

GSOM EMC 2020**BUSINESS IN SOCIETY (9:00–18:30)****Session 1 (09:00–10:40)** Track Chair: Prof. Dr. Thomas Osburg, Fresenius Business School, Munich

#	Time	Name	School/Country	Paper
1	09:00–09:20	Blagov, Yury/ Petrova-Savchenko, Anastasia	GSOM SPbU/ Russia	Corporate sustainability of leading Russian companies: the changing role of philanthropy
2	09:20–09:40	Otieno, Hellen /Wanjala, Bernadette	Strathmore University/Kenya	Sustainable business models and cross-sector collaborations in the New Reality: Evidence from Kenyan SMEs
3	09:40–10:00	Rok, Boleslaw	Kozminski University/ Poland	The "build back better" approach in sustainable-oriented companies in Poland
4	10:00–10:20	Aray, Yulia/ Blagov, Yury	GSOM SPbU/ Russia	Social Entrepreneurship in Leningrad Region: challenges and opportunities
5	10:20–10:40	Ivanova, Ekaterina	NRU HSE/ Russia	AIM2Fourish: Developing Responsible Business Leaders for the Flourishing World

Session 2 (10:45–12:45) Track Chair: Prof. Dr. Thomas Osburg, Fresenius Business School, Munich

#	Time	Name	School/Country	Paper
1	10:45–11:05	Pang, Xue /Lo, Carlos Wing-Hung/ Liu, Ning	The Chinese University of Hong Kong/ City University of Hong Kong	CSR Reporting Substantiveness and Third-party Raters' Perception: the Mechanisms of Report Modification and Comprehensiveness
2	11:05–11:25	Bakhtina, Irina /Blagov, Yury	Unilever / GSOM SPbU	Drawing the Line between Sustainability and Greenwashing: 360 Degree Cross-Cutting Methodology by Russian 'Green Brands League'
3	11:25–11:45	Ponomarenko, Tatyana/ Marinina, Oksana/ Kurakova, Krystsina	Saint-Petersburg Mining University/ Russia	Assessment of corporate sustainability of oil and gas companies in countries with resource-based economies
4	11:45–12:05	Belyaeva, Zhanna/ Lopatkova, Yana	Ural Federal University/ Russia,	Impact-Universities towards sustainable development in postcovid era
5	12:05–12:25	Chenyang, Ling/ Lim Chiu, Candy	Wenzhou-Kean University/ China	Consumer intention to buy organic food during the pandemic in China
6	12:25–12:45	Carvalho, Cássia/ Barbosa, Belem	University of Aveiro/Portugal	Brand interactions during a pandemic: The case of Brazilian banks on Instagram

Session 3 (13:00–14:40)

Track Chair: Prof. Dr. Yury Blagov, St. Petersburg University

#	Time	Name	School/Country	Paper
1	13:00–13:20	Riegler, Maria/ Scholz, Markus	University of Applied Sciences for Management & Communication Vienna/Austria	Towards a preliminary model of the antecedents of company engagement in private governance: A systematic literature review and research agenda
2	13:20–13:40	Tishchenko, Olga / Filinov, Nikolay	NRU HSE	Determinants of business school's strategic choice in emerging markets: fs/QCA result
3	13:40–14:00	Ben Youssef, Alef/ Mida, Faouzia	ISSET'COM/Tunisia	Brand hate and consumer's desire to revenge in the social media
4	14:00–14:20	Abud, Felipe / Godoy-Faúndez, Alex	Universidad del Desarrollo/Chile	Sustainability and Business Performance in Chilean Companies
5	14:20–14:40	Obydenov, Alexander	Financial University under the Government of the Russian Federation	Necessary conditions for successful implementation of controlled self-organization: importance of organizational culture

Session 4 (15:00–16:40)

Track Chair: Prof. Dr. Ivo Matser, CEO ABIS

#	Time	Name	School/Country	Paper
1	15:00–15:20	Sardá, Rafael / Pogutz, Stefano	CEAB-CSIC & ESADE Business School, Catalonia-Spain/ Università BOCCONI	Business for Ocean Sustainability
2	15:20–15:40	Ray, Subhasis	Xavier University/ India	Sustainable waste management for a circular factory: lessons from the Indian automotive industry
3	15:40–16:00	Vargas-Hernández, José G./ Nayeli Aceves Alvarez, Olga	University of Guadalajara/Mexico	Implementation of the comprehensive entrepreneurship model for the internationalization of eco-efficient companies
4	16:00–16:20	Etchebarne, Soledad / Rojas, Karla/ Chavarri, Reinalina	Universidad de Chile/ Chile	Study of the Private Control Initiative Model (CIM) of the Huilo-Huilo Biological Reserve of Chile.
5	16:20–16:40	Nagieva, Karina / Davidson, Natalia / Mariev, Oleg	Ural Federal University/ Russia	Determinants of environmental innovations and its impact on Russian firms' performance

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Session 5 (17:00–18:30) Presentation of the book (Moral capitalism)