

Dear colleagues!

The St. Petersburg School of Economics and Management, National Research University Higher School of Economics invites you to participate in «**Transformation of business models of companies in response to the challenges of the pandemic**» session of **Analytics for Management and Economics Conference**.

A radical change in the business models of companies in response to global economic challenges began even before the emergence of the threat of mass infection with the COVID-19 virus. The pandemic has exacerbated this challenge. The world is faced with an unprecedented challenge when, due to the pandemic, everyone is forced to adapt to the new reality as quickly as possible. The restrictions introduced by governments forced the digital transformation of both companies and consumers. Within that context this session aims to explore several issues of forming successful business models of companies in an environment of increased uncertainty, forecasting business development opportunities, taking into account the new business models based on online formats, as well as changing patterns of behavior of consumers of goods and services. We kindly invite researchers, practitioners, and doctoral students to join our panel session on Monday, 7 December, at 17:00 Moscow time.

The COVID-19 pandemic has made the changes to the usual conference format; this year conference will be held online via Zoom. We kindly ask to register [here](#).

If you have any questions or concerns, please, contact us at l.s.ruzhanskaya@urfu.ru or amec@hse.ru.

Preliminary Schedule

Transformation of business models of companies in response to the challenges of the pandemic December 7, 2020

Time	Paper
17:00 – 18:30 (GMT+3) Session chair: Liudmila Ruzhanskaya	Peculiarities of the business appraisal approach in the project finance in the pandemic situation Elizaveta Markovskaya National Research University Higher School of Economics, St. Petersburg, Russia
	Airlines values proposition: post COVID-19 changes and passengers perceived level of service differentiation Maxim Fokeev, Nikolay Filinov National Research University Higher School of Economics, Moscow, Russia
	The Impact of COVID-19 Pandemic on Consumer Behaviour and Business Models Svetlana Berezka, Vera Rebiazina National Research University Higher School of Economics, Moscow, Russia