Bavarian-Russian Conference on

„Economics and Business Administration“

November 9th and 10th, 2017 at Friedrich-Alexander-Universität Erlangen-Nürnberg
Place: School of Business and Economics, Lange Gasse 20, 90403 Nuremberg

Patronage

Dr. Ludwig Spaenle

Bavarian State Minister of Education, Science and the Arts

Concept

At present, Bavarian and Russian institutes of higher education maintain more than 100 partnerships. Though the majority is located in Moscow and St. Petersburg, there are Russian universities cooperating with Germany throughout the whole country, from Kaliningrad to the far eastern Khabarovsk.

According to a survey among all Bavarian institutes of higher education, more than half of them intend to initiate new or extend existing academic cooperation with Russia, with particular interest in the economic sciences. The Russian part also wishes to cooperate more intensively with Germany.

Up to now, the academic cooperation between Bavaria and Russia has been prevalent in the natural sciences. Yet as more than 1,000 Bavarian companies have business contacts with Russia, the economic sciences are of great importance. Therefore, universities on both sides are to train skilled employees for the economic exchange as well as to support it with relevant academic research.

For this purpose, the Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU) and the Bavarian Academic Center for Central, Eastern and Southeastern Europe (BAYHOST) will be holding a Bavarian-Russian Conference for economics and business administration, taking place on November 9th and 10th in Nuremberg.

The conference is to provide opportunities for further networking between Bavarian and Russian universities and for the exchange of experiences, and to stimulate cooperation in research and teaching. Special attention is given to cooperation in empirical research.
The program includes sections for economics, business administration and energy economics, which play a decisive role for both Bavaria and Russia. The cooperation between universities, research institutes and companies is another important topic.

The conference primarily addresses researchers, teachers, university management, and companies. Other interested visitors are welcome to join.

The Organizers

**Friedrich-Alexander-Universität Erlangen-Nürnberg, School of Business and Economics**

The Friedrich-Alexander-Universität Erlangen-Nürnberg (FAU) cooperates with Russia on multiple levels: in total, there are partnerships with about 20 Russian universities, including student exchanges as well as research programs. For instance, the Institute of Photonic Technologies at the FAU works together with the Kazan National Research Technical University named after A.N. Tupolev (KAI) in order to construct a joint laboratory for additive manufacturing in Kazan since 2014.

The FAU’s School of Business and Economics also has two well-functioning partnerships: both with the National Research University Higher School of Economics (HSE) in Moscow and with the Saint-Petersburg State University of Economics (UNECON). Within these partnerships, there is an active exchange between students and teaching staff from both countries. To give an example, Prof. Dr. Tatjana Nikitina from the UNECON offered the module “Management in Russia” at the FAU last summer term.

**Contact person:**
Prof. Dr. Dirk Holtbrügge
Chair of International Management, Dean of International Affairs of the Faculty of Economic Sciences
Phone: +49 911/5302-452
E-Mail: dirk.holtbrügge@fau.de
Website: www.wiso.rw.fau.de

**BAYHOST (Bavarian Academic Center for Central, Eastern and Southeastern Europe)**

The Bavarian Academic Center for Central, Eastern and Southeastern Europe (BAYHOST) promotes academic exchange between Bavaria and countries in Central, Eastern and Southeastern Europe including Russia. BAYHOST supports Bavarian universities and universities of applied science through its specific competencies; by supporting their collaboration with academic organizations in its partner countries and by establishing new partnerships.

The promotion of Bavarian-Russian cooperation in research and teaching as well as the distribution of knowledge about the Russian higher education system currently form the focus of BAYHOST’s work.
Contact person:  
Nikolas Djukić, Executive Director  
BAYHOST  
Phone.: +49 941 943-5047  
E-Mail: djukic@bayhost.de  
Website: www.bayhost.de

Media partner

Higher Education Discovery

The Accreditation in Education Publishing House is implementing the international project Higher Education Discovery (HED) which aims to develop a comprehensive global communication platform. As part of the project, Accreditation in Education publishes the information and analytical journal HED and has created the online community for higher education professionals HED Club (http://hedclub.com).

