



# AMEC

ANALYTICS FOR MANAGEMENT  
AND ECONOMICS CONFERENCE



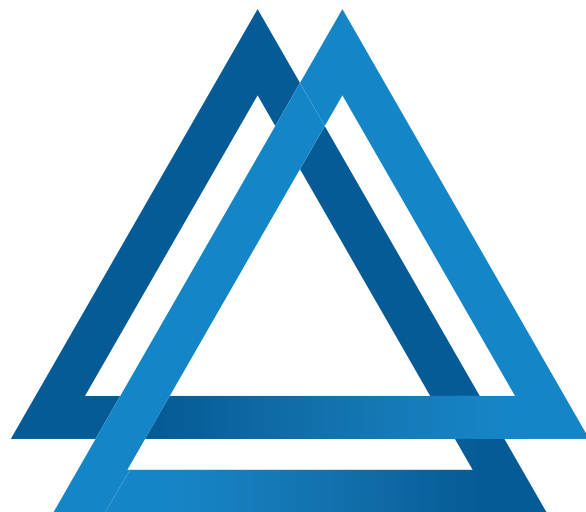
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# AMEC

ANALYTICS FOR MANAGEMENT  
AND ECONOMICS CONFERENCE

St. Petersburg  
2018

# Conference overview

This academic conference is initiated as a response to the emerging and fast-growing trends in Economics and Business management with a particular focus on analytical approaches, data-driven decision making, digital transformation and disruptive innovations in IT. HSE SEM having a pronounced expertise in analytics sees its role in connecting scholars and business practitioners worldwide. We seek to build a knowledge-led ecosystem around quantitative techniques applied to study economic and business phenomena.

## 21st September 2018 Kantemirovskaya, 3A

9:00–9:30	Registration (Hall of the 4th floor)
9:30–10:00	Opening ceremony (room 435)
10:00–11:30	Keynote speeches (room 435): <b>Carl F. Fey: ‘Contingency effects of national culture and institutions on how social networks influence individual creativity’</b> <b>Danielle Archibugi: ‘Will innovation lead a new economic cycle?’</b>
11:30–12:00	Coffee break (Hall of the 4th floor)
12:00–13:30	Panel Session QTEM (room 436)
13:30–14:30	Lunch (rooms 345, 346)
14:30–16:30	Parallel sessions (rooms 343, 358, 353, 354, 355, 356)
16:30–17:00	Coffee break (rooms 345, 346)
17:00–18:30	Parallel sessions (rooms 343, 358, 353, 354, 355, 356)
19:30...	Social Event (Gala dinner)

## 22nd September 2018 Kantemirovskaya, 3A

9:00–11:30	Keynote speeches (room 435): <b>Keun Lee: ‘The Art of Economic Catch-up: Barriers, detours and leapfrogging’</b> <b>Ilan Alon: ‘The Globalization of Emerging Markets Firms: The Case of China’</b>
11:30–12:00	Coffee break
12:00–13:30	Panel Session CIMA (room 435) / Meet the Editors (room 436)
13:30–14:30	Lunch (rooms 345, 346)
14:30–16:30	Parallel sessions (rooms 343, 353, 354, 355, 356, 358)
16:30–17:00	Coffee break (rooms 345, 346)
17:00–18:30	Parallel sessions (rooms 343, 353, 354, 355, 356, 358)
19:30...	Social Event (Boat trip)

# Keynote speakers



**Keun LEE**, Professor of Economics at Seoul National University, former President of Asia-Pacific Innovation Network, an Editor of Research Policy, Associate Editor-in-Chief of Asian Journal of Technology Innovation, a Member of Scientific Board, Globelics ([www.Globelics.org](http://www.Globelics.org))



**Daniele ARCHIBUGI**, Professor of Innovation, Governance and Public Policy, Department of Management Birkbeck, University of London, Research Director at the Italian National Research Council (CNR) in Rome, affiliated at the Institute on Population and Social Policy (IRPPS)



**Carl F. FEY**, Professor of International Business at Aalto University School of Business in Helsinki, Finland, Founder of the Russian Management Research Caucus held each year at the Academy of Management Meetings since 2007



**Ilan ALON**, Professor of Strategy and International Marketing at the School of Business and Law at the University of Agder, Head of International Affairs for the School of Business and Law at the University of Agder, and leader of the Emerging Markets research group. He is also Editor-in-Chief of the International Journal of Emerging Markets and the European Journal of International Management

# Parallel Sessions 1

21st September 14:30–16:30

## 1. Quantitative corporate and international finance (Markets) — room 343

**Chair: Iuliia Naidenova** (PhD, Senior Lecturer at School of Economics and Finance, HSE-Perm)

**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.*

## 2. Corporate governance Issues — room 358

**Chair: Félix López-Iturriaga** (PhD, Professor at University of Valladolid, Leading Researcher of International Laboratory of Intangible-driven Economy HSE-Perm)

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

*Bykova, A., Zavertiaeva, 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.**

