



## 2015 HSE-GAMMA Joint Symposium

<b>Theme:</b> Bridging Asia and Russia in Global Marketing & Management <b>Co-Hosts:</b> National Research University “Higher School of Economics” Global Alliance of Marketing & Management Associations <b>Organizer:</b> Korean Scholars of Marketing Science <b>Partners:</b> Center for Sustainable Culture & Service, Yonsei University Korea Economy and Management Development Institute	
<b>Chairs:</b> J. Chung (Sogang University), O. Tretyak (HSE), & V. Rebiazina (HSE) <b>Secretary:</b> O. Mondrous (HSE)	
<b>Date:</b> 10.04.2015, Friday <b>Time:</b> 10:00 – 18:30 <b>Venue:</b> National Research University “Higher School of Economics” (Main Building) <b>Address:</b> Room 242, Myasnitskaya street, 20, Moscow, Russia	
10:00- 11:30 Room 236	<b>Session 1. Customer Equity and Sales Management</b> <b>Chair: Jaihak Chung (Sogang University)</b>  Y. Sun (Yonsei University), E. Ko (Yonsei University), K. Hoon Kim (Changwon National University), T. C. Garrett (Korea University) - Sustainable Marketing and Customer Equity  N. Popov (HSE), N. Kolesnik (HSE), A. Rozhkov (HSE) - Drivers of Direct Selling Industry in Russia  S. Young Heo (Changwon National University), K. Hoon Kim (Changwon National University) - Influencing factors of green purchase behavior: Focusing upon green advertising  G. Lianos (Southwestern University of Finance and Economics), I. Sloev (HSE) - Customer Acquisition and Customer Retention in a Competitive Industry  <b>Main Discussant:</b> Igor Sloev (HSE)
12:00- 13:30 Room 236	<b>Session 2. Strategic Marketing and Consumer Behavior</b> <b>Chair: O. Tretyak (HSE)</b>  O. Tretyak (HSE), V. Rebiazina (HSE) - Contemporary Marketing Practices (CMP) in the Russian Market: Evidence from Empirical Research

	<p>M. Smirnova (GSOM SPbSU), V. Rebiazina (HSE), O. Gulakova (HSE) - Does Customer Orientation Matter in Transition Market? Insights from Empirical Research in the Russian Market</p> <p>Matthias Aicher (Springer) - How to increase the number of Russian publications in international journals.</p> <p>Kyung Hoon Kim (Changwon National University) - Introduction of GAMMA and KSMS</p> <p><b>Main Discussant:</b> W. Johnston (Georgia State University)</p>
15:00- 16:30 Room 236	<p><b>Session 3. Meeting with the Editors</b> <b>Chair: Charles R. Taylor (Villanova University)</b></p> <p>Charles R. Taylor (Villanova University) - Editor of the International Journal of Advertising</p> <p>Eunju Ko (Yonsei University) - Editor-in-Chief of the Journal of Global Fashion Marketing</p> <p>Kyung Hoon Kim (Changwon National University) - Managing Editor of the Journal of Global Scholars of Marketing Science</p> <p>Jaihak Chung (Sogang University) - Editor of the Asia Marketing Journal</p> <p>Alexander Bukhvalov (GSOM SPbSU) - Editor of the Russian Management Journal</p> <p>Wesley J. Johnston (Georgia State University) - Editor of Journal of Business and Industrial Marketing</p>
17:00- 18:30 Room 236	<p><b>Session 4. Marketing for Digital Environment and Destination</b> <b>Chair: V. Rebiazina (HSE)</b></p> <p>E. Ko (Yonsei University), E. Chun (Yonsei University), H. Kong (Yonsei University) - An Application of Social Platform in Fashion Business</p> <p>S. Jang (Antalya International University), J. Chung (Sogang University) - Pricing Base and Add-on Products: An Application to Mobile Games</p> <p>H. Han (HSE), A. Salina (HSE) - The Role of Mega Sports Event in Destination Marketing</p> <p>A. Daviy (HSE), V. Rebiazina (HSE) - E-commerce Market in Russia: Barriers and Opportunities of the Future Development</p>

	<b>Main Discussant:</b> A. Rozhkov (HSE)
--	------------------------------------------