Here you can find the latest news on international exhibitions and conferences, seminars and courses, sponsor and partner search information. Welcome!

Read online: http://www.akvobr.ru/data/ckfinder/files/HED-01.pdf

Contact person:  
Shumelev Andrei  
HED Project Coordinator  
Phone: +7 (8362) 72-40-80  
E-Mail: news@hedclub.com  
Website: http://hedclub.com

Wednesday, November 08th, 2017

07:30 p.m. COMMON DINNER

In the restaurant Bratwurst Röslein  
Rathausplatz 6  
90403 Nürnberg  
www.bratwurst-roslein.de
Thursday, November 09th, 2017

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10:00</td>
<td><strong>OPENING. PLENARY SESSION.</strong></td>
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<tr>
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<td>Place: Müller Media-Hall, ground floor</td>
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<td>In German and Russian language with simultaneous translation.</td>
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<td>Moderation: Prof. Dr. Dirk Holtbrügge</td>
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<td></td>
<td>Prof. Dr. Günter Leugering, Vice President for International Affairs at the Friedrich-Alexander-Universität Erlangen- Nürnberg (FAU)</td>
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<td>Prof. Dr. Dr. habil. Godehard Ruppert, Spokesman of the Board of Directors of the Bavarian Academic Center for Central, Eastern and Southeastern Europe BAYHOST</td>
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<tr>
<td>10:15</td>
<td>Key Note I: German-Russian Economic Relations in the Context of EU Sanctions</td>
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<td>Dr. Sergey Mikadze, Vice-Rector of the Saint Petersburg State University of Economics (UNECON)</td>
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<td>10:35</td>
<td>Key Note II: Experiences and Perspectives of German-Russian Business Cooperation</td>
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<td>Prof. Dr. Dirk Holtbrügge, Chair of International Management, Dean of International Affairs of the Department of Economic Sciences at the FAU</td>
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**GOOD PRACTICE EXAMPLES AND COOPERATION PROPOSALS. PLENARY SESSION.**
Place: Müller Media-Hall, ground floor
In German and Russian language with simultaneous translation. Some presentations in English language.

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<tr>
<th>Time</th>
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<tr>
<td>10:55</td>
<td>Finnish-Russian Double Degree Programmes in the Context of the EU-Russian Higher Education Cooperation</td>
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<td>Dr. Sirke Mäkinen, Faculty of Management, University of Tampere, Finland</td>
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<tr>
<td>11:10</td>
<td>Kooperationen in der Lehre mit russischen Universitäten (MBA, Double Degree)</td>
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<td>Prof. Dr. Rainer Wehner, program manager MBA in International Business (Focus on Asia, Western Europe or Central and Eastern Europe), HAW Würzburg-Schweinfurt</td>
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<td>Prof. Dr. Manfred Kiesel, department of economics, HAW Würzburg-Schweinfurt</td>
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<td>11:20</td>
<td>Kooperationsmöglichkeiten im Masterstudiengang Tourismus und Regionalplanung</td>
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<td>Hannes Thees, Chair of Tourism / Center for Entrepreneurship, Catholic University of Eichstätt-Ingolstadt (KU)</td>
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11:25 a.m.  German - Russian Cooperation in the field of Land Management and Geodesy: Experiences and Perspectives (in German language with English slides)
Dr. Vasily Nilipovskiy, Vice-Rector for International Affairs, State University of Land Use Planning, Moscow (GUZ)

11:30 a.m.  Lehr- und Forschungsprojekt: Master im Bereich Systems Engineering an der Technischen Universität
Prof. Dr. Dr. habil. Sergej G. Falko, head of the chair business economics and manufacturing organization, Bauman Moscow State Technical University, chairman of the Controller Association Russia.

