

## **21<sup>st</sup> September 2018**

|             |  |
|-------------|--|
| 9.00-9.30   | Registration                                       |
| 9.30-10.00  | Opening ceremony                                   |
| 10.00-11.30 | Keynote speeches: Carl F. Fey & Danielle Archibugi |
| 11.30-12.00 | Coffee break                                       |
| 12.00-13.30 | Panel Session QTEM                                 |
| 13.30-14.30 | Lunch  |
| 14.30-16.30 | Parallel sessions (6)                              |
| 16.30-17.00 | Coffee break                                       |
| 17.00-18.30 | Parallel sessions (6)                              |
| 19.30...    | Social Event (Gala dinner)                         |

## **22<sup>nd</sup> September 2018**

|             |   |
|-------------|---|
| 9.00-11.30  | Keynote speeches: Keun Lee & Ilan Alon      |
| 11.30-12.00 | Coffee break                                |
| 12.00-13.30 | Panel Session CIMA/ <b>Meet the Editors</b> |
| 13.30-14.30 | Lunch                                       |
| 14.30-16.30 | Parallel sessions (5)                       |
| 16.30-17.00 | Coffee break                                |
| 17.00-18.30 | Parallel sessions (5)                       |
| 19.30...    | Social Event(Boat trip)                     |

# Parallel Sessions

21<sup>st</sup> September 14.30 – 16:30

## 1.1. Quantitative corporate and international finance (Markets)

Chair: Iuliia Naidenova

Market performance and development prospects of unit-linked insurance plans in Russia.

**Tarasova, I. & Ziazina, V.**

Imposing Sanctions: Consequences for Russian Companies Share Prices. **Naidenova, I.,**

**Novikova, A. & Zakharov, I.**

Thinking beyond Mean Variance Approach to Asset Pricing – A Case of Indian Stock Markets.

**Gupta, P.K. & Nabeel, H.**

Corporate Credit-Spreads, Equity Trading Activities and Economic Growth. **Chatterjee, U.**

## 1.2. Corporate governance Issues

Chair: Félix López-Iturriaga

The Role of Foreign Board Membership in Russia: the Evidence from Social Network Analysis.

**Bykova, A., Zaveritiaeva, M. & Lopez-Iturriaga, F.**

Fuzzy Set Analysis for Bundling Corporate Governance Practices in India. **Gupta, A., Arvind**

**Dangi, A. & Kumar Gupta, P.**

Do top managers characteristics matter for corporate risk taking? Evidence from Russia.

**Zaveritiaeva, M., Lopez-Iturriaga, F. & García-Gómez, C.**

The impact of CEO change under constraints of complexity. **Aleksandrova, E., Grosman, A.**

**Mickiewicz, T. & Liu, X.**

## 1.3. SMART marketing

Chair: Evgeniy Ozhegov

The role of trust in consumer behavior in the Russian e-commerce market. **Daviy, A. &**

**Rebiazina, V.**

Estimation of consumer response to downsizing: the demand for juice in Perm. **Lykova, A.,**

**Ozhegov E. & Gogolev S.**

The Influence of Weather on Multiple Advertising Channels. **Weißmüller, F. & Fetz, S.**

Does time matter: time-varying effect of marketing communications. **Rylova, A., Mitrokhina,**

**E. Ozhegova, A. & Ozhegov, E.**

Theatre-goers' choice of seat and performance: combined revealed-stated preference approach.

**Ozhegova, A. & Ozhegov, E.**

#### 1.4. Corporate innovations and competitive advantages

Chair: Alexander Muravyev

Smart contracts technology in the banking sector as a new financial innovation. **Kuvshinova, V.**

Analysis of the role of state ownership for innovations in Russia. **Teplykh, G.**

Developing Innovation by Entrepreneurs for Business Success: A Service Delivery Perspective. **Alabar, T. & Lim, D. T.**

Modelling resource management in small innovative enterprises. **Krakovich, V.**

#### 1.5. Institutions of public sector: Empirical Evidence

Chair: Leonid Polishchuk

CO2 as strategic issue: How does business legitimize its irresponsibility under the guise of fighting climate change? **Villo, S.**

Alcohol Policies and Crime Rates in Russian Regions. **Volkov, A., Kolosnitsyna, M. & Khorkina, N.**

