



**Ural Federal  
University**

named after the first President  
of Russia B.N.Yeltsin

**Graduate School  
of Economics  
and Management**

# GSEM INTERNATIONAL DIGEST

## January-March 2020



Dear Partners,

Current times are challenging, and every day brings updates forcing the global business schools community to be agile, fast and efficient more than ever. Within the extra short period we had to go through a real revolution in all our processes and adjust our activity to new conditions.

I would like to thank all our partners for your rapid responses and adaptivity to this global challenge. Thanks to this, our outgoing students have the opportunity to continue their learning at host business schools online. We continue to “invite” international professors to teach via online conference platforms – and it seems to be really interesting, engaging and efficient way of international teaching & learning organization. I’m thankful to you for the fast solving of many exceptional issues occurring nowadays in international projects and activities.

Here at GSEM, we also made huge effort and transformed the whole teaching & learning process to allow everyone of our students around the globe to learn online the full range of their courses at GSEM UrFU. The situation forced us to update our technologies, resources and skills to the quality new level and to design the new vision of our future development.

I do hope we will come back to our ordinary life soon and autumn semester will start with meeting our students and colleagues face-to-face. But for sure, international business education will never be the same and we will take the best practices and cases of this period to our new life.

Wish you and your loved ones good health. Stay safe and take care!

Best regards,  
Dmitry Tomachev  
Acting Director of GSEM



To support international partnerships and collaborations in this challenging period, we have developed an “anti-pandemic programme” which includes a number of online projects involving students, professors and international staff of our partner schools. Join us!

### INTERLECTURES – OPEN ONLINE LECTURES OF GSEM LEADING PROFESSORS

- For students: take part and learn up-to-date topics
- For international staff: see our best professors who can be invited then to teach to your students
- For professors: exchange best practice with peers

To apply for participation, please fill in [the short registration form](#). Zoom links to the respective InterLectures you select will be provided upon registration.

### GSEM InterLectures schedule

Date and time*	Topic	Professor
<b>April 28th</b> (Tuesday) 14:00 - 15:00	How to create the best international event: Gantt chart, 5 senses and black tie	Prof. Victoria Belyaeva, BA International Economics and Business, International Economics and Management Ac.Dep.
<b>April 30th</b> (Thursday) 13.00 – 14.00	Prospects for Russia and the world economy: short-term risks and long-term challenges	Prof. Dr. Liudmila Ruzhanskaya, Head of International Economics and Management Ac.Dep., head of International Management master programme
<b>May 6th</b> (Tuesday) 14.30-15.30	Mastering Global Economics: SMART business models in the new digital era	Prof. Zhanna Belyaeva, Head of BA International Economics and Business, Autumn School leader, GSEM Academic Director
<b>May 7th</b> (Thursday) 13.00 – 14.30	Communication in the modern world: cross-cultural aspects	Prof. Elizaveta Golousova, International Economics and Management ac.department
<b>May 12th</b> (Tuesday) 14.00 - 15.00	Trends in international trade and models explaining them	Prof. Natalia Davidson, BA International Economics and Business, International Economics and Management Ac.Dep.
<b>May 15th</b> (Friday) 14.00-15.00	Fighting corona virus as the test for government efficiency	Prof. Evgeniya Kuznetsova, Head of the Legal Support of National Security programme, Theory, Methodology and Legal Support of Public Administration Department
<b>May 21st</b> (Thursday) 14.00 - 15.00	Supply Chain Management: production planning with multiple recourse constraints using Excel Solver tool	Prof. Irina Burlakova, International Management master programme, International Economics and Management Ac.Dep.
<b>May 25th</b> (Monday) 16.00 - 17.30	Trade shows and Business events in international B2B marketing	Prof. Ekaterina Demchenko, BA International Economics and Business, International Economics and Management Ac.Dep., head of GSEM International Affairs Office

\*Ekaterinburg time zone, UTC+5

**Join us in this project and schedule open online lectures for the students of your international partners!**

## GSEM MODE PROJECT (GSEM MOBILITY DEVELOPMENT PROJECT)

**GSEM MoDe project** represents the transformation and improvement of our ordinary partners promo events within the frames of the new environment. Within this project, we are launching and updating a number of informational directories for our students where they can get full informational about the partners and their international projects:

- **Partner Schools Online directory** at GSEM website where each partner can present its factsheets, presentations, international programmes description, short term programmes invitations, videos, and other promo materials for students  
**Contact us to include promo materials of your school in the directory!**
- **Partner Schools Online Meetings** to directly promote the schools to students and answer their questions  
**Contact us to schedule your online meeting with GSEM students!**
- **Partner Schools InfoWall** where printed leaflets of partner schools will be presented.  
Contact us about adding your leaflet to the InfoWall!

## GSEM URFU ANNOUNCES ITS 2020-2021 CALL FOR PROFESSORS!

We hope that in autumn semester we all will have opportunities to travel for teaching. But even in case we have restrictions, we will invite professors for online teaching.

Registration timelines:

- May 31, 2020: Application deadline at 24:00 (Ekaterinburg local time)
- June 30, 2020: Selection results

Link to [online application form](#)

**If you are interested in any of these projects participation – please contact Ekaterina Demchenko, [e.a.demchenko@urfu.ru](mailto:e.a.demchenko@urfu.ru), Tatyana Kychakova [t.s.kychakova@urfu.ru](mailto:t.s.kychakova@urfu.ru)**

## INTERNATIONAL PARTNERS

### NEW BILATERAL COOPERATION AGREEMENTS OF GSEM URFU



Pforzheim University, Germany



Ludwigshafen University  
of Business and Society,  
Germany



Kyungpook National University,  
College of Economics  
and Business Administration,  
South Korea

The documents are aimed at academic and scientific cooperation between universities, in particular, the students and teachers exchange, joint research and promotion of scientific publications. GSEM students will be able to study at a partner university for a semester, as well as students from a partner school can study at the Graduate School of Economic and Management of Ural Federal University.