11:35 a.m.  Economics Education and Competitions in High School: the First International Olympiad in Economics
Danil Fedorowych, Department of Economics, National Research University Higher School of Economics (HSE)

11:40 a.m.  Russia and Germany: a new format of scientific and educational cooperation in management training for the economy of sustainable and innovative development
Prof. Dr. Elena Iosifovna Lazareva, Chair of Innovative and International Management, Southern Federal University (SFedU)

11:45 a.m.  Researches and Educational Projects in Public Administration: Experience and Perspectives of Ural Federal University
Dr. Sergej Kulpin, Institute of State Administration, Ural Federal University (UrFU)

12:00 a.m.  Lunch buffet and contact fair with information stands

1:30 p.m.  Sections and counseling on funding possibilities (simultaneously)
The sections are mainly in English language.

SECTION 1: ECONOMICS
Room: 0.424, basement

Moderation: Prof. Jürgen Kähler PhD

1:30 p.m.  Experience of the Laboratory of St. Petersburg State University "Economic Performance and the Environment" (led by Professor of the University of Oxford Fr. van der Ploeg) in the implementation of international research projects in the field of global environmental problems.
Prof. Dr. Nadezhda Pahomova, Dr. Natalia Nesterenko, Dr. Vyacheslav Zhigalov, Department of Economics, Saint Petersburg State University (SPbSU)

1:45 p.m.  Health consequences of the Russian weather
Olga Popova Ph.D, Postdoctoral Researcher, Department of Economics, Leibniz Institute for East and Southeast European Studies (IOS), Regensburg
2:00 p.m. Technology benchmarking in transport solutions: The development of the "friendly city" concept.
Dr. Marina Zhurawskaja, lecturer, Chair for Global Economy and Logistics, Department of Economics and Management, Ural State University of Railway Transport (USURT)

2:15 p.m. Logistics and Economic Development: Quantitative Facts and Research Challenges
Univ.-Prof. (i.R.) Peter Klaus, D.B.A./Boston Univ., M.Sc./MIT Cambr., Friedrich-Alexander-Universität Erlangen-Nürnberg / Fraunhofer IIS - Center for Applied Research on Supply Chain Services SCS in Nürnberg

2:30 p.m. Cost-benefit assessment methodology of improving the quality of transport services based on the elasticity of freight demand
Prof. Dr. Iurii Sokolow, Institute for Economics and Finance, Moscow State University of Railway Engineering (MIIT)

2:45 p.m. The Political Economy of Sovereign Wealth Funds
Prof. Dr. Jürgen Jerger, Head of Chair International Economics and Monetary Economic, Department of Economics and Econometrics, University of Regensburg (UR)

3:00 p.m. Intellectual capital as the basis for assessing university performance
Dr. Pavel Navgorodov, Vice-Chancellor for Strategy and External Affairs, Novosibirsk State University of Economics and Management (NSUEM)

3:15 p.m. Price Transmission on Markets for Agricultural Commodities
Prof. Jürgen Kähler PhD, Friedrich-Alexander-Universität Erlangen-Nürnberg

SECTION 2: BUSINESS ADMINISTRATION
Place: Müller Media-Hall, ground floor

Moderation: Univ.-Prof. Dr. Alexander Fliaster

1:30 p.m. Robustness and Flexibility of Human Resource Management Practices in Russian Manufacturing Subsidiaries of Western Corporation in the Times of Uncertainty
Prof. Dr. Igor B. Gurkov, Department of Business and Management, School of Business Administration, Chair of General and Strategic Management, National Research University Higher School of Economics (HSE)

1:45 p.m. German Corporations’ Headquarters and Russian Subsidiaries – Structures, Evolutions, Challenges
Prof. Dr. Thomas Steger, Department of Economics, Chair of Business Administration II, University of Regensburg (UR)

