hospitals' efficiency</b>			<b>Session Chair:</b> Andrei Ivanov, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>

	1	Svetlana Begicheva Elena Kalabina	Ural State University of Economics	From formality to engagement: how to Improve the effectiveness of mandatory medical check-ups? (results of an empirical study) (in Russian)
	2	Roman Sladkov Irina Lakman	Ufa University of Science and Technology	Markov modeling of the hemodialysis burden in implementing a cost-minimization strategy (in Russian)
	3	Andrei Ivanov Vasily Bobylkov	The Graduate School of Management at St Petersburg University  St. Petersburg City Hospital №26	Application of M. Porter's value chain methodology for restructuring multidisciplinary hospitals' surgical centers
<b>Coffee break (30 min)</b>				
<b>12:30-14:30 Room 2229</b>	<b>The contributions to the patients' behavior modelling</b>			<b>Session Chair:</b> Elena Kalabina, Ural State University of Economics, Russia <b>Session Language:</b> Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Maria Kaneva Sergei Mikheev	Institute of Economics and Industrial Engineering, Siberian Branch of the Russian Academy of Science  Novosibirsk National Research State University	Meta-analysis of the relationship between unemployment and health (2015-2024) (in Russian)
	2	Arsen Davitadze Tatiana Rodionova	ITMO University HSE University	Oral health behavior and dental health care utilization in Russia (in Russian)
	3	Nikita Lisitskii	ITMO University	Determining the prospects for the development of digital innovations in the public sector: the case of healthcare (in Russian)
<b>Coffee break / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» (60 min)</b>				

## Track «Revolutionizing finance: navigating the digital transformation»

Track Chair: Darko Vukovic, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-12:00 Room 2201</b>	<b>Revolutionizing finance: navigating the digital transformation</b>			<b>Session Chair:</b> Darko Vukovic, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Denis Karakay	The Graduate School of Management at St Petersburg University	Beyond the efficient frontier: a critical examination of portfolio theory and its theoretical gaps
	2	Rawnaa Ibrahim Irina Ivashkovskaya	HSE University	Sustainable development: a bibliometric and systematic literature Review
	3	Aleksandr Tronov Victoria Dobrynskaya	HSE University	Switching between momentum and reversal investment strategies in the cryptocurrency market
	4	Serhat Burmaoglu Sinem Duygu Kapci	Izmir Katip Celebi University	Digital transformation in financial auditing a patent-based technology foresight analysis of innovation patterns and readiness assessment
<b>Coffee break (30 min)</b>				
<b>12:30-14:30 Room 2201</b>	<b>Revolutionizing finance: navigating the digital transformation</b>			<b>Session Chair:</b> Adel Dalal, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Hybrid
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Philip Bayode Ibukun Lyudmila Ruzhanskaya	Ural Federal University	Customer perceptions of digital banking challenges and security concerns: impact on customer satisfaction and loyalty in Nigeria
	2	Anastasia Dergileva Victoria Dobrynskaya	HSE University	Pricing of cryptocurrency skewness

	3	Aleksandr Krylov	Lomonosov Moscow State University	Transformation of the banking sector through the introduction of digital technologies into the business model of customer service using the example of Alfa-Bank (in Russian)
	4	Iya Churakova Varvara Nazarova Vu Duc Luong	HSE University	Financial statements fraud detection: classical and modern methods
	5	Nikita Pankratov Maria Chernova	Branch of the Russian Presidential Academy of National Economy and Public Administration	Cryptocurrency as a diversification tool for an individual investor's portfolio (in Russian)

## Track «Strategic finance»

Track Chair: Elena Rogova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia

<b>10:00-12:00 Room 2222</b>	<b>Sustainable corporate growth tools and mechanisms</b>			<b>Session Chair:</b> Olga Volkova, HSE University, Russia <b>Session Language:</b> English, Russian <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Vasily Belykh	Novosibirsk State University of Economics and Management	Hyper-long-term scenario revenue forecasting based on a trend model of sustainable growth (in Russian)
	2	Karim Elzokhari Liudmila Tkachenko	National Research Tomsk State University	The evolution of management accounting: contemporary trends, implications for firm value, and emerging prospects in digital and sustainable firms
	3	Olga Volkova	HSE University, St. Petersburg	Legitimizing sustainable development standards: Accountants and everyone else (in Russian)
<b>Coffee break (30 min)</b>				
<b>12:30-14:30 Room 2222</b>	<b>Mergers and acquisitions</b>			<b>Session Chair:</b> Elena Rogova, The Graduate School of Management at St Petersburg University (GSOM SPbU), Russia <b>Session Language:</b> Russian <b>Session Type:</b> Offline
		<i>Authors</i>	<i>Affiliation</i>	<i>Title</i>
	1	Anna Stavniychuk Olga Markova	Lomonosov Moscow State University	Changes in antitrust regulation and merger activity in Russia. direct effect or price manipulations? (in Russian)

	2	Alexander Afanasyev Svetlana Grigorieva	HSE University	Interconnected directors and companies' propensity for mergers and acquisitions: the role of government involvement (in Russian)
	3	Elizaveta Salova Elena Rogova	The Graduate School of Management, St Petersburg University	The relationship between acquirers' ESG practices and M&A performance: Evidence from the Russian Market
	4	Egor Pashkov Irina Ivashkovskaya	HSE University	Is there a benefit of digital transformation for sustainable development? Analysis of the impact of digital transformation by economic sectors (in Russian)
<b><i>Coffee break / A tour of the ultramodern GSOM St. Petersburg University «Mikhailovskaya Dacha» (60 min)</i></b>				