In the pandemic conditions, almost all our exchange and double degree students came back to Russia, but some decided to stay at their host countries. They are well and safe and continue their online learning at host universities online. We asked them to share their experience and emotions.

**EKATERINA SPIRINTSOVA, 1ST YEAR STUDENT  
OF THE MASTER'S PROGRAMME  
«INTERNATIONAL MANAGEMENT», GSEM  
URFU**

**Exchange semester: Spring 2020, Rome,  
Italy.**

"I have been living in Rome since February 1, together with three other students like me: two Spaniards and one French woman. February was very calm. No one thought about the virus, life went on as usual. It is interesting that until the official statements about the quarantine, few people voluntarily stayed at home: until the last one, no one wanted to believe that the problem was serious enough. The weather was just getting better; people were walking in full swing. And it was at this moment that the most terrible thing happened: in the North of Italy, a "boom" of infection was formed. Everything developed so quickly that people really started to panic. Then began the official announcement of the closure of museums, churches, shops.

As the number of cases increased, I read more and more materials about the disease to calm down and soberly assess the situation, trying to figure out what's what, because now from all sides you hear someone's opinions, inflated stories, many, many numbers, the words "dead" and so on. There is too much information, you need to understand where the truth is, and where - so to speak, the other side of the truth. In General, it was really scary at first, but after reading the research of the same World Health Organization, it becomes clear that you just need to respect and follow the rules.

I remember one evening when Spain issued a statement about closing its borders and returning its students back to their homeland. Until then, I was completely calm, but when it came to the borders, I felt a little uneasy. This uncertainty was very frightening: how, what, when I get home, maybe I should go back...

Now everything is calm. I have been studying

distance learning for a month now. At first there were a lot of things to do in quarantine. At the moment, the opposite is true: there is nothing left to do, but there is hope for the best.

However, we all agree on one thing: the virus is there and is not going anywhere yet. We stay at home so that the sick curve becomes flatter. I think everyone has heard of this term by now. Fewer cases - more free resources to save patients.

In fact, everything is really good. Every day, the neighbors turn their music up to full volume for the rest of us. A couple of songs end with an Italian anthem. Very cute. Sometimes, in addition to music, you can hear people shouting: "Viva Italia" and see them waving flags. Everything is very positive. We are waiting for updates on quarantine and spring"





**OLEZIA DROZDOVA, A 3-YEAR BACHELOR  
STUDENT OF THE PROGRAMME  
"INTERNATIONAL ECONOMICS AND BUSINESS"**



"I remember that when I first arrived in Portugal, it was hard for me to fit in. But the people here are very kind, they are ready to help any time you need it and this is what helped me a lot. It was easier at the University, there was an orientation week where we could learn everything about the University and see many places. In fact, this week has helped me a lot to get into my studies.

The University has very good and responsive teachers who express their thoughts easily and are always in touch by mail and on special platforms. They are always ready to cooperate and help in any possible way. Honestly, this was a good surprise for me, because you rarely see such an attitude towards students in Russian universities.

Speaking about the situation in the world related to Coronavirus today, this is of course a very important global issue that affects all industries. When the first cases were registered in Portugal, the authorities did everything well and quickly. The President declared a quarantine. When the epidemic began, the government immediately suspended the activity of all public places, the teaching process was switched to online mode. The first few weeks when the virus reached this country were swift. The rapid growth of the disease, but it mainly affected the elderly, and in Portugal there are quite a lot of them. Within several weeks new restrictions were introduced. At the moment, there are about 17,000 infected people in Portugal, but good thing is that and even if the number of cases is growing, it is becoming less and

less every day. Measures have been taken in all directions. You can't go out on the street for no particular reason, unless you have to walk to a store or pharmacy. Also, shopping is delimited by visiting times. Older people can visit a shop in the morning, and it is preferably for young people to go to a store in the afternoon. Even though no cases have been identified in recent days, the Portuguese Parliament continues to work to stop the infection and declares an extension of the state of emergency, prohibiting anyone from going outside other than walking dogs and buying necessary food. We have already experienced a bright outbreak of the epidemic here in mid-March, so now I think it is safer for me to stay in Lisbon than to return to Russia. In my opinion, many people in Russia do not realize how serious the situation is. They do not seek to comply with security measures or help each other cope with this situation. And the longer people think that nothing depends on them and all this will pass, the longer all borders will be closed, and the situation in Russia will get worse. We use Zoom platform for our training. This was a new platform for me, but it impressed me with its convenience, I can totally say that it is perfect for studying. Apart from the fact that we are sitting on isolation now, much has not changed. We have a regular schedule. Teachers are in touch with us, and we learn in the same way as at the University, but now remotely.

I can't even imagine what will happen next, but I naturally hope that everything will get better soon. Since I live in a university residence, I continue to communicate with other students and despite the situation around the world, the quarantine helped us to get closer, we started to get to know each other and the cultures of our countries more, spend more time together, etc."



**KIRILL PLOHOTNICHENKO, 1ST YEAR STUDENT  
OF THE MASTER'S PROGRAMME  
«INTERNATIONAL MANAGEMENT», GSEM  
URFU**

**Exchange semester: Spring 2020, Liege,  
Belgium**



"I was in Belgium for a reason, as I applied for a student exchange programme at the University of Liege last year. We arrived here on February 5, before these tragic events began. In early March, there were rumors that there would be no quarantine and the Belgian authorities would not take such measures. I myself did not feel any danger until the last moment, I just thought that the problem was caused by the media, not the real situation. The University was the first to respond, and all classes were switched to distance learning using special platforms of the University. These measures were introduced a couple of days before the mandatory home quarantine.

