

International Conference on Applied Research in Economics — iCare

October 30–31, 2025



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Words of Welcome

From Research to Impact: Twelve Years of iCARE

This year we welcome the 12th edition of the International Conference on Applied Research in Economics — iCare. Over these past twelve years, we have built more than a conference — we have built a community of scholars and practitioners who believe deeply that research in economics, finance and management is not just about models and data, but about impact and improvements for real people in the real world.

This year's theme, «Internationalization in Emerging Economies: Intellectual Capital, Policy Tools, Resilience and Global Challenges», speaks directly to that vision. As the world becomes ever more complex, the time is right for research that links rigorous applied work with the real-world aim of improving well-being, building resilient institutions and making global participation inclusive.

We face many challenges: shifting international alliances, technological transformation, socio-economic shocks, to mention a few. At the same time, we see opportunity: growing intellectual capital in emerging economies, agile firms leveraging digital platforms, and policy innovations that can elevate quality of life. Our research, whether empirical, behavioral, managerial or institutional, has the power to translate theory into strategy, data into decisions, and knowledge into collective progress.

Many thanks to everyone who has joined us this year and by presenting papers, chairing sessions, engaging in discussion and offering ideas continues the legacy of what was started twelve years ago exactly with this objective: to bring international research to Perm and to enrich it through collaborations and communication. Let us remember the «iCare» in our name: care for evidence, care for society, care for the future.



Dr Elena Shadrina

Associate Director for Research and International Development,
HSE Perm

iCARE 2025: Connecting Ideas, People, and Possibilities

Dear colleagues, distinguished guests, and friends, it is our great pleasure to welcome you to the 12th edition of the International Conference on Applied Research in Economics (iCARE 2025). This year's conference is a joint effort organized by HSE University and the Iran University of Science and Technology, two institutions united by a shared commitment to advancing research, fostering collaboration, and supporting meaningful academic dialogue.

We are proud to have received a remarkable number of submissions from researchers representing different countries and universities across the globe. This diversity enriches our conference and ensures that iCARE remains a truly international platform for the exchange of ideas, perspectives, and knowledge.

Our hope is that this conference will serve as an inspiring venue for discussion on the internationalization of emerging economies, the sources of success at both company and regional levels, and the critical role of intellectual resources and creativity in shaping opportunities amid global transformations.

It is a special honor for HSE University in Perm to host this significant international event and to welcome all participants — whether you are joining us in person, online, or presenting through posters. Your contributions and active participation are what make iCARE such a vibrant and impactful forum.

We wish all of you productive work, stimulating discussions, and fruitful collaboration over the coming days. May iCARE 2025 inspire new ideas, partnerships, and pathways for research that will continue well beyond this conference.



Petr Parshakov

Head of the International Laboratory of Intangible-driven Economy,
HSE Perm

Bridging Ideas, Building Partnerships: Toward Knowledge-Based Growth

It is a great privilege to welcome you all to the conference on «Internationalization in Emerging Economies: Intellectual Capital, Policy Tools, Resilience and Global Challenges». On behalf of the Iran Think Tank for Export Development (ITED) of Iran University of Science and Technology, and in collaboration with the Intangible-driven Economy Laboratory (IDLAB) of HSE University, Perm Campus, I extend my sincere appreciation for your participation.

This joint endeavor reflects our shared commitment to deepening the dialogue on internationalization, innovation, and resilience in the context of emerging economies. The cooperation between our institutions from Iran and Russia embodies a promising path toward strengthening scientific and technological collaboration between our countries, which share many common interests in advancing knowledge-based development.

We are pleased that the first concrete steps of our cooperation have already been realized through the enthusiastic response from scholars, the submission of numerous high-quality papers, and the organization of this professional academic event. These achievements mark the beginning of a broader and more fruitful collaboration between our research centers in the years ahead.

I wish all participants inspiring discussions and valuable exchanges of ideas throughout the conference.

Also, we are delighted to acknowledge the excellent organization and warm hospitality provided by HSE Perm. Their professional hosting and academic support have been instrumental in making this event both fruitful and inspiring.



Amir Zakery

Director of Iran Think Tank for Export Development
Assistant Professor of Iran University of Science and Technology

Our Special Guests

Keynote Speaker

Dr Kazi Sohag is an Associate Professor at the Graduate School of Management, Saint Petersburg University, Russian Federation. Kazi Sohag is also head of the Laboratory for Natural Resource Policy under Ural Federal University. He was an adjunct research fellow at the School of Commerce, University of Southern Queensland, Australia. Dr Kazi is also an associate research fellow at the Accounting Research Institute, UiTM, Malaysia. He is an External Researcher at the Center of Research Excellence in Renewable Energy and Power Systems, King Abdulaziz University, Jeddah, Saudi Arabia. Dr Kazi is a contributing author of IPCC Working Group III under UNFCCC. He has been appointed by the University of Merdeka, Malang, as a Visiting professor under the World Class Professor Program (WCP) 2021 by the Ministry of Education, Culture, Research and Technology, Indonesia. He obtained a PhD in Environmental Economics from the National University of Malaysia in 2017.

