



THE INTERNATIONAL BRICS GLOBAL BUSINESS & INNOVATION CONFERENCE

SEPTEMBER 14-16
ST. PETERSBURG,
RUSSIA



HIGHER SCHOOL OF ECONOMICS
NATIONAL RESEARCH UNIVERSITY
SAINT PETERSBURG

Welcome from the chairs



**Sergey M.
Kadochnikov.**

The Conference
Programme Committee
Chair, Director, HSE
Saint Petersburg, Dr.
of Economics, Professor

Dear participants,

Higher School of Economics introduces the inaugural BRICS Global Business and Innovation Conference that aims to join researchers from different countries to discuss the issues of global economic development, business competitiveness and innovation. We hope this conference will become a new vigorous place for discussing these important problems. We also intend the place where academic meet practitioners and seek the common vision for the future.

From behalf of the Programme Committee, I wish you to launch very intensive and interesting discussion and to enjoy all the benefits of Saint Petersburg in these days.

Kind regards.



Elena M. Rogova.

The Conference
Organising Committee
Chair, Dean, Saint
Petersburg School
of Economics
and Management, Dr.
of Economics, Professor

Dear Conference participants,

Saint Petersburg School of Economics and Management is a business school with an internationally-oriented vision. We engage acknowledged academics in Economics and Management with the focus on BRICS and emerging economies. We hope this Conference will be a new gravity point for scholars and practitioners, and we will try our best to promote its development and make it a considerable event in Business and Innovation area.

From behalf of the Organising Committee, we hope to make your participation in the Conference comfortable and fruitful.

Best regards.

September 14	
09:00–10:00 Hall on the 4th floor	Registration and welcome coffee
10:00–11:30 Room 435	Plenary session Justin Yifu Lin «China’s Belt and Road Initiative: Implications and Opportunities for the World» Slavo Radosevic «Paths of technology upgrading of BRICS»
11:30–12:00 Rooms 345	Coffee break
12:00–13:30 Room 436	Roundtable “The digital transformation of business: new business scenarios in data-driven economy”
13:30–15:00 Rooms 345	Lunch
15:00–16:30 Rooms 353, 354, 355, 356, 358	The conference tracks: participants’ reports
16:30–17:00 Rooms 345	Coffee break
17:00–18:30 Rooms 353, 354, 355	The conference tracks: participants’ reports
19:30 Crystal Hall (Gatchinskaya Str. 26)	Gala dinner
September 15	
09:00–10:00 Hall on the 4th floor	Registration and welcome coffee
10:00–11:30 Room 436	Plenary session Ravi Ramamurti «The Promise of reverse innovation from emerging markets» Igor Filatotchev «Corporate governance and strategy in emerging markets and Russia: between economic efficiency and social legitimacy»
11:30–12:00 Room 345	Coffee break
12:00–13:30 Room 436	Roundtable “(Re)shaping the curriculum: teaching technology and innovation in changing global environment”
13:30–15:00 Rooms 345	Lunch
15:00–16:30 Rooms 353, 354, 355, 356, 358	The conference tracks: participants’ reports
16:30–17:00 Rooms 345	Coffee break
17:00–18:30 Rooms 353, 354, 355, 356, 358	The conference tracks: participants’ reports
19:30	Bus tour

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Track A. Challenges of New Economy in BRICS

SEPTEMBER 14

Session A1. Collaborative economy — (15.00–16.30 Room 353)

Chair — Romie F. Littrell (PhD, Professor at Department of Management HSE — SPB, Managing Director Centre for Cross Cultural Comparison)

**Sergey Shashnov, Anna Grebenyuk,
Alexander Sokolov, Maxim Kotsemir**

“S&T priorities for BRICS countries: mutual benefits of cooperation”

Qiusheng Zhang, Shuang Wu

“Regulatory challenges in a sharing economy — a case study of the development of China’s DIDI”

Yuan Geng

“Population aging and innovation activities”

Session A2. Sustainable economy — (17.00–18.30 Room 353)

Chair — Romie F. Littrell (PhD, Professor at Department of Management HSE — SPB, Managing Director Centre for Cross Cultural Comparison)