Then, day after day, the government began to take new measures to stop the spread of the virus: all cafes, bars and restaurants were closed, all mass events were canceled, the movement of people in the city was restricted (now you can only go out of the house for food, to the pharmacy or for sports, and you can do this with no more than one person with whom you live in the same house and at a distance of at least 1.5 meters). For non-compliance with the new rules, fines of 250 euros were imposed, and the city emptied before our eyes. After the next meeting of the government on March 27 (it was the 2nd week of self-isolation), it was decided to extend

the quarantine until April 19, with a possible extension until May 3.

At the University, every teacher met the students halfway, the criteria for evaluating papers were simplified, and some written exams were replaced with individual reports. At the moment, classes are held in an online format, using Zoom, Lifesize and the University's own platform - ULiège. Teachers also record audio / video podcasts explaining the course material.

The rector of our University organized psychological support for students who found themselves in a difficult situation, and also promised to give exact recommendations for the examination period no later than April 28. It is already known that distance learning will continue until the end of this semester, regardless of whether the quarantine is lifted or not. This is done in order to minimize the risks of students' illness.

At first it was scary and incomprehensible how to keep calm in this situation? All people first encountered this problem, but after 3 weeks of quarantine, you get used to this way of life, the days begin to go faster. On the recommendation of the Russian Embassy in Belgium, I filled out an application form with information about citizens located outside of Russia. I recommend that you follow the measures taken in Russia, now the country's security depends on everyone"





### VISITING PROFESSORS

At the beginning of the year, before the start of the lockdown, GSEM UrFU hosted several scholars in the framework of the faculty exchange and visiting programmes. Our faculty were also engaged in international visits to partner universities for teaching and research.

We are now accepting the applications for Fall 2020 to hopefully welcome visiting faculty from our partners starting from September when we expect to begin the new academic year in the usual on-campus mode.

#### Visiting professor from ISCTE Business School



The visit of **Renato Pereira** to UrFU took place on February 25-29th. Professor from ISCTE Business School, University of Lisboa, Portugal, delivered a lecture module on International Entrepreneurship within the course in Strategic Market Analysis in English for the students of BA International Economics and Business of GSEM, UrFU. The professor also made a presentation of ISCTE Business School to the students interested in exchange programmes.

In addition, during the stay, the visiting professor had a meeting with colleagues from GSEM UrFU: **Dmitry Tolmachev**, Acting Director of Graduate School of Economics and Management, **Zhanna Belyaeva**, Director of the programme International Economics and Business, and **Ekaterina Demchenko**, Director of GSEM International Affairs Office. At the meeting, the discussion topics included the possibilities for further qualitative collaboration development between the schools, in

particular, student exchange programmes, summer and autumn schools, teaching mobility, as well as the development of a double degree programme. ISCTE Business School, Portugal, has prestigious international accreditations AACSB and AMBA among others and has been a partner of GSEM since 2019. There are student and academic exchange programmes between the schools.

#### Research Visit from China



From January 15th to mid-February, **Prof. Wang Weiming** from Shanghai University of Political Science and Law was at GSEM for a research visit. During the visit, a series of research seminars on social policy were held at the School. Researchers discussed the issues of municipal administration in Russia and China and made a comparative analysis. Prof. Wang presented a report on the situation of the municipal administration in China, which sparked a lively discussion among the seminar participants as there are substantial differences in the understanding of local governance in Russia and China.

Prof. Dr. **Irina Turgel** also presented her research on local governance reforms in Russia, which may be considered a step towards decentralisation and consolidation of the vertical of power. Dr. **Evgenia Kuznetsova** talked about independence of local administration and evolution of the Russian legislation in this area.

Besides, during the visit Prof. Wang met with the member of the Russian Academy of Sciences **Viktor Rudenko** and discussed the special features of constitutional law in Russia and the constitutional amendments under review. We hope that we will develop our cooperation with Prof. Wang in the future.



## GSEM URFU ASSOCIATE PROFESSOR ZHANNA BELYAEVA PRESENTED RESEARCH RESULTS AT THE SAPIENZA UNIVERSITY OF ROME



Research findings of the international project on economic and cultural effects of business models development when implementing smart technologies were presented at the Sapienza University of Rome. The project is supported by SIDERA research foundation (Italy).

Keynote presentations on sustainable development, smart technologies and business models transformation were presented by academic participants in cooperation with business and intergovernmental organisations representatives.

**Zhanna Belyaeva**, GSEM Academic Director, project researcher from Ural Federal University, made a plenary presentation on selecting UN sustainable development goals for business models development in Russian and in Europe. Partner of the session on sustainable development was a representative of UNDP in Italy, Ines Benabdallah. In the framework of the project, the participating researchers **Zhanna Belyaeva** (GSEM UrFU), **Rosa Lombardi** and **Paola Paolini** (Sapienza University of Rome), **Riad Shams** (University of Northumbria, the UK) prepared a special issue of the journal Emerald – Management Decision (IF 1,9) to be published in 2020.

The issue will feature the most recent research endeavours in the field of business models transformation in a smart environment, as well as analysis of various socio-economic effects in several European and Asian countries.

Prof. Belyaeva also held meetings with our international colleagues with the view of expanding academic cooperation with Italian universities.

## CASE CLUB



In March, students of the BA programme International Economics and Business held the first event of the year at UrFU Case Club.

