

## News / Information

### Marketing & Culture of Business Conference

The St. Petersburg University of Economics and Finance in association with the Business Academy, the International Academy of Science, and the Technical University of Chemnitz (Germany) organizes and holds a *Marketing and Culture of Business Conference*.

The international conference will be held in St. Petersburg on the 23<sup>rd</sup> - 26<sup>th</sup> of September 1996. The conference covers the following main areas:

- Russian and Western experience of business development
- Marketing in the entrepreneurship system
- Business environment: legislative and organization aspects
- Culture of business communication
- Banking and business organization
- Efficiency of business culture

To participate in the Marketing & Culture of Business Conference please send your application to:

Mrs. Elena Pesotskaya  
(marked „The Conference“)

Or by fax:  
+7-812-310 4628

Marketing Chair  
University of Economics and Finance  
21 Sadovays Str.  
191023 St. Petersburg  
Russia

The fee to participate in the conference including the publication of conference materials, hotel reservations and organization expenses is US\$ 300.

Payment has to be made before July 1<sup>st</sup>, 1996 by bank transfer to:

Roubles: AOOT „Farvater“, account 467210152, in „Petrovskiy bank“ St. Petersburg, Municipal Branch, MFO 16100044030809, corr. Account 800161609 (by the rate of Moscow currency exchange).

US Dollars: AOOT „Farvater“, account 07017016, in „Petrovskiy bank“ St. Petersburg, Municipal Branch.

Penalty for the delayed bank transfer is 0.5% for every day. Payment can be also made in cash after arriving at the conference. After receiving your enrollment we will send the invitation and program of the conference.

## **Small and medium-sized business: organizational and financial mechanism**

The international conference on small and medium-sized business was held on April 8-9, 1996 at the Faculty of Finance of the Nishni Novgorod State University (NNSU). The conference was attended by over 80 participants, including representatives from Russia and CIS countries, Denmark, Great Britain, USA and Ireland. The focus of the conference was on the issue of small business development.

The conference was opened by Professor R.G. Strongin, Vice Rector of the NNSU, who gave an extensive analysis of the economic situation and the problems of entrepreneurship in Russia. Many speakers pointed to the importance of motivation of entrepreneurs. The lack of business culture and ethics leads to the bankruptcy of many businesses. This is the conclusion made by some researchers who analyzed the factors of insufficient distribution of resources. Some specific traits characteristic of the small and medium-sized company leaders have been delineated by businessmen themselves. The inadequacy of information support for entrepreneurs adversely affects the process of decision-making. Foreign participants have noted that this problem doesn't exist in the West.

Prof. Wolffsen (Roskilde University, Denmark) has presented an interesting analysis of some financial problems of transitional economies concluding that the transitional economies still need institutional, intellectual and educational support, but a direct transplantation of Western institution to a former socialist countries is impossible.

One of the ways to help small businesses in Russia is to attract investors. For this purpose Small Enterprise Equity Fund has been set up in Nishni Novgorod. Mr. N. Massuh, Director of the Fund, stressed that one of the positive features of the Fund is that it renders support to all sorts of small businesses except alcohol producers and those involved in trade. Only 10 enterprises have been carefully selected out of 100 candidates and now they are receiving the Fund's support.

Support to small and medium-sized business is also rendered by the Nishni Novgorod Fund and the Committee for the support and development of entrepreneurship at the Administration of the Nishni Novgorod region.

Small businesses are in a very special situation since no specialists have ever been trained in Russia for this field. Such businesses vary greatly and include, in particular, high-tech, intellectual labour and investment firms. New business curricula are required for training specialists in this area. It is difficult to speak of any standards in entrepreneurial activities without providing adequate training for entrepreneurs. At the conference numerous problems were highlighted and many suggestions were voiced concerning their practical solution.

Next year's conference will cover, among other issues, cultural values in entrepreneurial activities.

*Ludmilla Suchodoeva*

## **The Center for Corporate and Cultural Development**

The Republic of Tatarstan is one of the most developed regions in the Russian Federation. It has a great economic potential in such industries as petrochemicals, machine-building, aeronautics, agriculture, telecommunications, and informatics.

Tatarstan enjoys political stability, largely because of the harmonious interethnic co-existence between the Russians and the Tatars, and resulting broad cross-cultural influences. The Republic itself has a special political and legal status within the Russian Federation guaranteed by the Constitution of Tatarstan and a Treaty, concluded between Russia and Tatarstan, which separates the authorities of the Federal government from those of the Republic.

Tatarstan has a competitive edge over other regions of Russia thanks to its highly qualified workforce and the support its Government has given to entrepreneurial activity, investment of capital, and the development of worldwide economic ties.

For these reasons Tatarstan offers exceptional opportunities for the establishment of a Center for Corporate and Cultural Development.

The goals of the Center are: supporting the development of the national and regional economy and helping to integrate it into the world economy; strengthening the region's competitive advantages and its international links; and assisting the schools of higher learning in creating new educational programs.