Anna Logacheva

“Sustainable development practices of oil and gas companies from emerging markets”

Svetlana Gutman, Anastasia Basova

“The Arctic zone sustainable development strategy implementation through BRICS realized projects”

Li Wenxing

“Research on the evaluation index system of the steel industry security chain of Chinese Beijing-Tianjin-Hebei”

SEPTEMBER 15

Session A3. Growth & Digitalisation — (17.00–18.30 Room 353)

Chair — Elena Shakina (PhD, Associate Professor at Department of Management, HSE — SPB, Head of International Laboratory of Intangible-driven Economy HSE — Perm)

Ekaterina Litau

“From SMEs (gazelles) to big enterprises (elephants)”

Petr Parshakov, Mariia Molodchik, Sofia Paklina

“Company face in digital space”

Anna Bykova, Mariia Molodchik

“Company growth through intangible-Intensifying strategy in BRICS: a scientometric mapping of publications’ output”

Sergey Revyakin

«E-participation in Moscow: evaluation of government electronic platforms»

Track B. Finance, investments and performance on developing markets

SEPTEMBER 14

Session B1. Investment & Performance — (15.00–16.30 Room 354)

Chair — Nikolay B. Filinov (PhD, Dean of Faculty of Business and Management HSE-Moscow)

Aurora Teixeira

“Foreign direct investment, imports of capital goods, and economic growth: BRICS vs emergent economies”

Elena Shakina, Angel Barajas, Elena Rogova

“Over — and under-investments in intangibles in Russian companies”

Vasilisa Makarova

«How does enterprise risk management reduce the consequences of short-termism?»

Session B2. Financial Markets — (17.00–18.30 Room 354)

Chair — Angel Barajas (PhD, Professor at Department of Finance HSE — SPB, Leading Researcher of International Laboratory of Intangible-driven Economy HSE — Perm)

Olga Khon

“The ambivalence of interest rates on Russian financial market”

Ilya Dergunov

“Predictability in Russian stock market”

Roohollah Zare, Masoud Shirazi

“The asymmetric reaction of stock returns to monetary policy in oil price shocks”

SEPTEMBER 15

Session B3. Disclosure & Financial reporting (15.00–16.30 Room 354)

Chair — Jeff Downing (PhD, Assistant Professor at Department of Finance HSE — SPB)

Natalya Sokolova, Natalia Generalova

“Adoption of IFRSs in Russia: the results of the reforms over a period of a quarter of a century”

Yulia Leevik

“Earnings quality in Russian companies: professional ethics of managerial decisions”

Yulia Naidenova

“R&D disclosure of Russian and European public pharmaceutical companies”

Session B4. Insurance and Banking — (17.00–18.30 Room 354)

Chair — Yulia Leevik (PhD, Associate Professor at Department of Finance HSE — SPB)

Julia Tarasova, Elena Gorodiansko

“The reasons of merger deals on Russian insurance market”

Jeff Downing

“Capital requirements and balance-sheet management by large banks”

Svetlana Bekareva, Ekaterina Meltenisova

“The central banks of the BRICS countries in the new global financial system”

Track C. Human Capital – a key driver of development

SEPTEMBER 14

Session C1. Human Capital — (15.00–16.30 Room 355)

Chair — Anna Bykova (PhD, Researcher of International Laboratory of Intangible-driven Economy HSE — Perm)

Olga Kanakova

“Human resource management as a factor of innovation development in the BRICS countries”

Tatyana Novikova

“Investments in human capital and R&D on the level of innovative projects: problems, methods and mechanisms”

Elena Veretyonnik

“Measuring intellectual capital in public schools of St Petersburg: strategic analysis”

Nadezhda Butryumova

“Study of the entrepreneurial intentions and activities of schoolchildren in Nizhny Novgorod”

Session C2. Labour market — (17.00–18.30 Room 355)

Chair — Paul Smith (PhD, University of Pretoria)

Paul Smith

“Establishing a scientific & educational research centre on Labour Relations / Labour Law in BRICS”