2:00 p.m. Ownership and activity-related location advantages and industrial value chain split: German firms in Russia
Prof. Dr. em. Andrey G. Medvedev, Department of Strategic & International Management, Graduate School of Management, Saint Petersburg State University (GSOM SPbSU)
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<tr>
<th>Time</th>
<th>Title</th>
<th>Speaker</th>
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<tr>
<td>2:15 p.m.</td>
<td>Contemporary Procurement as a Value Driver in Industry</td>
<td>Prof. Dr. Günter Hofbauer, THI Business School, Technische Hochschule Ingolstadt (THI)</td>
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<td>2:30 p.m.</td>
<td>A Comparative Study of Technology Transfer in Biotech Clusters of Central Siberia and Rhine-Neckar</td>
<td>Dr. Svetlana Samusenko, Research assistant, School of Economics, Management and Environmental Studies, Siberian Federal University, (SFU-Kras)</td>
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<td>2:45 p.m.</td>
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<td>Prof. Dr. Kai-Ingo Voigt, Friedrich-Alexander-Universität Erlangen-Nürnberg</td>
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<td>3:00 p.m.</td>
<td>Innovative systems influence on the economic growth of the Volga Federal District of the Russian Federation.</td>
<td>Dr. Nail Gabdullin, Institute of Economics, Management and Law, Kazan Federal University (KFU)</td>
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<td>3:15 p.m.</td>
<td>Innovation Networks: State of Art and Future Research Directions</td>
<td>Univ.-Prof. Dr. Alexander Fliaster, Department of Business Administration, especially Innovation Management, University of Bamberg</td>
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SECTION 3: ENERGY ECONOMICS

Room: 0.423, basement

Moderation: Prof. Dr. Veronika Grimm

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>1:30 p.m.</td>
<td>The Effects of Electricity Market Liberalisation in Russia and Germany (in German language)</td>
<td>Prof. Dr. Irina Rodionova, Dr. Olga Wladimirowna Shuvalova, Department of regional economy and geography Russian University of Friendship of Peoples (RUND-University)</td>
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<tr>
<td>1:45 p.m.</td>
<td>Investment Incentives in Energy Markets: The Role of the Market Design</td>
<td>Prof. Dr. Veronika Grimm, Chair of Economics, especially Economic Theory, Friedrich-Alexander-Universität Erlangen- Nürnberg (FAU)</td>
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<tr>
<td>2:00 p.m.</td>
<td>Assessing the Potential of Smart Energy in Russia</td>
<td>Prof. Dr. Irina Volkova, Department of General and Strategic Management, National Research University Higher School of Economics (HSE)</td>
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<tr>
<td>2:15 p.m.</td>
<td>Digitalization in Bavaria. Challenges in the energy sector</td>
<td>Maximilian Irlbeck, Smart Energy Systems Group, Technical University of Munich (TUM)</td>
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<td>2:30 p.m.</td>
<td>Cluster-network model of innovative development of the Russian power engineering</td>
<td>Dr. Azat Sadriev, Institute of Management, Economics and Finance, Kazan Federal University(KFU)</td>
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<td>2:45 p.m.</td>
<td>SWARM – Grid stabilization by distributed energy storage systems</td>
<td>Dr. Claudia Leepa, N-ERGIE Aktiengesellschaft</td>
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</table>
3:00 p.m. Determinants of energy intensity in Russia  
*Dr. Dmitry Rudenko, Deputy Director of Science Financial and Economic institute, Tyumen State University (TjumGU)*

3:15 p.m. Energy Transition in Germany and Regional Spillovers: What Triggers the Diffusion of Renewable Energy in Firms?  
*Prof. Dr. Jens Horbach, Department of economics, Augsburg University of Applied Sciences*

**COUNSELING ON FUNDING POSSIBILITIES IN ONE-ON-ONE-INTERVIEWS BY ARRANGEMENT**  
Room: Präsenzbüro 2.420  

1:30-3:30 p.m. Bavarian Research Alliance (BayFOR)  
3:30 p.m. Dr. Philip Pfaller, scientific adviser,  
*Social sciences, economics and humanities / Security research*

3:30 p.m. Coffee break

**GOOD PRACTICE EXAMPLES AND COOPERATION PROPOSALS**  
Place: Müller Media-Hall, ground floor  
In German and Russian language with simultaneous translation. Some presentations in English language.