The Case Club is a student-managed learning platform where our students can develop their soft skills and find a job in international companies. The goal is to develop students' analytical and soft skills through case studies. It gives graduates competitive advantages on the global labour market.

The first event of the year featured talks by representatives of Changellenge.com and Unilever who spoke about the importance of case championships for skills development and employment preferences when applying to the leading companies.

The participants studied algorithms of business case solutions working in teams within limited time. They got useful advice to help them tackle future cases. After the training part was over, the students tested their skills in a mini-case that required ideas generation and presentation experience.



## ORIENTATION DAY



On February 17th, GSEM held an orientation day for foreign students. Students from France, Germany, the Czech Republic, Mexico, Afghanistan, Columbia who came study at GSEM on exchange from partner universities took part in the event.

The day began with opening remarks by GSEM Acting Director **Dmitry Tolmachev**. He emphasised the importance of international mobility programmes and wished the students good luck in their studies and active participation in international projects of the School.

Director of International Affairs Office **Ekaterina Demchenko** told about cultural and educational events in Ekaterinburg, including GSEM study tour in March and a student conference in April, as well as other research and study options. She noted:

«It is very important that the students learn about all the opportunities available to them in terms of cultural and sporting events, discovering the history of our region and Ekaterinburg as its capital and one of the most developed urban centres in Russia».

Head of the UrFU Buddy Service **Yulia Antropova** presented a calendar of international events to be held at UrFU in the coming months and invited the students to participate.

Head of the BA programme International Economics and Business (EPAS EFMD accredited) **Zhanna Belyaeva** focused on the special features of Russian integration into the global economy, and GSEM students outlined trends of international business development in Russia and combated cultural stereotypes in a game format.

The highlight of the programme was a campus quest around UrFU main building. Under the guidance of IEB students, foreign newcomers completed economic tasks and met with the teams of IEB

programme office, International Affairs Office, visited coworking spaces, the library, UrFU museum and other important places. The programme helped the students to immerse into the study process while having fun.

**Thomas Legrand**, a student of the double degree programme with KEDGE Business School, winner of the individual competition, commented on the event:

*"The semester started very actively, it was great to find out about all the opportunities that UrFU has to offer. We worked productively in teams of international students and even suggested some ideas of using the campus spaces to promote GSEM and UrFU internationally".*

Due to global pandemic, almost all our international students left to their home countries. GSEM succeeded in transformation to entirely online mode of teaching and learning and now all our students have full access to their online courses and can communicate with the professors in real time.

**Laurita Lorenzo**, exchange student from the School of Management and Economics (Torino, Italy):

*Greetings from Italy!*

*As far as I'm concerned, my quarantine is progressing quite well. Here in Italy everything is closed and we are locked down in our homes.*

*Of course, it is not easy not being able to go out with these beautiful sunny days. However, professors give us several tasks to do and attending all the lessons keeps me busy all day. Experience with online courses gave me the opportunity to learn more about how to study with online shared tools. In my opinion, I am aware that I have missed many opportunities due to the fact that I cannot physically be in Russia but overall I would say that the University is doing well: it made available online resources for us that allow us to take online courses and prepare special methods for passing exams online.*

*I hope that the situation will improve for everyone as soon as possible.*

*Thank you GSEM UrFU for your hospitality and availability.*



## GSEM URFU RESEARCH RESULTS PRESENTED IN MOSCOW



GSEM UrFU Professor presented the results of the research project to experts from the Expert Institute for Social Research (EISR) and Russian Foundation for Basic Research (RFBR). **Prof. Dr. Yana Didkovskaya**, head of one of the best projects supported by RFBR and EISR in 2019, was invited to present a report on the research findings at a round table discussion organised in Moscow by the Russian Presidential Executive Office in cooperation with EISR and RFBR. The event took place on February 28th, moderated by the First Deputy Chief of Staff of the Presidential Executive Office **Sergey Kirienko**.

At the round table, project leaders told about their research findings that encompass a variety of different topics: from government policies and trends in Russian political development to new communication technologies in the contemporary society and transformation of political culture. Professor Yana Didkovskaya presented the findings of the project "The youth as a political subject – social well-being and strategies of political career strategies in the context of citizen activism" that involved several GSEM researchers and students: Senior Lecturer **Dmitry Trynov**, Associate Professor **Dmitry Rudenkin**, Master students **Anna Koptyaeva** and **Evgeny Popov**.

In her presentation, Prof. Didkovskaya noted dominating pessimistic views among politically active young people in the Urals, as the research indicated.

The First Deputy Chief of Staff of the Presidential Executive Office **Sergey Kirienko** thanked all the event participants for their research results, marked their high quality and noted the importance not only for social and political sciences development, but

also for the practice of managing social and political processes in Russia nowadays.

## 10 YEARS OF ECONOMIC RESEARCH IN THE URALS

In February, Analytical Center Expert and GSEM UrFU presented a report on the results of economic development in the Ural region in 2008-2018 with a macro prognosis until 2025.

The researchers analysed what many Russian economists call "a lost decade" when the economic growth was less than 1% GDP per year, and tried to understand what structural transformations happened during this period in the Big Ural.

Having looked at the various indicators – from regional shares in the GDP and personal incomes to investment volumes and budget expenses – the authors concluded that there wasn't any big structural shifts in the regional economy, the oil extracting industry only strengthened its positions, leaving the manufacturing sector behind. While nominal wages in the Big Ural have risen significantly, it wasn't reflected in the real disposable income of the population. Overall, the decade in question was quite successful for such regions as Tyumen, Yamal and Bashkiria, but disastrous for the Southern Ural.

