

*Berezinets Irina V.* — Associate Professor, St. Petersburg State University;  
e-mail: berezinets@gsom.pu.ru

*Cherkasskaya Anna D.* — Junior Budget Controller, L'Oreal;  
e-mail: acherkasskaya@ru.loreal.com

*Cherenkov Vitaly I.* — Professor, St. Petersburg State University;  
e-mail: cherenkov@gsom.pu.ru

*Dermanov Vassily K.* — Associate Professor, St. Petersburg State University;  
e-mail: dermanov@gsom.pu.ru

*Golubeva Anastasia A.* — Senior Lecturer, St. Petersburg State University;  
e-mail: golubeva@gsom.pu.ru

*Ilina Yulia B.* — Associate Professor, St. Petersburg State University;  
e-mail: jilina@gsom.pu.ru

*Pikuleva Oxana A.* — Senior Lecturer, St. Petersburg State University;  
e-mail: pikuleva@gsom.pu.ru

*Shirokova Galina V.* — Professor, St. Petersburg State University;  
e-mail: shirokova@gsom.pu.ru

*Storchevoy Maxim A.* — Senior Lecturer, St. Petersburg State University;  
e-mail: storchevoy@gsom.pu.ru