

Sino-Russian Business Relationships in Globalization

A PDW workshop at the IACMR Conference
Dragon Hotel, Hangzhou, China
June 19, 2016, 10:15-12:00

Organizers

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1. Overview

After Russia's split with the West, the cooperation between China and Russia appears to have been growing stronger in the age of globalization. In 2014, China and Russia signed agreements to build the *Power of Siberia* gas pipeline and high-speed railway connecting Beijing and Moscow (Bloomberg, 2015). There were also proposals to discontinue using the US dollar and instead start using the Ruble and Renminbi for transnational trade between the two countries (China Daily, 2010). Shanghai Cooperation Organization (SCO) is increasingly seen as a potential center of the multipolar world (European Parliament, 2015). As reported in the extensive media coverage, the leaders of China and Russia are positive and confident that the Sino-Russian relations now have entered into an era of long-term mutually beneficial cooperation (China Daily, 2015).

It has been repeatedly recognized that Chinese and Russian business has huge potential of cooperation and complementarity, especially in areas such as energy, infrastructure, tourism and media (cf. Gabuev, 2015). However, despite the increasingly warm and encouraging relations between the leaders and governments of the two countries, businesses between China and Russia are often operating rather cautiously due to the lack of understanding of each other's culture, institutions, business practices as well as the lack of necessary administrative, financial and legal support. Moreover, the Sino-Russian business relationships have been underresearched and the focus on management and organization issues in Sino-Russian business relationships has been rare.

In order to alter this situation and to build up vibrant academic connections among scholars who are interested in Sino-Russian business relationships, we organize this Professional Development Workshop (PDW) that covers a number of related China-Russia topics at the three levels of cooperation between the two countries, i.e. government, business and society. A special focus is on the opportunities of complementarity and cooperation between Chinese and Russian businesses in the era of globalization.

2. Learning objectives

The purpose of this workshop is to identify and problematize important research areas in Sino-Russian business relationships in the age of globalization.

The topics to be addressed include:

1. Sino-Russian economic and business relationships over time
2. Sino-Russian business negotiation
3. Managing multinationals' subsidiaries in China vs. Russia
4. Internationalization of firms: China vs. Russia
5. Management of Sino-Russian joint ventures
6. Intercultural communication between Chinese and Russian managers
7. Guanxi vs. Svyazi
8. Institutions and business networks: Chinese, Russian, and West European markets

The workshop emphasizes the potential areas of collaboration and complementarity between Chinese and Russian businesses, with a special focus on the role of culture and institutions in Sino-Russian business relationships. The workshop serves as an intellectual forum on Sino-Russian business cooperation that is examined through boundary-crossing dialogue and discourse.

The workshop will deliver multiple learning outcomes: a) critical and up-to-date insights into Sino-Russian business relationships; b) academic-oriented dialogue about how these insights can be integrated into research, c) practical implications on how companies can better manage cross-cultural business and management issues in Sino-Russian operations.

3. Workshop content

Introduction

The workshop's organizers will introduce the purpose and format of the workshop, in order to provide a common frame of reference to the panelists and audience. What are the important research areas in Sino-Russian business relationships in the age of globalization? What is to be done to harmonize the business relationships between China and Russia as two major non-Western centers of the multipolar world?

Presentation sessions and panels

The workshop will be divided into (three) presentation sessions around key themes on three levels of cooperation between China and Russia – government, business and society; at the conclusion of each presentation session, the presenters will be given a few minutes to reprise and respond to discussion points that arose after the plenary panel presentations (panels).

Group discussions

The formal presentation sessions are followed by group discussions among the participants that will be moderated by the workshop's organizers. The participants will be encouraged to identify several different but plausible scenarios in Sino-Russian business relationships. The group sessions are designed to challenge conventional assumptions and to facilitate knowledge exchange among leading experts in China-Russia relations.

Roundtable discussion

The workshop will be concluded with a roundtable when academics, practitioners, students and the public are welcome to participate in the final joint discussion. The roundtable will focus on how the identified issues, scenarios and insights can be anchored in the context of academic research. The key is to stimulate an open dialogue on the two-way business relationships and encourage for follow up networking and new academic collaborations.