Kazi Sohag received a diploma in Global VAR Modeling using the GVAR from the Czech University of Life Sciences, Czech Republic 2019, and Energy and Environmental CGE Modeling with GAMS from EcoMod, Singapore, in 2015. According to RePEc, Kazi Sohag is among the top 1000 economists in the world. He is also the top second economist in Russia (based on the last ten year's publications). According to Stanford University's evaluation, Kazi also appears in the top 2% of influential researchers. Kazi Sohag is a regular reviewer of more than 50 high-impact journals. His H-index is 41, where the total citation is more than 8400. He delivered numerous public lectures and keynote speeches around the globe. Dr Kazi has been awarded several international research grants from different countries, including Russia, Iran, Malaysia, Kosovo, UAE, Indonesia, and KSA.



Dr Kazi Sohag, Ph.D.

GSoM, St. Petersburg University

Special Guest

Professor Kayhan Tajeddini currently serves as part-time Professor of Hospitality Strategic Management at Sheffield Hallam University (UK, since 2018) and part-time Professor of Strategic Management and International Business at Tokyo International University. His distinguished academic career includes positions as Docent and Associate Professor at Lund University (Sweden), Associate Professor at Asia Pacific University (Japan), and Lecturer at Les Roches School of Management (Switzerland) and University of South Wales (UK), following his start as a Research Assistant at Bradford University (UK).

His scholarly work spans strategic management, hospitality, and international business, appearing in over 100 refereed publications across high-impact venues.

As Chief Editor of the Interdisciplinary Journal of Management Studies and Middle East Journal of Management, and Deputy Editor of Annals of Leisure Research, Professor Tajeddini provides editorial leadership to the academic community.

He serves on the editorial boards of prestigious journals such as:

- International Journal of Hospitality Management
- International Journal of Contemporary Hospitality Management
- Review of International Business and Strategy
- The Service Industries Journal
- His editorial expertise is further recognized through his Fellowship with the British Academy of Management Peer Review College.



Professor Kayhan Tajeddini

Tokyo International University

Program

30 October Track A

All times are Perm time (GMT+5)
(in-person, Studencheskaya 38, room 103)

9:30|10:00 Registration

10:00 **Harnessing Intelligence and Capabilities: Strategies for Performance and Resilience** **Section A-1**
11:40 Chair: Petr Parshakov

Opening ceremony, welcome speech
Elena Shadrina, HSE University

Smart Insights, Stronger Performance: Leveraging Business Intelligence and Dynamic Capabilities
Kayhan Tajeddini, Tokyo International University

When Stakeholders Disagree: Using NLP to Map Intellectual Capital Disclosure in Divergent ESG Ratings
Petr Parshakov, HSE University

Co-authors: Iuliia Naidenova, Sofiia Paklina, Elena Rapoport

Local or Global? Strategic IT Vendor Selection and Firm Performance
Anna Daviy, HSE University

Co-authors: Elena Rapoport, Mariia Molodchik

Internationalization in emerging markets
Amir Zakeri, Iran University of Science and Technology

11:30|12:00 Coffee break

12:00|13:00 [Plenary session](#)

The Rise of Multipolarity: Assessing Its Socio-Economic and Geopolitical Consequences
Kazi Sohag, GSoM, St. Petersburg University

13:00|14:00 Lunch

14:00 **Connecting Regions, Cultures, and Consumers in Global Trade** **Section A-2**
15:45 Chair: Marina Zavertiaeva

From Perm to the World: Unlocking Food Export Opportunities
Anna Bykova, Ministry of Agricultural industry

Regional IC-driven Internationalization
Dmitriy Kashin, HSE University

Co-authors: Svetlana Suslova, Dilmurod Tillashaikhov, Mariia Molodchik

The Role of Regional Agreements on the Development of Regional Value Chains in a Multipolar World: Insights into Technological Advancement
Mohammad Sadegh Saremi, Iran University of Science and Technology

Gen Z as a global market segment: does virtual influencer marketing work?
Elena Zelenskaya, HSE University

Blockchain as a Strategic Tool for Internationalization: Mitigating Currency, Political, and Financial Barriers in Emerging Economies
Sadeghi Mohammad Mahdi, Iran International Innovation District, Pardis Technology Park