Identification of supplier potential opportunism in public procurement: results of an empirical study. **Rodionova, Y., Yakovlev, A. & Tkachenko, A.**

Experience and Efficiency in Public Procurement. **Podkolzina, E., Tkachenko, A. & German, N.**

#### 1.6. Quantitative Sports Economics

Chair: Thadeu Gasparetto

Stakeholders' perspective on value measurement of football clubs: Critical discussion on evidence from CEE state. **Perechuda, I. & Pauka, M.**

Spillover effect in promotion: evidence from video game publishers and eSports tournaments. **Parshakov, P. Nadienova, I & Barajas, A.**

Is the professional football more balanced now than before? **Gasparetto, T. & Barajas, A.**

Demand for Tickets for all Brazilian League Tiers. **Gasparetto T. & Barajas, A.**

# Parallel Sessions

21<sup>st</sup> September 17.00 – 18:30

## 2.1. Quantitative corporate and international finance (Risk and Risk Management)

Chair: Jeff Downing

Do High Deposit Interest Rates Signal Bank Default? Evidence from Russian Retail Deposit Market. **Semenova, M. & Bondarenko, M.**

The impact of currency risk on firm's value in emerging countries. **Kuchin, I., Chernotalova, M. & Dranev, Y.**

How corporate risk management reduces the consequences of investment myopia. **Makarova, V.**

A Bank Run in a Classroom: Do Smart Depositors Withdraw On Time? **Semenova, M.**

## 2.2. SMART Marketing and Big data

Chair: Evgeniy Ozhegov

Methods of Machine Learning for Censored Demand Prediction. **Teterina, D. & Ozhegov, E.**

Applying cognitive analysis of social networks' data in aviation marketing. **Matushkin, I.**

Analysis and Management of Collaborative Consumer Networks: Integrated Approach. **Serova, E.**

Spatial Competition in Perm Retail Market. **Gogolev, S. & Ozhegov, E.**

## 2.3. BRICS: emerging trends, leapfrogging and reverse innovations

Chair: Evguenii Zazdravnykh

Startups in Russia: ownership vs. performance. **Guseva, O.**

The impact of Soviet start-ups on the market competition at the late period of transition in Russia. **Zazdravnykh, E. & Shakina, E.**

Country effects on managerial practices in transportation area: Evidence from Russia and Germany. **Alaev, G.**

Relationship management specifics caused by food embargo. **Kusraeva, O.**

## 2.4. National and regional innovation systems

Chair: Darko Vukovic

Determinants of innovation networking strategies: choice of partners, geographical proximity and duration. **Vlasova, V. & Roud, V.**

Bridging technological upgrading and innovation discourses: a firm-level choice between adoption, imitation, and innovation vs. utilization of advanced technologies and organizational concepts. **Roud, V.**

Innovation System in Finance: Local and Regional Attractiveness. **Vukovic, D.**

India & South Asia: Geopolitics, trade linkages and growth spillovers. **Rakesh, K.**

## 2.5. Institutions of public sector: Empirical Evidence

Chair: Andrei Yakovlev

Attitudes towards state economic activity: their tendencies and predictors. **Bryukhanov, M.**

Independent Media and Elections. **Schoors, K., Enikolopov, R., Rochlitz, M. & Zakharov, N.**

Institutions and the Allocation of Talent: Evidence from Russian Regions. **Polishchuk, L., Alexeev, M. & Natkhov, T.**

Public-Private Partnerships: Approaches to Assessing Economic Effects. **Markovskaya, E., Holodkova, V. & Radushinsky, D.**

## 2.6. PhD Session

To be confirmed. For papers selected from the PhD Workshop.

# Parallel Sessions

22nd September 14.30 – 16:30

## 3.1. Corporate and international finance (Performance, Value & Accounting)

Chair: Olga Volkova

Financial Architecture and Firm Performance: Evident from China. **Lin, L. & Kokoreva, M.**

Accounting Standards, Banking Regulation, and Risk-Management by Banks. **Downing, J.**

The future of the accounting profession. New trends and standards. **Leevik, Y**

Fair value in finance: fifty shades of fairness. **Volkova, O.**

### 3.2. Institutions of public sector: Empirical Evidence

Chair: Elena Podkolzina

Using Automobile License Plates in Corruption Measurement. **Eeckhout, T., Natkhov, T., Schoors, K.**