Elena Sychenko, Cynthia Lessa

“The impact of international law on labour law in BRICS: comparing Russian and Brazilian experience”

Julia A. Fomina

“Social entrepreneurship in Russia and India: searching for the institutions of self-organization”

Sergey Ryazantsev

«Labour migration in Russia: Social and demographic aspects and managerial techniques»

Track D. Innovation and technology in BRICS

SEPTEMBER 14

Session D1. Trade & innovation — (15.00–16.30 Room 356)

Chair — Slavo Radosevic (PhD, Professor at School of Slavonic and East European Studies, UCL)

Irina Karzanova

“Open innovations: what can Russian companies learn from the experience of Chinese companies?”

Alexander Leonow

“A strategy of simplified marketing as a new type of a crisis behaviour on emerging markets”

Alina Blinova, Elena Rogova

“The empirical analysis of technical efficiency of Russian retail companies”

Session D2. Knowledge & innovations — (17.00–18.30 Room 356)

Chair — Mariia Molodchik (PhD, Head of Department of Economics and Finance, Senior Researcher of International Laboratory of Intangible-driven Economy HSE — Perm)

Deng Junzhi

“Knowledge management in M&A by innovative companies: the evidence from emerging capital markets”

Nadezhda Ivanova

“Financial imperatives of innovative development: a view from Russia”

Elena Serova, Irina Guryeva

“Health care information technologies Innovation in Russia: comparative analysis and measuring”

SEPTEMBER 15

Session D3. Innovation & Internationalization — (15.00–16.30 Room 356)

Chair — Igor Filatotchev (PhD, Professor at Cass Business School, City University London)

Dmitry Tolmachev, Tatyana Lopatina

“International cooperation in the field of advanced manufacturing technologies: prospects and potential assessment”

Evgeny Bezhin, Alexander Travin

“Business innovation modes in metropolitan innovation systems of Russia, India and China: a comparative perspective”

Grigorii Teplykh

“Export, innovations and productivity: the case of Russia”

Track E. Institutions and Politics in BRICS

SEPTEMBER 14

Session E1. Public policies — (15.00–16.30 Room 358)

Chair — Dennis Coates (PhD, Professor at UMBC, Leading Researcher of International Laboratory of Intangible-driven Economy HSE — Perm)

Varvara Nazarova

“Fiscal freedom: A comparative analysis of G7 and BRICS countries”

Cristian Mardones, Luis Sepúlveda, Pablo Catalán

“Public funding effects on inputs and outputs from the innovative process in Chilean firms”

Anastasia Redkina

“Is the event study methodology useful for merger control analysis in Russia?”

SEPTEMBER 15

Session E2. Institutions and Internationalisation (15.00–16.30 Room 355)

Chair — Felix Lopez-Iturriaga (PhD, Professor at University of Valladolid, Leading Researcher of International Laboratory of Intangible-driven Economy HSE — Perm)

Dennis Coates

“The transmission channels of monetary policy in a period of global rate divergence”

Ruoqi Cao

“New market opportunities and challenges for international companies in the tourism industry under the ‘Belt and Road Initiative’”

Felix Lopez-Iturriaga, Victor Hugo Braz-Bezerra; María Belén Lozano

“Regulatory dualism as a substitutional trust-enhancing mechanism: evidence from Brazil”

Session E3. Institution development — (17.00–18.30 Room 355)

Chair — Elena Serova (PhD, Associate Professor at Department of Management HSE — SPB)

Gul B. Ozcan

“Politically connected firms, elite ties and internalization: the case of ENRC”

Romie F. Littrell

“Crumbling BRICS or increasing influence?”

Arun Sharma, Poonam Sharma

“Exploring tax morale among Indian taxpayers: an empirical analysis”

Antonis P. Skotiniotis

China’s OBOR initiative: implications on BRICS”

Track F. Doctorate and master seminar

SEPTEMBER 14

Session F1. Institutions & Business — (17.00–18.30 Room 358)

Chair — Elena Veretennik (Lecturer at Department of Management HSE — SPB)

Alexey Kartashov

“Manufacturing company with seasonal demand: inventory and production optimization”

Alina Khabibullina

“A real options games approach in biopharmaceutical alliances”

Louisa Selivanovskikh, Marina Latukha

“Global talent management in emerging markets: the role of talent circulation and absorptive capacity in a firm’s performance.”