Co-authors: Hossien Yeganneh, Meysam Farajollahi

15:45|16:00 Coffee break

16:00|17:30 Interactive lecture

«„The Perm Period“: Territory Branding Through Cultural Heritage to Attract a Global Audience»

16:00 **Brains, Bytes, and Resilience: Rethinking Regional Development in Global Crises** **Section A-3**
17:30 Chair: Kirpishchikov Dmitry
(in Russian language)

Literature review on regional IC-driven internationalization
Dilmurod Tillaichakov, HSE University

Stability of the socio-economic system of Armenia in the conditions of global crises: institutional and structural aspects
Zinavard Papyan, Russian-Armenian University

Co-authors: Edward Sandoyan, Irina Petrosyan

The Impact of Intellectual and Digital Capital Development on Regional Innovation Advancement
Maksim Vlasov, Institute of Russian Academy of Science

Analysis of the Negative Impact of Occupational Burnout Risk on Human Capital in Russian Regions
Grigoriy Teplykh, HSE University

Google Search for Burnout and National Culture
Nikita Matkin, HSE University

Co-authors: Tatyana Permyakova, Evgeniya Shenkman

31 October Track A

All times are Perm time (GMT+5)

(in-person, Studencheskaya 38, room 103)

9:30|10:00 Registration

10:00 Brains, Bytes, and Resilience: **Section A-4**
11:40 Rethinking Regional
Development in Global Crises
(in Russian language) Chair:
Dariya Semenova

Developing a team management style in the spirit of technological leadership, taking into account generational differences

Olga Belyak, Ural State University of Economics

Co-authors: Elena Kalabina

Scale for teaching burnout: adaptation for Russian language

Dariya Semenova, HSE University

Co-authors: Anna Provorova, Marina Zavertiaeva, Tatyana Permyakova

The Impact of a Bank License Revocation on the Financial Performance of Related Commercial Banks

Maksim Gabov, Central Bank of Russia

Co-authors: Ekaterina Akhmetgalina, Marina Zavertiaeva, Dmitrii Kirpishchikov

The Dark Side of Interbank Linkages: Bank Efficiency Preceding the License Revocation of Connected Peers

Vladimir Ivanov, HSE University

Co-authors: Maksim Smirnov, Marina Zavertiaeva, Dmitrii Kirpishchikov

Workplace Practices and Burnout Signals in Employee Reviews

Alexey Smirnov, HSE University

Co-authors: Sofia Paklina, Petr Parshakov

12:00 | 13:00 [Editorial session](#)

Speaker Kayhan Tajeddini, Chief Editor of Interdisciplinary Journal of Management Studies

13:00|14:00 Coffee break

14:00 Humans and Machines: **Section A-5**
15:40 Drivers of Resilience and
Behavior in Modern Economies Chair:
Egor Ivanov

The Impact of CEO Characteristics on the Financial Resilience of Russian Exporting Companies

Ekaterina Akhmetgalina, HSE University

Co-authors: Marina Zavertiaeva

Happiness Emodities: Commodification and Marketing Strategies in Popular Psychology on Youtube

Nikita Matkin, HSE University

Potential Effects of Artificial Intelligence and Information Technology Penetration on the Labor Market for Economics Graduates: Evidence from Russia

Anton Nikolaev, HSE/Lomonosov MSU

The influence of intellectual capital on the resilience of exporting companies under sanctions

Egor Nazarovskiy, HSE University

Co-authors: Maksim Kataev, Mariia Molodchik

9:30 | 10:00 [Getting together in Zoom](#)

10:00 Pathways to Global Competitiveness: Institutions, FinTech, and Intellectual Capital **Section B-1**
11:40 Chair: Dmitriy Kashin

Why Economic Organizations in Iran Have Not Become International: An Institutional Perspective

Javidi, Mohamadzadeh Ebrahim, Management and Planning Organization

Co-authors: Parviz Mohammadzadeh, Mohammad Bagher Beheshti

The Role of FinTech in Enhancing SME Export Competitiveness in Emerging Economies

Hajizamani Zeinab, Iran University of science and technology

Co-authors: Amir Zakeri, Ali Bonyadi Naieni

Institutional Governance and Economic Catch-Up in Complex Product Systems (CoPS)

Ahmadi Hamed, Iran University of science and technology

Co-authors: Javad Mashayekh, Amir Zakeri

The Intangible Advantage: Intellectual Capital as the Primary Driver of Global Competitiveness in Emerging Economies