The Center intends to:

- work directly with various companies and organizations to train and retrain specialists by establishing intensive short-term courses, conferences, seminars and round-table discussions;
- organize individually-tailored training courses for mid-level executives, drawing on Russian and European specialists and combining the Western business approach with the business practice of Tatarstan;
- work directly with European universities in developing study programs, seminars, conferences, and business tours;
- conduct research and analysis for local and foreign companies on marketing, as well as on legal, economic, political, and social matters;
- recruit and, if necessary, train personnel for foreign companies operating in Tatarstan;
- publish materials about Tatarstan; and
- organize international exchanges.

This Center is a non-profit organization. It is a formally registered legal entity with its own property. Any profits from its activities would be used to further its fundamental mission.

The founders of the Center are: Kazan State University; The Chamber of Commerce of Tatarstan; the U.S. International Research & Exchanges Board (IREX); Kazan stock company „Organic Synthesis“; the VolgaInformation Center „INFORMVES“; Kazan State Technological University; Kazan State Technical University; Kazan Institute of Economics and Finance.

Several organizations have expressed their interest in being affiliated with the Center, including Kazan Municipal Government; local and foreign institutions of higher learning; and local public organizations. The interests of the founders are: to receive services of the Center on a priority basis; oversee the activities and management of the Center; and contribute to the social development of Russia and Tatarstan. The governing body of the Center is the Board of Directors. Each founding organization has its representative on the Board, and that representative has one vote.

The Director of the Center reports to the Board and is responsible for day-to-day management. The Board of Directors has the exclusive right to make changes in the Bye-Laws of the Centers; recruit and discharge the Director of the Center; approve the annual budget.

Our Center is making the best use of the intellectual potential of the academic community of Tatarstan and Russia as well as the expertise of our foreign partners. Years of experience in international co-operation as well as the skill and the responsibility of our employees guarantee the high quality of our Center's work.

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*Yevgeny A. Kniazev, Kazan State University.*

## „Hochschulnachwuchs für Osteuropa“-Studiengang (HOST)

Der Studiengang „Hochschulnachwuchs für Osteuropa“ (HOST) an der Technischen Universität Chemnitz-Zwickau bezweckt die konzeptionierte und individuell abgestimmte Förderung und Entwicklung einer kleinen Zahl von Nachwuchswissenschaftlern für mittel- und osteuropäische Universitäten. Durch die Focussierung auf die jüngeren Hochschulmitarbeiter soll darüber hinaus auch der Aufbau von langfristigen Lehr- und Forschungskontakten zwischen Ost und West befördert werden.

### Studienprogramm

Der Studiengang erstreckt sich über ein akademisches Jahr und umfaßt folgende inhaltlichen Schwerpunkte:

- Intensivsprachkurs (1. Monat) bzw. normaler Sprachkurs (übrige Zeit)
- Schwerpunktfach in BWL oder VWL
- Wissenschaftstheorie/Empirische Sozialforschung
- Grundkurs Pädagogik
- Rhetorikseminar
- Gestaltung und Durchführung einer Lehrveranstaltung
- Forschungsleistung (nach Absprache)
- Einbindung in Lehrstuhlätigkeit

Die Fakultät für Wirtschaftswissenschaften weist jeden Teilnehmer einem Lehrstuhl zu, an dem er/sie während der gesamten Studiendauer tätig sein wird. Der erfolgreiche Teilnehmer des Studiengangs erhält ein Universitätszertifikat.

### Zulassungsvoraussetzungen

An einen Studienbewerber werden folgende Anforderungen gestellt:

- Assistententätigkeit an einem Lehrstuhl der Heimuniversität
- feste Absicht, weiterhin an der Universität tätig zu sein
- Höchstalter: 35
- Vollständige, fristgerechte Bewerbungsunterlagen (in deutscher Sprache), bestehend aus:
  - tabellarischer Lebenslauf
  - Zeugnisse über abgeschlossenes Universitätsstudium (Minstdauer: 4 Jahre) sowie ev. Weiterqualifizierungen
  - Empfehlungsschreiben des betreuenden Professors (mit Begründung der Programmteilnahme)
  - Konzept des laufenden oder geplanten eigenen Forschungsvorhabens (Mindestumfang: 4 Seiten)
  - Nachweis über gute Deutsch-Kenntnisse

### Finanzierung

Für die ausgewählten Teilnehmer des Studiengangs steht ein Stipendium zur Verfügung, das die anfallenden Reise- und Aufenthaltskosten deckt.

### Fristen

Die Bewerbung ist bis **30. Juni 1996** zu richten an: Technische Universität Chemnitz, Fakultät für Wirtschaftswissenschaften, Prof. Dr. Rainhart Lang, Reichenhainer Str. 39, D - 09107 Chemnitz. (Tel. +49-371-5314151 / Fax +49-371-5313987). Die gleiche Stelle erteilt auch weitere Informationen. Die Bewerber erhalten im Juli Bescheid über Zulassung oder Ablehnung. Der erste Studiengang beginnt am **1. Sept. 1996**.