The prognosis of the report suggests that without significant changes in the economic policy the above mentioned successful regions will continue to grow, along with Perm and Orenburg, but the other regions are going to do neither really well, nor particularly badly. Among the main challenges of the nearest future the researchers highlight ageing of the population, to which the answer could be smart cities reformatting the economy to meet the need of the older generation. Another challenge is the infrastructure development in big agglomerations, that is especially relevant for the city of Ufa that will have to invest and solve the problem of long traffic jams.

The report editor was **Dmitry Tolmachev**, Acting Director of GSEM UrFU. GSEM researchers **Kazi Sohag**, **Pavel Kuznetsov** and **Kristina Chukavina** contributed to the work.

### LECTURE BY THE HEAD OF THE URAL BANK OF SBERBANK



On January 22-30, Sberbank was holding a series of lectures How to Become Financially Literate. The lectures were held in the framework of the Student's Day celebrated on January 25th in Russia. The event included more than 100 universities according to the Sberbank press office. The lecture for Ural Federal University students was given by **Vladimir Cherkashin** – Chairman of the Ural Bank of Sberbank, at the main campus building on January 24th.

Vladimir Cherkashin told the students about financial literacy, personal financial planning, modern market tools and ways to accumulate capital for the future. Getting any income is intrinsically linked to risks. The participants learnt about financial risks, how they can be managed, how to avoid fraud and what methods of social engineering are used by criminals.

*"We see how the interest in new financial tools is growing, and among the younger generation as well. Now school and university students want to get the information on modern products and services, how to efficiently manage your funds, how to invest, how to avoid financial risks and fraud scams. We are ready to tell them about it. It is important for us that current and future Sberbank clients can use up-to-date financial services most efficiently and with minimal risks", - said **Vladimir Cherkashin**.*

The Rector of Ural Federal University **Victor Koksharov** remarked:

*"Sberbank is a key partner of Ural Federal University. Our cooperation is not limited to public lectures, we develop students' skills together. In order to do that, we have educational programmes*

*in the field of machine learning, financial and credit analysis, big data management. Combined with project learning and individual learning tracks, it helps us train in-demand specialists, capable of making successful careers in Sberbank".*

### MEETING WITH THE TITANIUM VALLEY REPRESENTATIVE

On March 17th, GSEM UrFU students had a seminar with **Sergey Son**, Director for Legal Issues at the Titanium Valley Special Economic Zone.

The seminar covered the topical issues of labour legislation, peculiarities of labour contracts conclusion, difficulties that may arise during a probationary employment period, and aspects of insurance contributions payment.

Students were particularly interested in the issue of so called under-the-counter wages and how to prevent it, as well as means of defending one's own labour rights that would be applicable and effective nowadays. Sergey Son is a practicing expert in the field of employment legislation with over 10 years of experience, so he was able to provide numerous examples based on real cases and give practical recommendations how to act in different situations. Mr. Son reiterated the importance of the discussed matters for future managers.





### A NEW COWORKING SPACE SPONSORED BY OUR PARTNER

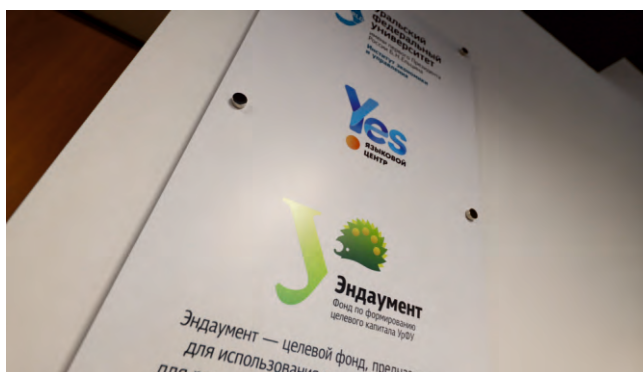
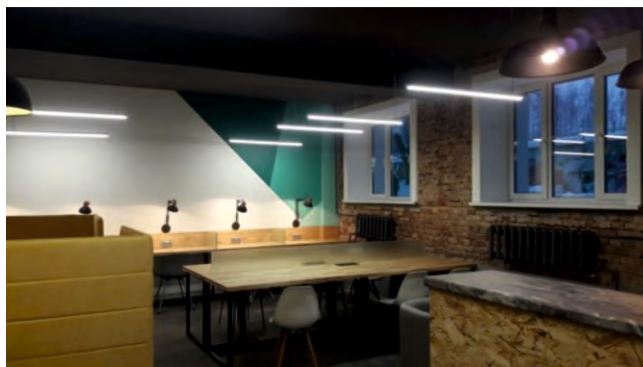


A new coworking space in the main campus building was opened in January during the celebrations of the Student's Day. We launched this project in cooperation with Yes Language Centre. The coworking also provides foreign language resources for students and staff of the university.

*"This is another comfortable room for students' project work and studies, which is very important in the light of individual learning tracks we are now providing for the students at UrFU. We are planning to open new coworking spaces in other campus buildings as well", — says UrFU Rector **Victor Koksharov**.*

The new coworking has a bookcrossing for literature in foreign languages and a coffee bar. Besides, the Yes Language Centre will organise a series of educative events for students and teachers.

*"This coworking centre will help students and staff to immerse in the atmosphere of foreign languages. The aim is to provide additional resources: a library of textbooks in English, German and French, an opportunity to sit international exams right here in the coworking space", — commented the director of Yes **Alexander Golubev**.*



## GSEM URFU GRADUATE APPOINTED ACTING CHAIRMAN OF THE BOARD AT THE NEYVA BANK



UPI (UrFU today) graduate in Mathematical Methods in Economics **Konstantin Lyovushkin**, PhD, has been appointed Acting Chairman of the Board of the Neyva Bank, reported the bank press service and Business Quarter journal. He succeeded Pavel Efremov who had been holding this position for 7 years.