Andrei German

“Tax incentives to encourage investment in Russia within deoffshorization process”

SEPTEMBER 15

Session F2. Intangibles & investments in new economy — (15.00–16.30 Room 358)

Chair — Varvara Nazarova (PhD, Associate Professor at Department of Finance HSE — SPB)

Anna Mazurkina

“Methods of managing intellectual capital in pharmaceutical companies”

Farida Garipova

“Intellectual capital disclosure in Russian private healthcare sector”

Elena Makarova

“Biographical narratives – new solution for the old issues”

Anna Ivanova

«Influence of institutional factors on export of small and medium-sized enterprises»

Session F3. Innovations & competitiveness - (17.00–18.30 Room 358)

Chair — Elena M. Rogova (PhD, Dean of School of Economics and Management HSE — SPB)

Timur Absalyamov

“Research of the features of the national entrepreneurship development model in the Republic of Tatarstan”

Nisreen A. Shadad

“Increasing national products competitiveness by adhering to high quality foreign standards”

Marina Kalugina

“Sino-Russian cooperation in Central Asia towards Green energy”

Yegor Burda, Irina Volkova

“Development of the target model for the power industry innovation ecosystem”

Roundtables

SEPTEMBER 14

Roundtable «Digital Transformation of Companies: New Business Scenarios in the Knowledge Economy»

Chair — Elena Krom, Editor, RBC Petersburg

Key speakers:

Slava Nesterov — General Director of the St. Petersburg Development Center, DELL EMC

Hermann Epstein — Vice President for Information Technologies, Eastern Europe Carlsberg Group

Mikhail Eschenko — Vice-president, NAURR

Pavel Korotin — Director of MTS in Saint-Petersburg

Inga Petryaevskaya — Vice President, Business Development Tra Robotics

Anna Plemyashova — Business Development Director of Beltel JSC

Mikhail Tarasov — Director for Marketing Projects LLC «Lenta»

SEPTEMBER 15

Roundtable «(Re)shaping the Curriculum: Teaching technology and innovation in changing global environment»

Chairs — **Natalya I. Ivanova**, Academician of RAS, Deputy Director of Primakov National Research Institute of World Economy and International Relations, RAS;

Bruno van Pottelsberghe — Dean of the Solvay Brussels School of Economics and Management, Universite Libre de Bruxelles

Key speakers:

David Ash — EFMD Quality Services Director.

Natalya I. Ivanova — Academician of RAS, Deputy director of Primakov National Research Institute of World Economy and International Relations, RAS

Nikolay Filinov — Dean of Faculty of Business and Management, HSE Moscow

Konstantin Krotov — Head of School, Graduate School of Management, St. Petersburg University

Bruno van Pottelsberghe — Dean of the Solvay Brussels School of Economics and Management, Universite Libre de Bruxelles