Mohammadi Khyareh Mohsen, Gonbad Kavous university

Co-authors: Khadije Mazra'e

From Indigenous Standardization Systems to Firm Internationalization

Valizadeh Ali, Amirkabir University of Technology

Co-authors: Mehdi Majidpour

11:40 | 12:00 Break

12:00 | 13:00 [Plenary session](#)

The Rise of Multipolarity: Assessing Its Socio-Economic and Geopolitical Consequences

Kazi Sohag, GSoM, St. Petersburg University

13:00 | 14:00 Break

14:00 Building Global Presence: Governance, Digitalization, and Human Capital **Section B-2**
15:45 Chair: Olga Okulova

Boards, States, and Policies: Governance MechaniCMC in Firm Internationalization

Shirghazi Mehrdad, Technology Studies Institute

Co-authors: AmirHossein Araghchi, Melika Kamkar

Digitalisation as a driver for sustainability: a pathway to global integration of the Armenian economy

Ani Galstjajn, Russian-Armenian University

Energy Diplomacy of Civilization — States; an Accelerator for the Expansion of Non-Dollar Financial Relations

Azimzadeh Arani Mohammad, Niroo Research Institute (NRI)

Co-authors: Davoud Karimipour, Mohammad Sadegh Saremi

Applying the SOAR Model to Analyze Barriers and Opportunities in the Internationalization of Firms in Emerging Economies: The Case of Iran

Abdolalizadeh Shahir Simin, Iran University of Science and Technology

Human capital as driver of economic development in Armenia

Mariam Voskonyan, Russian-Armenian University

Identifying Cultural Factors Affecting Iran,,s Trade with Its Main Partners: A Thematic Analysis Approach

Mohammad Javad Sadeghi, Iran University of Science and Technology

Co-authors: Amir Zakeri

Organizational learning and resilience

Eiham Razi, University of Tehran

30 October **Track B**

All times are Perm time (GMT+5)
(online)

15:45 | 16:00 Break

16:00 From Digitalization to Geopolitics: New Drivers of Competitiveness in Emerging Economies **Section B-3**
17:30 Chair: Svetlana Suslova
(in Russian language)

Analysis of the impact of China's accession to the RCEP on the dynamics of its trade indicators

Vladimir Ursulenko, HSE University

Co-authors: Inna Lola, Dmitry Asoskov

Integrated Assessment of Intelligent Decision Support System Efficiency

Natalia Malshina, RANEPa

Adaptation Strategy of Developing Economies to Geopolitical Shifts: The Case of Armenia

Egine Petrosyan, Russian-Armenian University

Co-authors: Liliya Nashinyan

Educational Methodological Complexes in Web Development as a Component of Intellectual and Structural Capital in the Digital Economy: Implementation Experience at PSUTI

Dmitri Danilov,
Povolzhskiy State University of Telecommunications and Informatics

9:30 | 10:00 [Getting together in Zoom](#)

10:00 **AI, Strategy, and Global Shifts: Building Resilience and Growth** [Section B-4](#)
11:40 **(in Russian)**
(in Russian language) Chair: Iuliia Naidenova

The Role of an AI Data Center Launch in Creating the Foundations for Sustainable Economic Growth in the Republic of Armenia: An Applied Case Analysis

Agasi Tavadyan, Russian-Armenian University

Example of pre-active planning for sustainable growth based on a stochastic sales trend model

Vasilii Belysh, Novosibirsk State University of Economics and Management

Factors Influencing the Growth of Artificial Intelligence Capabilities in Russia

Karina Kalinina, Perm National Research Polytechnical university

Foreign economic cooperation between Russia and China in the context of modern challenges: effectiveness assessment through an indicator approach

Dmitrii Asoskov, HSE University

Co-authors: Inna Lola

General Motors' Strategy in the Face of External Shocks

Jana Sen, Томск State University

12:00 | 13:00 [Editorial session](#)

Speaker Kayhan Tajeddini, Chief Editor of Interdisciplinary Journal of Management Studies

13:00 | 14:00 **Break**

14:00 | 15:40 **Interactive lecture**

«„The Perm Period“: Territory Branding Through Cultural Heritage to Attract a Global Audience»

30 October **Track C**

All times are Perm time (GMT+5)
(hybrid)

12:00 | 13:00 Plenary session

The Rise of Multipolarity: Assessing Its Socio-Economic and Geopolitical Consequences

Kazi Sohag, GSoM, St. Petersburg University

13:00 | 14:00 Break

14:00 Government Support for Creative Industries Development **15:45** (in Russian, In Person)

Section C-2
Chair:
Anastasiya Bozhya-Volya

(Studencheskaya 38, room 315)

Effectiveness of Government Support of Creative Industries Companies and Entrepreneurs in Ural Region Cities

Valentina Derbeneva, Ural Federal University

Creative Imbalance: Why Government Support in Russia Does not Save Artists, but Feeds IT Specialists?

