



Graduate School
of Management
St. Petersburg University

6th International GSOM Emerging Markets
Conference 2019:

« **Management in Digital Age** »

**6th International
GSOM Emerging Markets Conference 2019
October 3-5, 2019**

CALL FOR PAPERS

Theme: Management in Digital Age
Submission Deadline: May 31, 2019
[Program Committee](#)

Continuing changes in global business landscape shape new settings for companies, managers and researchers provoking them to search for new managerial and leadership approaches. Over the last few decades international markets have become more volatile, uncertain, complex and ambiguous immersing all actors in VUCA reality. Among constant rethinking of strategies, managerial practices and environments to address existing challenges, researchers and practitioners look at variety and diversity of new trends emerged due to globalization and technological breakthroughs. The digital economy attracts attention due to its possibility to change existing production and services, and its potential to develop new competitive advantages related to innovations, speed of decision making and flexibility that can be crucial especially for firms from emerging markets.

The rise and the acceleration of digital world redesign all organizations whereas internet solutions, big data analytics, artificial intelligence, robots applications in recruitment and customer's services, etc. can't be neglected anymore. All those become new business drivers and define the speed and move of global competition. Although digitalization theme becomes demanded, there is still a room for discussion how management should consider its value to organizational contexts, internationalization perspectives, sustainability issues and pervasive leadership.

Since 2014 GSOM Emerging Markets Conference has become the unique platform for discussing and sharing research ideas and experience in wide range of topics relevant for emerging market contexts and joined together more than 1600 leading scholars and practitioners from Russia, CEE countries and all over the world. The conference encourages and promotes research done for and on perspective of emerging markets and creates dialog between academics and practitioners about recent trends in management, economics and business. The 6th International Emerging Market Conference in 2019 will explore new challenges faced by global and local companies in the age of digitalization and discuss how digital transformation will change countries, markets, firms, leaders, and people.

ASSOCIATED EVENTS

Doctoral Colloquium "Advanced research in international business, entrepreneurship and strategic management in the context of emerging markets" (October 1-2, 2019)
Workshops, round-table discussions, master classes

IMPORTANT DATES:

Paper submission deadline: **May 31, 2019**
Notification of authors: **July 15, 2019**
Early Bird Registration: **July 15 – August 15, 2019**
Registration deadline: **September 15, 2019**
Doctoral Colloquium: **October 1-2, 2019**
Conference dates: **October 3-5, 2019**

**For detailed and current information
please visit GSOM EMC 2019 web-
page:**



Contacts:

<https://gsom.spbu.ru/en/emc>

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Conference tracks

We invite papers to cover the following topics:

(Detailed descriptions of the tracks can be found on the GSOM EMC 2019 website)

Digital Economy: Business models, digital ecosystems and digital innovations

Track Chair: [Sergey Yablonsky](#)

International strategy of emerging market firms

Track Chair: [Andrei Panibratov](#)

Entrepreneurship and innovation in emerging markets

Track Chair: [Galina Shirokova](#), [Anastasia Laskovaia](#)

Information and knowledge management in business administration

Track Chair: [Tatiana Gavrilova](#), [Dmitry Kudryavtsev](#)

The new role of talent and human resource management in international business

Track Chair: [Marina Latukha](#)

Marketing in emerging markets: Challenges and opportunities in the digital age

Track Chair: [Maria Smirnova](#)

Supply chain management and operations in digital age

Track Chair: [Nikolay Zenkevich](#)

Strategic finance and corporate governance

Track Chair: [Alexander Bukhvalov](#), [Yulia Ilina](#)

Business in society: A change of paradigm

Track Chair: [Yury Blagov](#), [Ivo Matser](#)

Language and communication in times of digital transformation: Business education perspective

Track Chair: [Elena Orlova](#), [Tatiana Martynova](#)

Public procurement and public-private partnership in developed and developing countries

Track Chair: [Evgeni Gilenko](#)

Healthcare innovation development in countries with emerging economy

Track Chair: [Andrey Ivanov](#)

The digital contribution into effectiveness and efficiency of the public sector

Track Chair: [Svetlana Maslova](#), [Andrey Ivanov](#)

Keynote Speakers of 6th International GSOM Emerging Markets Conference 2019



Mieke De Ketelaere

Mieke De Ketelaere is Director AI at IMEC. She holds a master degree in civil and industrial engineering and specialised on robotics and artificial during her studies. Over the last 25 years, she has worked for several multinationals on all aspects of data and analytics (IBM, Microsoft, SAP, SAS, etc). In the last years, she started to focus more on digital transformation projects. With her deep understanding of the new digital data streams (online, social, mobile, sensor, chatbots, etc) and her understanding of big data platforms, Mieke De Ketelaere is requested by different business schools as a guest speaker on the topic in the last 5 years. Recently, she created a series of knowledge

exchanges on Artificial Intelligence, in order to demystify the hype around it and to split fake from real value. Her personal research focus is on the ethical issues linked to the world of AI. In 2018, Mieke was nominated "ICT Woman of the Year" and she was appointed member of the external AI Expert team of the Federal Government of Belgium.



Tatiana A. Gavrilova

Professor, Doctor of Technical Sciences, Head of the Department of Information Technologies in Management, Graduate School of Management, St. Petersburg State University. Tatyana Gavrilova has 34 years of research and pedagogical experience (12 of them at the GSOM, SPbU, 16 at the Polytechnic University and 7 years at the Leningrad Institute of Advanced Training of Management Methods and Technology). She teaches the following courses: Knowledge Engineering, IT in Management, Research Seminar. Tatiana Gavrilova is the author of more than 180 publications and is a member

of a number of leading international associations and a member of Editorial Boards of journals "Information Theories and Applications", "Information Technologies and Knowledge", "Artificial Intelligence and Decision Making". Tatiana Gavrilova is a well-known specialist in the field of developing intelligent systems; she heads the St. Petersburg branch of the Association of Artificial Intelligence, is a member of the program committee of the IFKAD conference. She made a series of fundamental developments in the field of knowledge engineering, led over 10 Russian and international research grants.