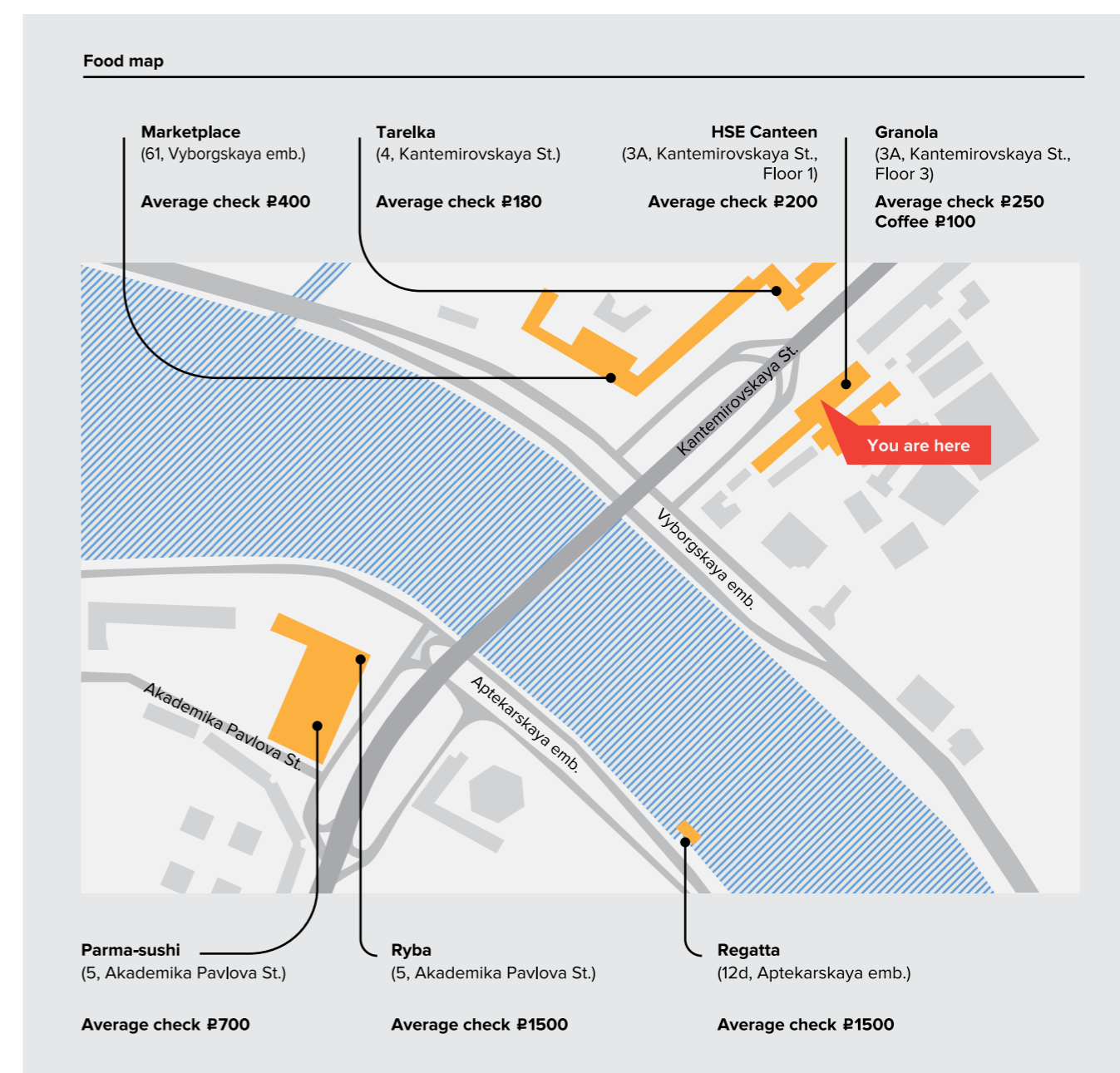
Slavo Radosevic — Professor, University College London

