**Publications list of Daniil Muravskii** (26.12.2018)

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1. Mironova D., Muravskii D., Kuznetsova S., Morozova D., Morozova T., T. Lai. Exploring forms of academic engagement for MNEs in the Russian it industry (Part II. University-industry cooperation models, EMC corporation case study) // Innovacii. – 2018. – №8 (238). – P. 59-65. (Elibrary id=36061953).
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3. Muravskii D., Yablonsky S. and Romadanova S. 2017. E-publishing as a multi-sided platform: Evaluating disruptive innovation potential// Economica I predprinimatelstvo. – 2017. – № 7. – P. 787-803. (Elibrary id=29773976).
4. Muravskii D., Smirnova М. Brand alliances in modern marketing theory// Vestnik of St Petersburg State University. Series 8. Management. – 2017. – №1. – P. 33-68. (Elibrary id=29274338).
5. Muravskii D., Alkanova O., Smirnova M. What was brand equity anyway and how did they measured it? // Proceedings of the 16th Biennial World Marketing Congress: “Looking Forward, Looking Back - Drawing on the Past to Shape the Future of Marketing”. – 2016. P. 311-314; ISBN: 978-3-319-24184-5; 978-3-319-24182-1 (WOS:000378071400080).
6. Muravskii D., Yablonsky S. Principles of a multi-sided platform // Innovacii. – 2015, - №3 (197) -P. 45-49 (Elibrary publication ID =23574687)
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1. D. Muravskii, K. Golovacheva. The Sick Schaarbeek: Diagnosing Flawed Knowledge-Sharing Mechanisms (case) // The case center; Case published by Graduate School of Management, St. Petersburg University (GSOM SPbU). 2018. PP. 19. Reference no. 918-0024-1. https://www.thecasecentre.org/main/products/view?id=157380
2. D. Muravskii, K. Golovacheva. The Sick Schaarbeek: Diagnosing Flawed Knowledge-Sharing Mechanisms (teaching note) // The case center; Teaching note published by Graduate School of Management, St. Petersburg University (GSOM SPbU). 2018. PP. 16. Reference no. 918-0024-8. https://www.thecasecentre.org/main/products/view?id=157381

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1. Muravskii D., Pavlysh A. Analysing the effectiveness of using social media as a tool of conflict management in Yandex LCC. // Proceedings of the 2nd International Forum on Knowledge Asset Dynamics, St. Petersburg, Russia, 7-9 June, 2017.
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5. Muravskii D., Yablonsky S. Disruptive innovation potential of multi-sided platforms: case of digital books // Proceedings of the XXVI ISPIM Innovation Conference, Budapest (Hungary), June, 14-17, 2015. Editors: Huizingh Eelko, Torkkeli Marko, Conn Steffen, and Bitran Iain. LUT Scientific and Expertise Publications 40. Tutkimusraportit Р Research Reports, ISSN-L 2243-3376, ISSN 2243-3376. ISBN 978-952-265-779-4.
6. Muravskii D.V., Landgraf P. Exploring the Ecosystem of Brand Communities // Proceedings of the 47th Academy of Marketing Conference «Marketing Dimensions: People, Places and Spaces», UK, pp. 76, July, 2014.
7. Муравский Д. В., Нефедов К., Смирнова М. М., Яблонский С. А. Роль совместного брендинга в создании ценности многосторонних платформ // Современный менеджмент: проблемы, гипотезы, исследования. Сборник научных трудов. – 2014. – №5. – С. 426-434.
8. Muravskii D., Landgraf P. An explorative study of the role of “ally” and “rival” brand communities in forming consumer perceptions of brands // Proceedings of the 4th European marketing assosiation regional conference: "Marketing Theory Challenges in Emerging Societies", St. Petersburg University Graduate School of Management, St. Petersburg, Russia, September 25-27, 2013, pp. 225-231. — ISBN 978-5-9924-0081-6.
9. Muravskii D. You are judged by the allies you keep: The role of borrowed brand equity // Proceedings of the Academy of Marketing Conference Doctoral colloquium, University of South Wales, University of South Wales, Cardiff, UK, 8 July, 2013.
10. Muravskii D., Smirnova M., Alkanova O. Brand Equity as a Goal and as a Source of Control: What to Measure and When to Measure// Proceedings of Academy of Marketing Conference 2013, University of South Wales, Cardiff, UK, 2013
11. Muravskii D., Smirnova M. Keeping Multiple Brand Allies: the consumer perspective // Proceedings of Academy of Marketing Conference: "Marketing Relevance", University of South Wales, University of South Wales, Cardiff, UK, 8-11 July, 2013.
12. Muravskii D., Samuilova E., Smirnova M., Alkanova O. Exploring the Brand Ecosystem: May all Who Enter as Guests Leave as brand Allies! // Proceedings of the 42nd Annual Conference of European Marketing Academy, Istanbul Technical University, Istanbul, Turkey, 2013.
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1. Muravskii D., Muravskaia N. The modernation of cooperation processes of writing graduate thesis as a solution to the "research" question of universities // Problems of modern science and education. - 2016, - №19 (61) - P. 57-61 (Elibrary publication ID =26427425)
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