



## 7<sup>th</sup> International GSOM Emerging Markets Conference 2020

November 11-21, 2020

**CALL FOR PAPERS**

**Graduate School of Management St. Petersburg University kindly invites scholars, practitioners and doctoral students to join GSOM EMC community at the 7th conference on November 11-21, 2020**

**(Online/Virtual)**

**Theme:** New Reality During & After Covid-19

**Submission Deadline:** October 10, 2020

**No registration fee**

GSOM Emerging Markets Conference has been organized by Graduate School of Management of St. Petersburg University, a recognized leader in Russian business education, accredited by EQUIS and AMBA. GSOM EMC was first held in 2014 and has become a unique platform for discussing and sharing research ideas and experience in a wide range of topics and joined together more than 1600 leading scholars and business 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. This year conference will be held as a virtual space as a result of coronavirus outbreak. During these difficult times we need to maintain and support our community, and registration fee for all the participants is waived.

The global business context has transformed markedly in recent years making companies, managers and scholars look for new ways to create and sustain competitive advantage in the conditions of turbulent and unpredictable environment. 2020 coronavirus lockdown brought about new challenges for business, governments and society. Thus, the search for the ways to transform uncertainty into a source of potential benefit is now on business and academic agenda and will be discussed at the 7th International Emerging Market Conference in 2020.

The current turbulence requires different managerial approaches that would support organizations in building their competitive advantages during and post-covid era, regardless of their areas of expertise and regions of operations. The questions that have been addressed before, but have to be reconsidered within the new settings are: How to compete? Where to compete? How to organize and manage? How to integrate and cooperate with state and society? Discussions during the conference aim to better understand the impact and implications of Covid-19 and the measures taken to deal with the crisis.

## **CONFERENCE TRACKS & EVENTS:**

- AI and big data in management: from Theory to Practice
- Business in Society: Changing Paradigm and a New Reality
- Doctoral Colloquium and Paper Development Workshop (November 9-10, 2020)
- Emerging Economy Multinationals and the Politics of Internationalization
- How do Emerging Markets Respond to the Environmental Challenges
- Human Capital, Talent and Diversity
- Human Resources and Culture within Corona Crisis
- Knowledge Management and Decision Making
- Marketing during & after COVID-19
- Online Joint Symposium “How to bridge research and teaching in the field of “Language-sensitive International Business” (November 17, 2020)
- Public Sector Issues
- Strategic Finance and Corporate Governance

## **IMPORTANT DATES:**

Paper submission deadline: **October 10, 2020**

Notification of authors: **October 15, 2020**

Registration deadline: **October 30, 2020**

Conference dates: **November 11-21, 2020**

**For detailed information**

**please visit GSOM EMC 2020 web page:**

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

**Contacts:**

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