4. Participants and roles

The workshop draws together management and organization scholars, executives, entrepreneurs, policy-makers and non-business scholars in knowledge-enhancing settings. The following roles are assigned to the participants:

Moderators

The organizers of the workshop, Professor Tony Fang and Dina Chimenson, will moderate the Introduction part, the Group Sessions and the final Roundtable discussion. The moderators will provide a set of background "drivers" as a means to stimulate the discussion.

Panelists

Invited panelists share their research insights and participate in group discussions with a focus on: a) the actual level of Chinese-Russian business cooperation; b) the potential areas of cooperation and complementarity of Chinese and Russian cultural, organizational and institutional aspects of doing business; c) principles of developing business and social contacts, building intercultural communication between China and Russia. We invite the panelists with academic research experience and varied expertise in Sino-Russian business relationships.

The following scholars are the workshop speakers:

Prof. Bat Batjargal



Professor of Entrepreneurship, Nottingham University Business School (NUBS)

Title: "Networks and institutions in China and Russia"

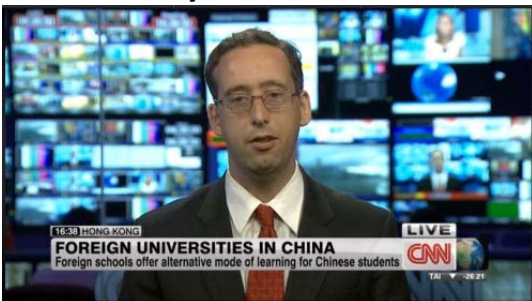
Dr. Marceli Burdelski



Deputy Chairman of the Academic Council, University of Gdansk, Vice-president of the Asia Pacific Society.

Title: "New SilkRoad: two Belts' chance for Russia and Poland".

Prof. Carl Fey



Professor of International Business, Aalto University School of Business

Title: "Comparing which management practices work best in China vs. Russia".

Prof. Alexey Maslov



Head of the School of Asian Studies at National Research University - Higher School of Economics; Member of Executive Committee of Russo-Chinese Chamber of Commerce

Title: "Russia and China: Searching for long-time co-development and avoiding of co-fall".

Prof. Tony Fang



Professor, Stockholm Business School, Stockholm University
and

Dina Chimenson, PhD Candidate

Stockholm Business School, Stockholm University

Email: dina.chimenson@sbs.su.se

Title: "Business negotiating styles: China vs. Russia"

Audience

Faculty, students, executives, entrepreneurs, policy-makers, consultants and non-business scholars who are interested in Sino-Russian business relationships are welcome to attend the workshop. Application for attending this workshop is to be submitted to:

dina.chimenson@sbs.su.se, latest by **May 1, 2016**.

5. Logistics

Venue: Dragon Hotel, Hangzhou, China

Time: June 19, 2016; 10:15-12:00

6. References

Bloomberg (2015). China, Russia plan 242 Billion Beijing-Moscow Rail Link. <http://www.bloomberg.com/news/articles/2015-01-22/china-russia-plan-242-billion-rail-link-from-beijing-to-moscow> (Last accessed on 2015/11/11).

ChinaDaily (2010). China, Russia quit dollar. http://www.chinadaily.com.cn/china/2010-11/24/content_11599087.htm (Last accessed on 2015/11/11).

ChinaDaily (2015). China, Russia to deepen comprehensive partnership to promote world peace. http://www.chinadaily.com.cn/world/cn_eu/2015-04/08/content_20024590.htm (Last accessed on 2015/11/11).

European Parliament (2015). China's leading role in the Shanghai Cooperation Organisation. [http://www.europarl.europa.eu/RegData/etudes/BRIE/2015/564367/EPRS_BRI\(2015\)564367_EN.pdf](http://www.europarl.europa.eu/RegData/etudes/BRIE/2015/564367/EPRS_BRI(2015)564367_EN.pdf) (Last accessed on 2015/11/11).

Gabuev, A. A "soft-alliance"? Russia-China relations after the Ukraine crisis. http://www.ecfr.eu/page/-/ECFR126_-_A_Soft_Alliance_Russia-China_Relations_After_the_Ukraine_Crisis.pdf (Last accessed on 2015/11/11).