Corruption in Russia: Evidence from License Plates. **Eeckhout, T., Schoors, K., Natkhov, T., Polishchuk, L. & Hoefman, K.**

Female Factor in Perception of Corruption by Bureaucrats: List Experiment Results. **Yakovlev, A., Detkova, P. & Tkachenko, A.**

Corruption as ‘One-Stop-Shop’: Theory and Empirical Analysis. **Polishchuk, L., Kochnev, R. & Rubin, A.**

### 3.3. Intangible-driven economy

Chair: Elena Shakina

The intangible-intensive strategy under crisis. **Gritsuk, S., Kristina, B. & Shalamberidze, S.**

Digital Capital and Performance: Measuring to Manage. **Popova, A. & Vlasov, A.**

Strategic use of the Internet: Evidence from Forbes Global 2000 companies. **Paklina, S., Molodchik, M., Parshakov, P. & Downing, J.**

Intangibles are to be evaluated: hedonic prices approach. **Shakina, E. & Barajas, A.**

### 3.4. Empirical economics, firms and industry studies

Chair: Gerhard Feldmeier

German trade balance surpluses – reason or outcome of macro-economic instability in the global Economy? **Feldmeier, G.**

Do Soviet entrepreneurs explain the entrepreneurial activity in Russia today? **Zazdravnykh, E., Fritsch, M. & Sorgner, A.**

Environmental aspects of data centers market development. **Saltan, A. & van der Ploeg, F.**

Analysing the dynamics of Indian tax potential: an empirical evaluation. **Sharma, A. & Sharma, P.**

### 3.5. Managerial studies & Geopolitics

Chair: Romie Littrell

Ownership structure and R&D: an empirical analysis of Russian listed companies. **Rogova, E. & Aprelkova, G.**

Current situation and future development of the EAEU. **Nurseit, N.**

Business models in event industry. **Elkanova, E.**

Gender Division of Labor in Pig Production: An Experience from Farm Households in The Red River Delta Vietnam. **Hai Ninh, N. & Lebailly, Ph.**

## Parallel Sessions

22<sup>nd</sup> September 17.00 – 18:30

### 4.1. Quantitative corporate and international finance (Monetary issues)

Chair: (to be confirmed)

Financial Architecture Features of Innovative Companies. **Evdokimov, S. & Ivashkovskaya I.V.**

Why high-tech firms decide to hold cash? **Kokoreva, M & Goncharenko, M.**

The managing the risks of a leasing operation. **Kuzmina, E.**

### 4.2. BRICS: emerging trends

Chair: Moinak Maiti

Widening Productivity Gap in the Russian Economy: Firm-Level Analysis. **Bessonova, E.**

Impact of taxation on capital structure in BRICS countries. **Gruzin, A.**

BRICS Capital Markets Co-Movements: A Wavelet Analysis. **Maiti, M.**

### 4.3. Intangibles and innovation

Chair: Félix López-Iturriaga

The role of political ties and political uncertainty on corporate innovation. **López-Iturriaga, F., Santana-Martin, D. J. & Díaz-Díaz, N.L.**

Universities as centres of regional innovation: do national education policies have ‘crowding out’ effects? **Budyldina, N.**

Innovations and Scaling of the Digital Supply Chain. **Travnikov, V.**

### 4.4. Empirical economics, firms and industry studies

Chair: Sergey Kokovin/Evgeniy Ozhegov

Welfare Impact of R&D Cooperation in State Defense Order. **Malykh, S.**

Prediction of demand and tariff optimization for commuter rail transportation. **Ozhegov, E. & Ozhegova, A.**

Examination of opportunity identification by nascent entrepreneurs in South – Western Nigeria: an effectuation perspective. **Abayomi Tunde, O., Agboola, J. & Afolabi, Y**

#### 4.5. Applied network analysis for business and management

Chair: Valentina Kuskova

Perception of headquarter by subsidiary – intra-organizational networks approach. **Milekhina, A., Kuskova, V. & Artyukhova, E.**

Walk-based centrality measures and types of nodes in networks, **Matveenko, V. & Korolev, A.**

A Nested Approach for Portfolio Optimization: Hybridization of genetic algorithm and nonlinear neural network. **Yaman, I., & Erbay Dalkiliç, T.**