Moderation: Prof. Dr. Tatjana Nikitina

4:00 p.m. Studentenaustausch mit russischen Universitäten. Erfahrungen und Perspektiven der FAU Erlangen-Nürnberg  
*Prof. Dr. Dirk Holtbrügge, Chair of International Management, Dean of International Affairs of the Department of Economic Sciences, FAU*

4:05 p.m. Deutsch-russische Kooperationen in Forschung und Ausbildung: Erfahrungen und neue Ideen  
*Prof. Dr. Tatjana Nikitina, Professor of the Department of Banking and Financial Markets, Head of the Russian-German centre and the International Centre for financial market research, Saint Petersburg State University of Economics (UNECON)*

4:15 p.m. Gemeinsame studentische Projekte der Hochschule Coburg und der Nowosibirsker Staatlichen Universität für Wirtschaft und Management  
*Prof. Dr. Eduard Gerhardt, Vice Dean of the Department of Economics, Coburg University of applied sciences and arts*  
*Dr. Pavel Novgorodov, Vice-Chancellor for Strategy and External Affairs, Novosibirsk State University of Economics and Management*

4:25 p.m. The ways of European-Russian collaboration in management education using digital technologies: the cases of Lomonosov Moscow State University Business school  
*Dr. Marina Markova, Lomonosov Moscow State University (MSU) Business School*
4:35 p.m. Key Success Factors in Early Stage Development of Cooperation Between Universities of Applied Sciences
Prof. Dr. Paul Sudnik, Department of Business Administration, Munich University of Applied Sciences

4:50 p.m. Finnish-Russian Double Degree Programmes in the Context of the EU-Russian Higher Education Cooperation
Dr. Svetlana Shenderova, Faculty of Management, University of Tampere, Finland

5:05 p.m. Development of the biggest educational project between Germany and Russia: German-Russian Institute of Advanced Technologies
Dr. Ekaterina Egoshina, German-Russian Institute of Advanced Technologies (GRIAT), Kazan National Research Technical University, named after A. N. Tupolev - KAI (KNITU-KAI)

5:10 p.m. The specifics of economics of University City
Olga Kolesova, head of the laboratory for comparative studies in urbanism, coordinator of the Forum of University Cities, National research Tomsk State University (TSU)

5:30 p.m. Break

7:30 p.m. Dinner
In the restaurant Heilig-Geist-Spital
Spitalgasse 16
D-90403 Nürnberg
www.heilig-geist-spital.de

Friday, November 10th, 2017

SECTION 1: ECONOMICS
Room: 0.424, basement

Moderation: Prof. Dr. Alexey Kuznetsov

10:00 a.m. Locations of international migrants in Germany - findings and assessment
Prof. Dr. Matthias Wrede, Friedrich-Alexander-Universität Erlangen-Nürnberg

10:15 a.m. Politics and economics in Russia-EU relations: possible parameters for cooperation
Prof. Dr. Marina Kukartseva-Glaser, Chair of International and National Security, Diplomatic Academy Russian Ministry of Foreign Affairs

10:30 a.m. The Impact of Economic Sanctions on Russia’s Innovative Development.
Prof. Dr. Oksana Vaganova, Institute of Economy, Head of Chair of Finance, Investments and Innovations, National Research University “Belgorod State University” (BelSU)
10:45 a.m. | Doing Business in Russia: International Perspective  
Prof. Dr. Ludmila S. Ruzhanskaya, Head of Chair of Theory and Practice of Management, Ural Federal University (URFU)

11:00 a.m. | Cooperation with Russian partner universities in the Philosophy & Economics program  
Prof. Dr. Rudolf Schüßler, University of Bayreuth (UBT)

11:15 a.m. | Branding strategies of cities in the Baltic Sea Region (in German language)  
Dr. Alexey Chechulin, North-West Institute of Management, branch of Russian Presidential Academy of National Economy and Public Administration (RANEPA)

11:30 a.m. | The Role of Institutional Factors (Corruption, Confidence and Religiousness) on Foreign Trade: Results from Empirical Research (in German language with slides in English language)  
Dr. Alexander Nepp, Graduate School of Economics and Management, Ural Federal University (UrFU)

11:45 a.m. | FDI: new research methods and possibilities of German-Russian cooperation, the role of Eurasian integration and political tensions between Russia and the West  
Prof. Dr. Alexey Kuznetsov, Head of Center for European Studies, Institute of World Economy and International Relations (IMEMO)