*"After the necessary approval procedures by the Bank of Russia, Konstantin Lyovushkin will be formally appointed Chairman of the Board. The change of staff is aimed at reforming the management structure and increasing efficiency of development strategy implementation", — commented the bank representatives.*

Konstantin has more than 20 years of experience in the banking sector. He has been working for the Neyva Bank since 2013 as a Deputy Chairman of the Board. He managed strategic and financial planning, risk management and IT.

The Neyva Bank is a Russian bank headquartered in Ekaterinburg. As of the beginning of 2020, Neyva is on the 204th place by asset size in Russia.

## GSEM URFU GRADUATE APPOINTED CHAIRMAN OF THE BANK MANAGEMENT



Graduate of Ural State University (UrFU at present) **Kirill Nifontov** has been appointed Chairman of the Bank Management of the Expobank, as reported by the bank press service. The position had previously been held by **Alexey Sannikov**.

*"In the context of changing market conditions it is important to use all the opportunities and focus on strategic priorities, hence the choice of Kirill Nifontov, member of the Board of Directors, to lead the bank. I am sure that the bank will continue to increase its growth and strengthen the leadership positions", — commented a majority shareholder of the Expobank Igor Kim.*

Kirill Nifontov graduated with a Master in Economics from Ural State University. He has been working in banking for over 20 years. In 2011 he participated in the acquisition of the Russian subsidiary company from Barclays Bank PLC (later re-named as Expobank). From 2011 to 2016 he was Chairman of the Bank Management of Expobank. Later he continued to manage the bank operations in the position of a member of the Board of Directors.



## PUBLIC LECTURES SERIES



On February 18th, **Dr. Kazi Sohag**, Senior Researcher at Graduate School of Economics and Management, UrFU is also a non-resident research fellow at Queensland University, Australia, at MARA University of Technology, Malaysia, and at King Abdulaziz University, Saudi Arabia, gave a public lecture on Money, Politics and Domination at the Yelstin Centre.

Kazi Sohag talked about the evolution of money from the barter system to till cryptocurrency and predicted the future of money. Dr. Kazi especially stressed the creation of Bank of England and the new monetary system as a gold standard to create the fiat currency in serving the political agenda of the British Empire. Gradually, the speaker focused on Bretton Woods System and creation of International Monetary Fund (IMF) and International Bank for Reconstruction and Development (World Bank at present) that took place just after the Second World War. The speaker also talked about Why Did the Gold Window Close and associated politics involved it. Later, the petrodollar concept was discussed. Eventually, the speaker emphasised plastic currency, electronic and cryptocurrency during the speech. The bottom line of the lecture was how the modern monetary system loses its integrity for serving the political purpose, as a consequence the world economy have been experiencing unnatural fluctuations and inflations. Dr. Kazi argued that malpractice of monetary system is the main culprit for a widened income disparity in the whole world. Later on, Dr Kazi focused on the external challenges of the Russian economy. He stressed the devaluation Russian Rubble just after International sanctions

during the Ukrainian crisis on August 7th, 2014.

The lecture was delivered in the framework of the lecture series «By the Market Rules» organised by GSEM UrFU. The series is a project delivering public talks by famous economists, community leaders, researchers, practicing professors and providing a discussion platform for the topical issues in the fields of economics, management, finance and entrepreneurship. The project is held on the occasion of the 85th anniversary of economic education in the Urals and the 100th anniversary of Ural Federal University.

## FINANCIAL LITERACY PROJECT

In March, Ural Federal University launched a new project on financial literacy in cooperation with the most popular city news web site e1.ru. The project is instrumental for the general public in making decisions when managing their personal finances. Financial literacy skills are the foundation of efficient decision-making, helping people to maintain and improve their financial well-being.

The first publication of this project was devoted to bargain sales in retail shops with expert opinion of our Associate Professor Yulia Maltseva.

As the article was published at the time of one of the biggest national celebration in Russia – the 8th of March, International Women's Day, Prof. Maltseva told about marketing tricks that shops resort to in order to fool customers and increase their income. The set of such marketing tools includes prices with 'magical 9s' like 1999 that human brain still thinks of as more favourable; kid-size trolleys that children are sure to put something in from the shelves positioned strategically in the front of sales area; discounts for bigger packages; personalised emails, etc. The article offered a checklist against all the tricks that can help buyers to make an informed decision.



### URFU MOVED UP IN THE INTERNATIONAL QS UNIVERSITIES RANKING



Published in the beginning of March, QS World Universities Ranking placed our university higher than last year in the fields related to GSEM area of expertise. The university was ranked among the top 7 Russian leaders in Social Sciences & Management.

*«Participation in the 5-100 project has allowed the university leadership and Advisory Board members for better understanding of our strengths and weaknesses, assessing the prospects of education and research projects, — reiterated the Supervisory Board member **Dmitry Pumpyansky**, Chairman of the Board, TMK.*

Urfu was ranked 401-450 in the world and 6th in Russia in Business & Management, and 451-500 in the world and 10th in Russia on Economics & Econometrics.

*«Thanks to the 5-100 project, the reputation of our research schools is growing, they are attracting more and more young researchers from abroad, — commented Urfu Rector **Victor Koksharov**. — The university has risen to the global level of interdisciplinary universities: we are showing overall progress, as well as successes in different subjects. Master and PhD students from abroad also contribute to this result...».*

Based on the results of the QS World University Rankings by Subject 2020 study, Urfu is ranked in four of five broad subject areas in 12 subjects, receiving estimates for a total of 35 subjects.

