



Graduate School  
of Management  
St. Petersburg University

7th International  
GSOM Emerging Markets Conference 2020

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



# Track «Marketing during and after COVID-19»

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

**November, 12<sup>th</sup>**

**Program  
Timezone (Moscow time)**

## **Session 1. Marketing tools & innovations**

**Session moderator – Ksenia Golovacheva**

**11:15 – 13:00**

**Snezhana Muravskaia**, Higher School of Economics;  
**Maria Smirnova**, Graduate School of Management, SPbU;  
**Daniil Muravskii**, Higher School of Economics  
*«Introducing perceived gamification in marketing»*

**Megi Gogua**, Graduate School of Management, SPbU  
*«Personalisation in Marketing: Potential Strengths and Weaknesses in the New Realities»*

**Shuvam Chatterjee**, Graduate School of Management, SPbU  
*«Olfactory Marketing & Consumer’s attitude inside retail store atmosphere – A Game Changer»*

**Jidapha Kulpaet, Alisara Rungnontarat Charinsarn**,  
Thammasat Business School, Thailand  
*«To redeem or not to redeem: Consumer decision making in discount coupon redemption»*

## Session 2. Marketing strategies and tactics in the Covid-19 times

Session moderator – Deniz Dalman

14:00-15:45

**Belem Barbosa**, University of Aveiro, Portugal;  
**Zaila Oliveira**, UniChristus, Brazil  
*«The impact of Covid-19 on e-shopping behavior: A phenomenological study with Brazilian consumers»*

**Seda Lafci**, Izmir University of Economics;  
**Kübra Göksu Köstepen**, Manisa Celal Bayar University;  
**Fatmanur Avar**, İzmir Kavram Vocational School  
*«Customer complaints encountered in the food sector during the Covid-19 period»*

**Ekaterina Buzulukova**, National Research University Higher School of Economics;  
**Yulia Tyunina**, National Research University Higher School of Economics  
*«The Impact of Environment, Customers Concerns and Hotel Safety Measures on Booking Intention in the Recent Pandemic»*

**Jieyu Chen**, College of Business & Public Management, Wenzhou-Kean University;  
**Candy Lim Chiu**, College of Business & Public Management, Wenzhou-Kean University  
*"Causes of panic buying and food hoarding during COVID-19 in China"*

## Session 3. Branding and Strategy

Session moderator – Deniz Dalman

16:00-17:45

**Junhong Min**, Michigan Technological University;  
**M. Deniz Dalman**, Graduate School of Management, SPbU;  
*«Managing the geographically-bounded retailers' performance through place branding»*

**Evgeny Blagov, Vitaly Cherenkov, Sergey Starov, Igor Gladkikh, Sergey Kirykov**, Graduate School of Management, SPbU  
*«Overarching ontology of sustainability branding and positioning strategies: a theoretical framework»*

**Maksim Fokeev**, Graduate School of business Higher School of Economics  
*«Value proposition of Russian airlines: drivers and directions of transformation»*

**November, 13<sup>th</sup>**

**Program  
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**Session 4. Analytics and Digital Marketing**

**Session moderator – Johanna Froesen**

**10:30-12:15**

**Oskari Lähdeaho**, LUT University;  
**Olli-Pekka Hilmola**, LUT University  
*«Content Analysis of Finnish Manufacturing Companies’  
Twitter Activity»*

**Johanna Froesen**, Graduate School of Management, SPbU  
*«Marketing Analytics as an organizational capability:  
assessment of performance implications»*

**Olga Alkanova**, Graduate School of Management, SPbU  
**Ruslan Labazanov**, Graduate School of Management,  
SPbU  
*«Measuring Consumer Digital Competence: Evidence from  
the Russian Market»*

**Session 5. Marketing strategies and tactics in the Covid-19 times**

**Session moderator – Johanna Froesen**

**12:30-14:15**

**Yana Katkova**, NRU HSE  
*«Demand for commercial real estate: before & after  
COVID-19»*

**Olga Konnikova**, Saint-Petersburg State University of  
Economics, Russia;  
**Oksana Yuldasheva**, Saint-Petersburg State University of  
Economics, Russia  
*«Consumer pattern transformation during & after Covid-19:  
results of empirical study»*

**Svetlana Berezka**, National Research University Higher  
School of Economics; Lomonosov Moscow State  
University;  
**Marina Sheresheva**, Lomonosov Moscow State University;

**Vera Rebiazina**, National Research University Higher School of Economics

*«Consumers and businesses response to the COVID-19 pandemic: Is it about the digital shift?»*

**Cássia Carvalho, Belem Barbosa**, University of Aveiro, Portugal

*«Brand interactions during a pandemic: The case of Brazilian banks on Instagram»*

**Round table «Bridging the Gap between Academy and Practice: What Do We Know About Consumer Knowledge, Consumer Learning and Consumer Education?» \***

**Moderators:**

**Tatiana Gavrilova, Dmitry Kudryavtsev, Maria Smirnova, Ksenia Golovacheva**

**15:00 – 17:00**

\* The event will be provided in Russian

**November, 14<sup>th</sup>**

**Program  
Timezone (Moscow time)**

**Session 6. Marketing in the times of Covid-19: the case of Chinese market**

**Session moderator – Olga Alkanova**

**10:15-12:15**

**Chenyang Ling**, Wenzhou-Kean University;

**Candy Lim Chiu**, Wenzhou-Kean University

*«Consumer purchase intention to buy organic food during the pandemic in China»*

**Siqi Zhu**, Wenzhou-Kean University

*«Crisis management: How local and foreign restaurant in China response to Covid-19?»*

**Wanying He**, Wenzhou-Kean University

*«Chinese Consumers' Attitudes and Behaviors Towards the Restaurants' Consumption Coupons during the COVID-19»*

**Jing He**, Wenzhou-Kean University

*«Cause-Related Marketing: How Brands are Addressing the Coronavirus?»*

**Jingjing Zeng**, Wenzhou-Kean University  
*"The effect of the specific discount pattern of cosmetic  
retailers in China during the COVID - 19"*

## **Session 7. Consumer behavior**

**Session moderator – Maria Smirnova**

**12:30-14:15**

**Asli Elif Aydin**, Istanbul Bilgi University  
*«Changes in the exercise behavior during the pandemic»*

**Yulia Malchenko**, Graduate School of Management, SPbU  
*«Antecedents of consumer adoption of smart city solutions»*

**Margarita Kravtsova**, PhD Higher School of Economics  
*«The role of customers in public procurement and the  
quality of services: The case of Moscow hospitals»*

**Ksenia Golovacheva, Maria Smirnova, Tatiana  
Gavrilova, Dmitry Kudryavtsev**, Graduate School of  
Management, SPbU  
*«Consumer self-efficacy in the marketplace: who benefits?»*