12:00 a.m. | Labor relations in Russia. Paradox of low unemployment in the situation of recession 2014-2016  
Prof. Dr. Gennady Alpatov, Department of Economic Theory and Social Policy, St. Petersburg State University (SPGU)

12:15 a.m. | Estimating Competitiveness of Industrial Complexes in Germany and Russia: Foreign Trade Aspect  
Dr. Vasilij Ustinov, Chair of Innovative Management, State University of Management (GUU)

12:30 a.m. | End of Section

SECTION 2: BUSINESS ADMINISTRATION  
Place: Müller Media-Hall, ground floor

Moderation: Dr. Tatiana Solovey

10:00 a.m. | Cooperation Opportunities with the Faculty of Business Management and Economics of the Julius-Maximilians-Universität Würzburg  
Prof. Dr. Christian Janiesch, Department of Economics, Julius-Maximilians-University Würzburg

10:15 a.m. | Role of cultural differences in education: case of Germany and Russia  
Dr. Dmitry Shtykhno, Vice-Rector for Development, Plekhanov Russian University of Economics
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<th>Time</th>
<th>Session</th>
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<tr>
<td>10:30 a.m.</td>
<td>Management Practices of Global Companies Operating In Russia: Engagement Vs Instructions</td>
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<td>Prof. Dr. Natalia I. Guseva, Department of General and Strategic Management, Director of</td>
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<td>the programme &quot;Doing Business in Russia&quot;, NRU Higher School of Economics (HSE) National</td>
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<td>Research University</td>
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<td>10:45 a.m.</td>
<td>&quot;Smart regulation&quot; and collaboration platforms: challenges and perspectives for business in</td>
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<td>Russia.</td>
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<td>Dr. Anna Volkova, Department of Political Science, Chair of political management, Saint-</td>
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<td>Petersburg State University (SPBGU)</td>
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<td>Dr. Vadim Pashkus, Department of Economics, Saint-Petersburg State University (SPBGU)</td>
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<td>Shamilja Aliaskarova, Department of Political Science, Chair of political management, Saint-</td>
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<td>Petersburg State University (SPBGU)</td>
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<td>11:00 a.m.</td>
<td>Uncovering Determinants of Sharing-based Business Models</td>
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<td>Dr. Sven Laudien, Chair of Strategic Management and Organization, University of Bayreuth</td>
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<td>11:15 a.m.</td>
<td>Development of small and medium enterprises in Russia and Germany</td>
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<td>Nadezda Kanygina, Lomonosov Moscow State University Business School (MGU)</td>
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<td>11:30 a.m.</td>
<td>Reference Analysis of Communications on Progress (CoP) of Small and Medium Enterprises</td>
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<td>(SMEs) in Global Compact Network Germany and Russia 2014-2015</td>
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<td>Dr. Tatiana Solovey, Department of Economic Theory and Social Policy, St. Petersburg State</td>
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<td>University (SPGU)</td>
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<td>11:45 a.m.</td>
<td>Corporate Branding and Spillover Effects: The Role of Product Brands in Brand Equity</td>
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<td>Leverage and Dilution</td>
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<td>Alexander Witmaier, Institute for market-oriented company management, Ludwig Maximilian</td>
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<td>University of Munich (LMU)</td>
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<td>11:55 a.m.</td>
<td>Project management</td>
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<td>Prof. Dr. Irina Bagdasarian, Department of Economics, Siberian Federal University, (SFU-</td>
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<td>12:10 a.m.</td>
<td>Weather-dependent Advertising</td>
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<td>Felix Weißmüller, Department of Business Management / Institute of Market-Oriented</td>
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<td>Management, Ludwig Maximilian University of Munich (LMU)</td>
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<td>12:20 a.m.</td>
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SECTION 3: ENERGY ECONOMICS
Room: 0.423, basement

Moderation: Prof. Dr. Elena Mischenko

10:00 a.m. Problems and prospects for the development of alternative energy in the northern and Arctic regions
   Dr. Svetlana Globa, Institute of economic processes and economics, Siberian Federal University Krasnojarsk (SFU)