Aurora Teixeira — Faculdade de Economia, Universidade Porto

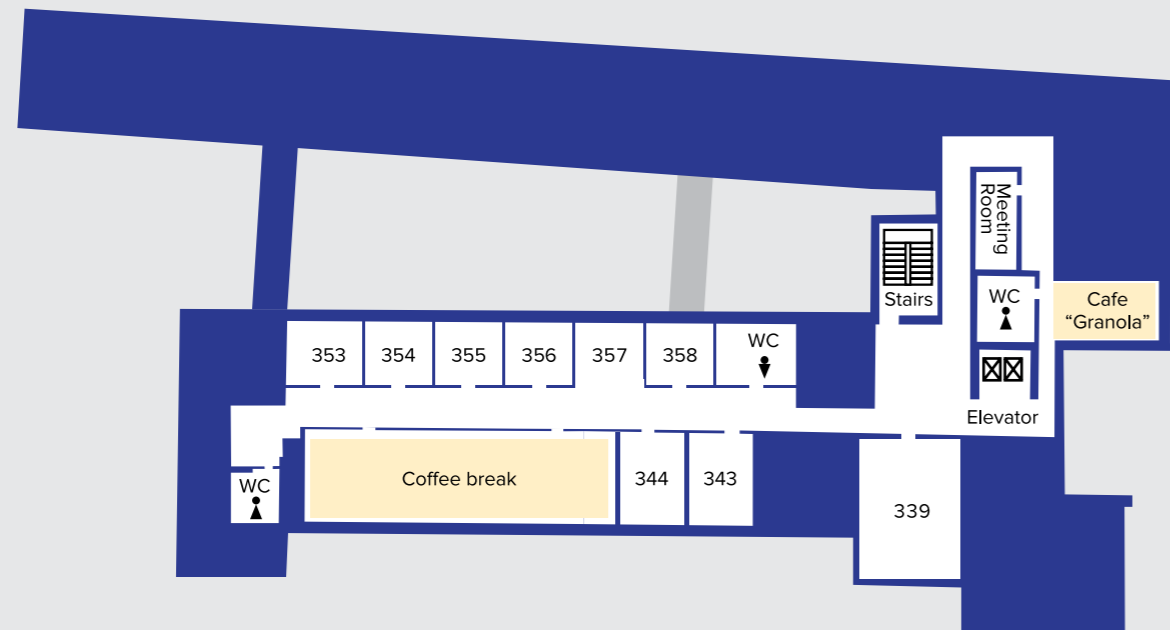
Dmitry Tolmachev — Dean of Graduate School of Economics and Management, Ural Federal University

Julio Urgel — EFMD Senior Advisor & Director of Development Projects in Cuba

Local map and floor plans

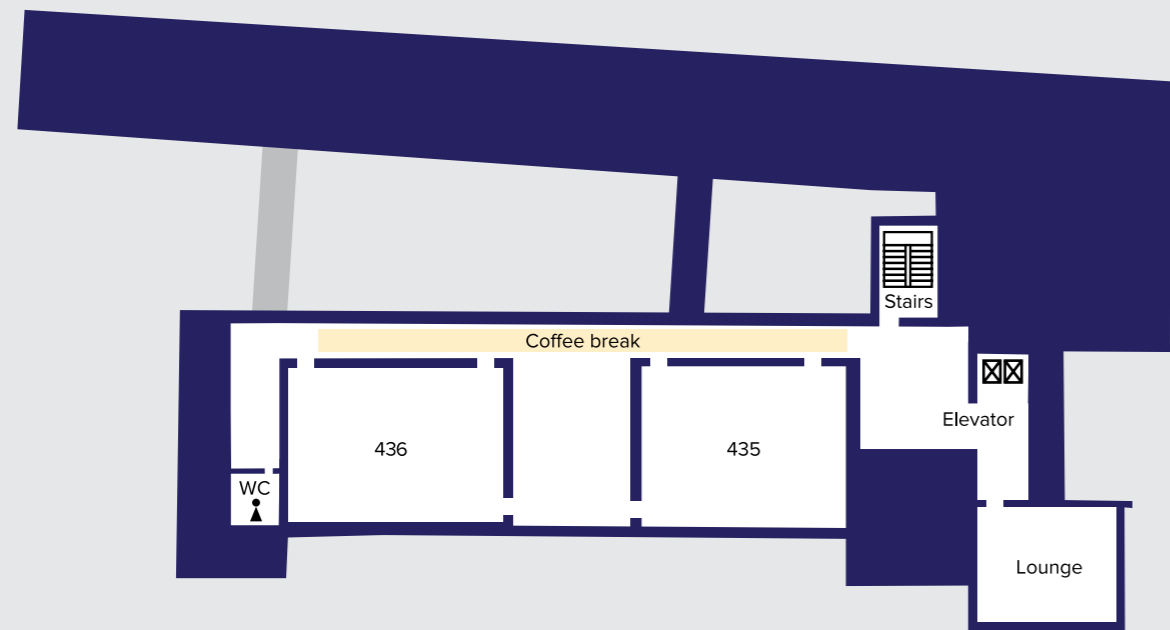


3rd floor



Kantemirovskaya St.

4th floor



Kantemirovskaya St.

Partners