Tatyana Bukina, HSE University

Government Support for Creative Industries Development: What Formats are Used and What Determines the Validity of Their Choice?

Anastasiya Bozhya-Volya, HSE University

Factors of Labor Efficiency Improvement in the Creative Industries of Single-Industry Towns of the Urals and Siberia

Irina Antonova, Ural Federal University

15:45 | 16:00 Break

16:00 Factors of Creative Industries Development at the Regional Level **17:30** (in Russian language)

(online)

Section C-3
Chair:
Anastasiya Bozhya-Volya

Creative Industries and the Promotion of Local Culture: Video Games as a Tool for Regional Development

Ekaterina Bugrova, Ural Federal University

The Role of Communities in the Social Capital in the Regional Creative Economy on the example of the Krasnoyarsk Krai

Anastasiya Pogorevich, Siberian Federal University

The Role of Creative Industries in Developing the Potential of Small Towns

Alla Berendeeva, Ivanovo State University

Globalization and the Open Exchange of Ideas in the Context of Creative Industries

Evgeniya Savkina, Volgograd State University

The Role of Secondary Professional Education In Personel Training System for Creative Industries Development

Olga Berendeeva, Ivanovo Industrial and Economic College

16:00 Public Procurement: tools and responsibility **17:30** (in Russian language)

(online)

Section C-4
Chair:
Elena Shadrina

Institutional transformation of the accounting of supplier reputation factors in the context of risk management in public procurement

Semenycheva Veronika, Southern Federal University

Digitalization and anti-sanction adaptation of the Russian budget procurement system

Stetsenko Ivan, Southern Federal University

What Drives Public Procurement of Innovation in Russia? Supplier Survey Results

Petrova Polina, HSE University

Co-authors: Kashin D., Tillashaikhov D., Podgorenko Y., Zavorokhina A., Vilkova M.

Protectionist support for innovative and Russian products in the public procurement market

Belokrylova Olga, Belokrylov Kirill, South Federal University

Co-authors: Situkho A.

Centralization of complaint handling in the contract system: consequences of reform

Sergey Tsygankov, Southern Federal University

Co-authors: Artem Maskae, Galust Khudaverdyan

31 October **Track C**

All times are Perm time (GMT+5)
(hybrid)

12:00 | 13:00 [Editorial session](#)

**Speaker Kayhan Tajeddini, Chief Editor of
Interdisciplinary Journal of Management Studies**

13:50 | 14:00 [Getting together](#)

14:00 **Club of Creative Producers:** **Section C-5**
Best Practices in Russian
15:45 **Regions**
(in Russian language) Chair:
Anastasiya
Bozhya-Volya

Bulvar Gagarina 37, room 214

**Club of Creative Producers: Best Practices in
Russian Regions**

Evgeniya Miruk, Agency for Strategic Initiatives

Poster session

Internationalization in Emerging Economies: The Role of Intellectual Capital, Economic Resilience, and Global Governance in China,,s Development Model
Javad Baharmast Hossein Abadi, Imam Hussein (AS) University

The Internationalization of Small and Medium-sized Enterprises in Emerging Economies A Systematic Literature Review
Amir Moghimi Esfandabadi

Resilience of the Low-Carbon Tourism Energy System: A Shock-Responsive Policy Framework for Tourist Hubs
Negin Sadat, Ghazi Asgar, University of Tehran

Internationalization under Policy Shocks: Packaging-Centric Resilience for Emerging-Economy Semiconductor Firms
Ali Zokaei Kuhbanani, Iran University of Science and Technology

The role of foreign direct investment in stimulating innovation and transferring modern technologies to Iraqi companies: A qualitative study in the construction sector
Dhuha Al-Hamiri, Ministry of Higher Education and Scientific Research, Iraq

Navigating Global Markets: Export Channel Selection in Emerging Economies — A Systematic Literature Review and Conceptual Framework
Mohammad Mahdi Abbaszadeh, Malek Ashtar University of Technology

Tourism in an Era of Energy Uncertainty: Resilience Strategies for a Decentralizing World
Somayeh Hajinezhad, University of Tehran

Medical Tourism as a Strategic Product for Iran in the Global Tourism Market
Nasrin Kazemi, University of Tehran

Industrial agglomeration: history, theory and implication
Dmitriy Kosheev, HSE University

LLMs vs. Humans: Gender Differences in the Dictator Game
Sofia Paklina, HSE University