10:15 a.m. Geographic information systems in wind power potential of the Volga Federal District and rationale of the use of lowpower wind-driven power-plants
   Dr. Niyaz Gabdrakhmanow, Institute of Management, Economics and Finance, Kazan Federal University(KFU)

10:30 a.m. Improvement of the educational process quality management system through academic mobility on the example of summer school "Decentralized Energy Supply Of Residential And Public Buildings"
   Prof. Dr. Magnus Jaeger, Vice Dean of the Faculty of Industrial Engineering at the OTH Amberg-Weiden
   Prof. Dr. Elena Mischenko, Vice-Rector for International Affairs at Tambov State Technical University

10:45 a.m. Developing an Online Knowledge Platform for Russian Power Sector
   Yegor Burda, Chair of General and Strategic Management, Department of Business and Management, National Research University Higher School of Economics (HSE)

11:00 a.m. Asset Data Management Issues in Electric Utilities
   Elizaveta Gavrikova, Department of Business and Management, School of Business Administration, Department of General and Strategic Management, National Research University, Higher School of Economics (HSE)

11:15 a.m. Natural gas in Germany: Perspectives on market design and network infrastructure
   Dr. Jonas Egerer, Chairs of Economic Theory, FAU Erlangen-Nürnberg

11:30 a.m. Deutsch-Russischer Dialog zu Energieeffizienz und Erneuerbaren Energien: Erfahrungen und Ausblick. (in German and Russian language)
   Elena Lauf, Deutsche Energie-Agentur GmbH (DENA)

12:30 p.m. End of the Section

COUNSELING ON FUNDING POSSIBILITIES IN ONE-ON-ONE INTERVIEWS BY ARRANGEMENT
Room: Präsenzbüro 2.420

10:00 a.m. Bavarian Research Alliance GmbH
   Dr. Philip Pfaller, scientific adviser, social sciences, economics and humanities / Security research

12:30 p.m. German Academic Exchange Service (DAAD)
   Benedikt Brisch, head of the Division ST2 scholarship program North
GOOD PRACTICE EXAMPLES FINAL ROUND IN PLENUM
Place: Müller Media-Hall, first level.
In German and Russian language with simultaneous translation. Some presentations in English language.

Moderation: Prof. Dr. Dirk Holtbrügge, Nikolas Djukić

Hannes Weiler, Marketing Consultant | POS Measurement Hunting, GfK SE
12:50 p.m. Business Internship Program Doing Business in Russia – Russia In Practice: 5 Years of Success 
Prof. Dr. Natalia Guseva, Chair of General and Strategic Management, Director of the program "Doing Business in Russia", National Research University Higher School of Economics (HSE) 
Dr. Gregor Berghorn, former Head of the DAAD’s branch and the German Center for Research and Innovation (DWHI) in Moscow
1:05 p.m. Overview on Business Schools in Russia 
Dr. Gregor Berghorn, former Head of the DAAD’s branch and the German Center for Research and Innovation (DWHI) in Moscow
1:20 p.m. Conclusions in the plenary session 
Short information by BayFOR and DAAD on frequently asked questions and on funding programs for Russian-German academic cooperation
Proposals for further cooperation
1:35 p.m. Lunch buffet
4:00 p.m. Cultural program
– Visit of the Documentation Center Nazi Party Rally Grounds
6:00 p.m. Bayernstraße 110
90478 Nürnberg
How to get here
https://museums.nuernberg.de/documentation-center/

Conference language
The conference opening is in German and Russian language with simultaneous translation.
If possible, the contributions in the sections are to be presented in English. As far as needed, some contributions can be translated into German or Russian.
Registration
Please use the following link to register for participation as a speaker until September 22nd 2017:
Registration (in German)

Registrating as a visitor will be possible later as well.

Directions
Please visit the School of Business and Economics website for directions and further information:
https://www.wiso.rw.fau.de/kontakt/
Lange Gasse 20
90403 Nuremberg

At Nuremberg main railway station please take metro U2 or U3 and exit at station “Rathenauplatz”. Then take the exit “Ämter der Stadt Nürnberg/Innere Laufer Gasse”, direction “University”. From here it is a 5 minutes walk.