### GSEM IN TOP-10 BIGGEST ECONOMIC RESEARCH CENTRES IN RUSSIA ACCORDING TO REPEC

Graduate School of Economics and Management was ranked in the top 20 biggest economics research centres in Russia according to the metrics published by Research Papers in Economics database. The current ranking is available at this link.

RePEc also has an individual ranking, in which two GSEM researchers hold positions in the top 100: Senior Researcher of the Laboratory for International and Regional Economics Kazi Sohag is on the 52nd place, and Professor of the Academic Department of Econometrics and Statistics Ivan Savin is on the 78th, the current ranking is available here.

As of today, the database features 17 research projects by GSEM Urfu. Authors who have publications in the field of economics and management indexed in the international databases can register at RePEc. This allows for personal research profile promotion, as well as contributes to the overall university ranking.

### INTERNATIONAL ECONOMICS AND BUSINESS PROGRAMME RECEIVED ISO CERTIFICATE

The system of quality management of GSEM Urfu had been assessed and found to be in accordance with the standard ISO 9001:2015 requirements with respect to the Bachelor's programme International Economics and Business. The requirements concern teaching and learning technologies used in the programme delivery, e-learning, development and usage of electronic resources, as well as education quality assurance. Certification include a two-stage expert evaluation of development, delivery and review of the programme in the institutional context.

Development and implementation of the quality management system is the basis for sustainable and dynamic development of the organization, a sign of competitive product that meets demands and expectations of consumers. ISO 9001 quality management certification is the most universal and well-recognised confirmation of QMS meeting international standards.



# ADVANCED ECONOMETRICS: THEORY AND APPLICATION

International Online Summer Intensive

**July 13 – 17**

**FEE: 200 €**

**APPLICATION DEADLINE**

**June 19th, 2020**



## Ural Federal University

named after the first President  
of Russia B.N.Yeltsin

**Graduate School  
of Economics  
and Management**

## WHAT?

The new programme is designed to cover the main up-to-date trends, tools and techniques in econometrics along with cases and analysis tasks to show how they can be implemented in research, real business and economics. The course is taught online at the Zoom platform

## WHO IS INVITED?

Master and PhD students, experienced professionals, bachelor students of senior courses with basic econometrics background

## WHAT PARTICIPANTS GET?

New knowledge and skills in the field of application of up-to-date econometric tools for data analysis

**5 ECTS, certificate of participation, all course materials and recordings**

## ACADEMIC LEADER



Dr. Kazi Sohag, GSEM Senior Research Fellow, Adjunct Research Fellow of South Queensland University (Australia), University Technology MARA (Malaysia) and King Abdulaziz University (KAU) Associate Professor of Econometrics (GSEM)

## FACILITATORS



Kristina Chukavina, Research Fellow, Senior Lecturer of the Academic Department Econometrics and Statistics (GSEM), Senior Analyst (Analytical center "Expert")



Andrey Pushkarev, Research Fellow, Senior Lecturer of the Academic Department Econometrics and Statistics (GSEM)

## PROGRAMME INCLUDES

- Cross-sectional data analysis: Propensity Score Matching, Quantile Regression, Structural Equation Modelling
- Time-series data analysis: ARDL, Asymmetric ARDL, Quantile ARDL under bootstrapping
- Panel data analysis: Panel ARDL, Dynamic Common Correlation, CS-ARDL, DCCE-GMM, GVAR

## MAIN BENEFITS

- Comprehensive approach,
- Universal up-to-date techniques of working with big data,
- Individual consultations

## CONTACT PERSON

Elena Grigoryeva,  
[e.v.grigoryeva@urfu.ru](mailto:e.v.grigoryeva@urfu.ru)

**[More details](#)**

# DOING BUSINESS IN RUSSIA: GLOBAL DRIVERS AND LOCAL CONTEXT

International Online Summer School

**July 21 – 30**

**FEE: 150 €**

**APPLICATION DEADLINE**

June 19th, 2020



## Ural Federal University

named after the first President of Russia B.N.Yeltsin

**Graduate School of Economics and Management**

## WHAT?

**5 ECTS, certificate of participation**

The programme for all interested in Russian and global business environment will be suitable for students looking for the practice oriented programmes in the field of international entrepreneurship

## WHO IS INVITED?

Senior undergraduate and master students, recent graduates and all interested in doing business in or with Russia

## WHAT PARTICIPANTS GET?

Students will learn up-to-date issues of project management, international entrepreneurship, and entrepreneurial environment in Russia and globally, and develop real entrepreneurial projects in the local business context of Russia and other countries tutored by experts experienced in the field of a project. The topics will be defined by the partners of the Summer school driven by their real international tasks. In the end of the programme online international student team will present their project to expert (academic and corporate) jury to get professional feedback and advice.

## ACADEMIC LEADER



Prof. Dr. Liudmila Ruzhanskaya, Head of the Academic Department of International Economics and Management, GSEM; specialist in corporate business models, business trainer with 20 years of experience

## PROGRAMME INCLUDES

- Intensive module of lectures and master classes from experts in international entrepreneurship taught online via Zoom and MS Teams platforms
- Online project in teams with tutors' support on the cases set by international partner companies
- 24/7 communication with teachers, tutors and experts
- Practice oriented programme with real projects best of which can get the support of corporate partners

## MAIN BENEFITS

Group start-up projects assessed by the jury of corporate representatives, which will allow to outline the contests of future entrepreneurial activity, create a network of international contacts for career development of the participants

## CONTACT PERSON

Elena Grigoryeva,  
[e.v.grigoryeva@urfu.ru](mailto:e.v.grigoryeva@urfu.ru)

