

## Bavarian-Russian Conference on „Economics and Business Administration“

November 9<sup>th</sup> and 10<sup>th</sup>, 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

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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 9<sup>th</sup> and 10<sup>th</sup> 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

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### 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:

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### 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:**

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**Program**

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Thursday, November 09<sup>th</sup>, 2017

from 09:00 a.m.	Registration
10:00 a.m.	<b>Opening</b> (in German and English language with simultaneous translation)  Prof. Dr. Günter Leugering, Vice President for International Affairs at the Friedrich-Alexander-Universität Erlangen- Nürnberg (FAU)  Dr. Ludwig Spaenle, Bavarian State Minister of Education, Science and the Arts (tbc)  Prof. Dr. Dr. habil. Godehard Ruppert, Spokesman of the Board of Directors of the Bavarian Academic Center for Central, Eastern and Southeastern Europe BAYHOST
10:30 a.m.	Key Note I: German-Russian Economic Relations in the Context of EU Sanctions <i>Prof. Dr. Igor Maksimtsew, Chair for Global Economy and International Economic Relations, Rector of the Saint-Petersburg State University of Economics (UNECON)</i>
10:50 a.m.	Key Note II: Experiences and Perspectives of German-Russian Business Cooperation <i>Prof. Dr. Dirk Holtbrügge, Chair of International Management, Dean of International Affairs of the Faculty of Economic Sciences at the FAU</i>
11:20 a.m.	Key Note III (business representative)
11:50 a.m.	Key Note IV (DAAD): Academic Exchange with Russia: Recent Trends and Perspectives <i>Dr. Martin Krispin, Deputy Head of Section Scholarship Programmes Eastern Europe, Central Asia and South Caucasus (DAAD)</i>
12:00 a.m.	Lunch buffet and contact fair with information stands
1:30 p.m.	<b>Sections and counseling on funding possibilities (simultaneously)</b> The sections are mainly in English language.

1:30  
p.m.

Section 1: Economics

The Role of Institutional Factors (Corruption, Confidence and Religiousness) on Foreign Trade: Results from Empirical Research

*Dr. Alexander Nepp, Graduate School of Economics and Management, Ural Federal University (UrFU)*

FDI: new research methods and possibilities of German-Russian cooperation, the role of Eurasian integration and political tensions between Russia and the West

*Dr. Alexey Kuznetsov, Head of Center for European Studies, Institute of World Economy and International Relations (IMEMO)*

Branding strategies of cities in the Baltic Sea Region

*Dr. Alexey Chechulin, North-West Institute of Management, branch of Russian Presidential Academy of National Economy and Public Administration (RANEPA)*

... and further contributions from participants (to be continuously updated)

Section 2: Business Administration

Innovation Networks: State of Art and Future Research Directions

*Univ.-Prof. Dr. Alexander Fliaster, Department of Business Administration, especially Innovation Management, University of Bamberg*

Contemporary Procurement as a Value Driver in Industry

*Prof. Dr. Günter Hofbauer, THI Business School, Technische Hochschule Ingolstadt (THI)*

Reference Analysis of Communications on Progress (CoP) of Small and Medium Enterprises (SMEs) in Global Compact Network Germany and Russia 2014-2015

*Dr. Tatiana Solovey, Department of Economic Theory and Social Policy, St. Petersburg State University (SPGU)*

German Corporations' Headquarters and Russian Subsidiaries – Structures, Evolutions, Challenges

*Prof. Dr. Thomas Steger, Faculty of Economics, Department of Business Administration II, Universität Regensburg (UR)*

Uncovering Determinants of Sharing-based Business Models

*Prof. Dr. Sven Laudien, Department of Strategic Management and Organization, University of Bayreuth*

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, Faculty of Business and Management/ School of Business Administration/ Department of General and Strategic Management, National Research University Higher School of Economics (HSE)*

... and further contributions from participants (to be continuously updated)

Section 3: Energy Economics

Investment Incentives in Energy Markets: The Role of the Market Design

*Prof. Dr. Veronika Grimm, Chair of Economics, especially Economic Theory, Friedrich-Alexander-Universität Erlangen- Nürnberg (FAU)*

German-Russian Summer School on Renewable Energies and Energy Efficiency at the Ostbayerische Technische Hochschule (OTH) Amberg-Weiden together with the Tambov State Technical University and Siberian Federal University

*Prof. Dr. Magnus Jaeger, Vice Dean at the OTH Amberg-Weiden*

... and further contributions from participants (to be continuously updated)

Counseling on funding possibilities in one-on-one-interviews by arrangement

German Academic Exchange Service (DAAD)

German Research Foundation (DFG)

Bavarian Research Alliance (BayFOR)

3:30  
p.m.

Coffee break

4:00  
p.m.

**Good practice examples and cooperation proposals**

*Prof. Dr. Dirk Holtbrügge, Chair of International Management, Dean of International Affairs of the Faculty of Economic Sciences, FAU*

Joint students' projects of Coburg University of applied sciences and arts and Novosibirsk State University of Economics and Management

*Prof. Dr. Eduard Gerhardt, Vice Dean of the Faculty 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*

German-Russian Cooperation in Research and Education: Experiences and New Ideas

*Prof. Dr. Tatjana Nikitina, Professor of the Department of Banking and Financial Markets, Head of the Russian-German Centre, Saint-Petersburg State University of Economics (UNECON)*

The Soccer World Cup 2018 in Russia: Opportunities for Adidas

*Dr. Daniel Maderer, Adidas*

... and further contributions from participants (to be continuously updated)

5:30  
p.m.

Break

7:30  
p.m.

Dinner

Friday, November 10<sup>th</sup>, 2017

10:00 a.m.	<p>Section 1: Economics</p> <p>Section 2: Business Administration</p> <p>Section 3: Energy Economics</p> <p>Counseling on funding possibilities in one-on-one-interviews by arrangement</p> <p>German Academic Exchange Service (DAAD)</p> <p>German Research Foundation (DFG)</p> <p>Bavarian Research Alliance (BayFOR)</p>
12:00 p.m.	<p>Business Internship Program Doing Business in Russia – Russia In Practice: 5 Years of Success</p> <p><i>Prof. Dr. Natalia Guseva, Department of General and Strategic Management, Director of the program "Doing Business in Russia", National Research University Higher School of Economics (HSE)</i></p>
12:15 p.m.	<p>Overview on Business Schools in Russia</p> <p><i>Dr. Gregor Berghorn, former Head of the DAAD's branch and the German Center for Research and Innovation (DWIH) in Moscow</i></p>
12:30 p.m.	<p>Conclusions in the plenary session</p> <p>Closing addresses by researchers from Russia and Germany as well as companies, including results from the sections</p> <p>Proposals for further cooperation</p>
1:00 p.m.	<p>Lunch buffet</p>
2:30 p.m.	<p>Cultural program</p>

### **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 simultaneously translated into German or Russian.

### **Registration**

Please use the following link to register for participation as a speaker until September 22<sup>nd</sup> 2017:  
[Registration \(in German\)](#)

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Registrating as a visitor will be possible later as well.

## Directions

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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.