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

**The impact of CEO change under constraints of complexity.**

*Aleksandrova, E., Grosman, A. Mickiewicz, T. & Liu, X.*

## 3. SMART marketing — room 353

**Chair: Evgeniy Ozhegov** (PhD, Associate Professor at School of Economics and Finance, HSE-Perm)

**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.*

#### 4. Corporate innovations and competitive advantages — room 354

**Chair: Alexander Muravyev** (PhD, Associate Professor at Department of Economics, HSE-SPB)

**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.*

#### 5. Institutions of public sector: Empirical Evidence — room 355

**Chair: Leonid Polishchuk** (Professor at Department of Applied Economics, HSE-Moscow, Head of the Laboratory for Applied Analysis of Institutions and Social Capital)

**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.*

#### 6. Quantitative Sports Economics — room 356

**Chair: Thadeu Gasparetto** (PhD, Senior Lecturer at Department of Management, HSE-SPB)

**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 2

21st September 17:00–18:30

## 1. Quantitative corporate and international finance (Risk and Risk Management) — room 343

**Chair: Jeff Downing** (PhD, Assistant Professor at Department of Finance HSE-SPB)

**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. SMART Marketing and Big data — room 354

**Chair: Sergey Kokovin** (PhD, Associate Professor at Department of Economics, HSE-SPB)

**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.*

## 3. BRICS: emerging trends, leapfrogging and reverse innovations — room 358

**Chair: Romie Littrell** (PhD, Professor at Department of Management HSE-SPB, Managing Director Centre for Cross Cultural Comparison)

**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.*

## 4. National and regional innovation systems — room 353

**Chair: Darko Vukovic** (PhD, Associate Professor at Department of Finance, HSE-SPB)

**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.*

**Microfinance and Institutional Development: What is on the Reverse Side of the “Development Medal”?**

*Alimukhamedova, N.*

**Efficiency of universities participating in the Project “5-100”.**

*Shibanova, E.*

## **5. Institutions of public sector: Empirical Evidence — room 355**

**Chair: Andrei Yakovlev** (PhD, Professor at Department of Theory and Practice of Public Administration, HSE-Moscow, Director of the Institute for Industrial and Market Studies).

**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.*

## **6. PhD Session — room 356**

For papers selected from the PhD Workshop and Summer School. The rest of the papers will be announced on the 20th.

# Parallel Sessions 3

22nd September 14:30–16:30

## 1. Corporate and international finance (Performance, Value & Accounting) — room 343

**Chair: Olga Volkova** (PhD, Professor at Department of Finance, HSE-SPB)

**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.*

## 2. Institutions of public sector: Empirical Evidence — room 353

**Chair: Elena Podkolzina** (Assistant Professor at Department of Applied Economics, HSE-Moscow, Deputy Director Center for Institutional Studies)

**The Preservation of Economic and Political Elites in Times of Transition: Evidence from Russia.**

*Eeckhout, T. & T. Schoors, K.*

**Corruption in Russia: Evidence from License Plates.**

*Eeckhout, T., Hoefman, K, Natkhov, T., Polishchuk, L. & Schoors, 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. Intangible-driven economy — room 354

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

**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.*

## 4. Empirical economics, firms and industry studies — room 355

**Chair: Gerhard Feldmeier** (PhD, Professor of Management and Vice Rector for Research, Transfer and International Relations Hochschule Bremerhaven)

**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.*

## **5. Managerial studies & Geopolitics — room 356**

**Chair: Romie Littrell** (PhD, Professor at Department of Management HSE-SPB, Managing Director Centre for Cross Cultural Comparison)

**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 4

22nd September 17:00–18:30

## 1. Quantitative corporate and international finance (Monetary issues) — room 343

**Chair: Liudmila Ruzhanskaya** (Professor and Head of the Department on International Economics and Management, Graduate School of Economics and Management UrFU)

**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.*

## 2. BRICS: emerging trends — room 353

**Chair: Moinak Maiti** (PhD, Associate Professor at Department of Finance, HSE-SPB)

**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.*

## 3. Intangibles and innovation — room 354

**Chair: Félix López-Iturriaga** (PhD, Professor at University of Valladolid, Leading Researcher of International Laboratory of Intangible-driven Economy HSE-Perm)

**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. Empirical economics, firms and industry studies— room 355

**Chair: Evgeniy Ozhegov** (PhD, Associate Professor at School of Economics and Finance, HSE-Perm)

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

*Malykh, S.*

**Prediction of demand and tariff optimization for commuter rail transportation.**

*Ozhegov, E. & Ozhegov, A.*

**Examination of opportunity identification by nascent entrepreneurs in South — Western Nigeria: an effectuation perspective.**

*Abayomi Tunde, O., Agboola, J. & Afolabi, Y.*

## 5. Applied network analysis for business and management — room 356

**Chair: Valentina Kuskova** (PhD, Associate Professor at School of Sociology, HSE-Moscow, Head of the International laboratory for Applied Network Research)

**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.*

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