**[More details](#)**

# SUSTAINABLE BUSINESS DEVELOPMENT: SMART FUTURE FOR ALL

International Autumn School

**November 6 – 15** FEE: 380 €

## APPLICATION DEADLINE

September 1, 2020 for non-EU countries

September 15, 2020 for EU countries



## Ural Federal University

named after the first President of Russia B.N.Yeltsin

Graduate School of Economics and Management



## WHAT?

6 ECTS, certificate of participation

Join the club of 400+ graduates of 46 nationalities from 35 countries who already shared experience to create smart innovative business models with real companies for digital future

## WHO IS INVITED?

Undergraduate and graduate students as well as managers interested to build business solutions addressing sustainable development goals

## WHAT PARTICIPANTS GET?

- interactive sessions with business and academic leaders to develop strategies for new business creation and sustainable delivery in the face of digitalization,
- master-classes and field visits to corporate partners' industrial facilities;
- cultural activities for acquaintance and immersion in the Russian mentality;
- group project battle to mixed academic and corporate jury,
- group mentors to guide in sustainability and international business solutions
- sustainability driven innovations tools to manage digital disruption.

## PREREQUISITES

Sustainable mindset, zest for developing smart models for entrepreneurial, creative, banking, audit, FMCG industries

## ACADEMIC LEADER



Prof. Zhanna Belyaeva, Associate Professor of International Business, GSEM UrFU Academic Director, Head of EPAS EFMD Accredited BA International Economics and Business

## CORE LECTURERS



Alberto Ferraris, PhD, Associate Professor the University of Turin, Research Fellow of the Laboratory for International and Regional Economics, GSEM UrFU



Dolores Bengoa, PhD, Vice-president of the University of Applied Management Studies, Mannheim, Germany. Professor for International Business and Intercultural studies.

## PROGRAMME INCLUDES

Online teaming and the following offline modules:

- Business Strategies and Sustainability
- Effective Business Communications
- Employability for Smart Future
- Creative Innovations in Smart Cities
- Digital and Agile Business Solutions

## SPECIAL FEATURES

- Quest for sustainable development goals «X-plore Glocal Ekaterinburg»
- Sustainable Development Business Simulation and Practice with top global and national companies
- 4 companies to visit and one wow-project to co-develop with peers from all over the world

## CONTACT PERSON

Elena Grigoryeva, [e.v.grigoryeva@urfu.ru](mailto:e.v.grigoryeva@urfu.ru)

[More details](#)



# XV INTERNATIONAL CONFERENCE «RUSSIAN REGIONS IN THE FOCUS OF CHANGES»

November 12 – 14, 2020



**Ural Federal  
University**

named after the first President  
of Russia B.N.Yeltsin

**Graduate School  
of Economics  
and Management**

## ORGANIZERS

Graduate School of Economics and Management UrFU, Analytical Center «Expert», Expert Ural Business Magazine

## CO-ORGANISERS

National Research University Higher School of Economics, NRU HSE – Saint Petersburg, Regional Studies Association, Ekaterinburg City Administration.

## ABOUT THE CONFERENCE

For many years, the conference has been one of the biggest discussion platforms in the Urals covering issues of regional development, gathering representatives of academia, government authorities, top managers of medium-sized and large enterprises from various territories. More than 500 participants from Russia and abroad, including leading economists of the country, meet at the conference annually.

The event is supported by the former Minister of Economic Development of the Russian Federation, Academic Supervisor of Higher School of Economics **Evgeniy Yasin** and Deputy Chairman (Chief Economist) – Member of the Board of VEB RF, **Andrey Klepach**, Advisor to the Russian President and Chairman of the Presidential Council for Development of Civil Society and Human Rights **Valery Fadeev**.

## KEY TOPIC OF THE CONFERENCE AND PROGRAMME

Russian regions : searching for effective models of economic growth and social development of territories, cities and companies in the context of volatile external environment and new challenges.

### Tracks:

1. Regional economy in global context
2. Universities and business schools role in human capital development
3. Digital economy

**The programme includes business and academic days** that comprise plenary sessions and round table discussions in the Sverdlovsk region Governor's residence, research workshops with leading Russian and foreign scholars, open lectures and master classes of visiting experts, more than 20 research thematic sessions, a youth research forum and open lectures by invited experts.

Conference materials often serve as a basis for strategic decision-making and development plans of territories and companies. The conference receives wide coverage in the national and regional media.

**Take part in the Conference as an expert or a visitor to join the leaders and opinion makers in the field of regional development!**

## CONTACT PERSON

Svetlana Kovalenko, [sv.kovalenko@urfu.ru](mailto:sv.kovalenko@urfu.ru)

[Conference Website](#)

# EKATERINBURG



- The 4th largest city in Russia with more than 1.5 million people of population
- The largest administrative, cultural and research centre of the Ural Region
- Important industrial city (optical mechanics, instrument engineering, heavy engineering, metallurgy)
- A host city of global sport events such as the FIFA World Cup 2018 and Universiade 2023



- The city with rich history celebrating its 300 years anniversary in 2023 (launched by the decree of the first Russian Emperor Peter I in 1723)
- Strategic economic centre #3 in Russia after Moscow and St. Petersburg connecting European and Asian parts of Eurasia



## EKATERINBURG: CITY OUT OF THE BEATEN TRACK

- Yeltsin Center: modern public space and museum with one of the best in the world media façade
- 15+ skiing resorts
- Viewpoint at the 52 floor of the highest skyscraper in Russia outside Moscow
- Europe and Asia border
- Berezovsk Gold Mine
- Military museum of Ural Mining and Metal Company
- Over 2000 bars and restaurants, more than 60 museums



[gsem.urfu.ru/en](http://gsem.urfu.ru/en)

## CONTACTS

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