



**Ural Federal
University**

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

**Graduate School
of Economics
and Management**

GSEM INTERNATIONAL DIGEST

January-June 2019

WORKSHOPS OF THE LABORATORY FOR INTERNATIONAL AND REGIONAL ECONOMICS

February 2019, International Research Workshop on Economic Modelling



On February 15th, the international research workshop was held at Graduate School of Economics and Management. The workshop Economic Modelling: Concepts, Models and Policy Implications began a series of traditional research seminars of the Laboratory for International and Regional Economics in 2019.

Researchers and students discussed various approaches to modelling growth factors of the Russian economy, aspects of economics analysis under conditions of uncertainty, assessment of reforms and increasing efficiency of the national economic policy. 8 experts presented their research, representing University of Lille (France), Autonomous University of Barcelona (Spain), University of Agder (Norway), Leibniz University Hannover (Germany) and GSEM UrFU. Each presentation prompted a fruitful discussion. The reports by **Hubert Jayet** on modelling prices on housing markets and **Ivan Savin** on effects of competitive selection in Russia and other BRIC countries were of particular interest for the participants. Undergraduate, graduate and PhD students, as well as local researchers interested in the issues of economic modelling took part in the workshop.

Hans Wiesmeth, *Academic Head of the Laboratory, President of the Saxon Academy of Sciences:*

"This first workshop of LIRE in 2019 proved to be truly international with exciting speakers from five different countries. The topics of the presentations covered a wide area of economics — from housing

markets to health effects of time zones changes, from self-selection into the public service to mega events and their economic consequences. The participating students could certainly profit from this survey on a broad range of economic topics and the ensuing discussion. LIRE will continue to prepare and offer workshops, which also address interested students."

Ivan Savin, *Research Fellow of Autonomous University of Barcelona, Professor of GSEM UrFU:*

"I enjoyed participating in the international workshop of the Laboratory for International and Regional Economics at GSEM UrFU. I have been taking part in the workshops of the Laboratory for 3 or 4 years, and I can definitely say that their level and diversity of topics are steadily growing, which is very encouraging. This time, the highlights for me were presentations by Hubert Jayet from the University of Lille on using spatial econometrics for housing stock evaluation and by Dmitriy Vorobyev with colleagues from the US and HSE Moscow on how the choice of a career in public service correlates with the willingness to cheat and take bribes. Jochen Jungeilges from the University of Agder also delivered a very interesting talk on dynamic analysis and balances arising from peer-driven consumption choices. This topic is particularly close to my research field, and after speaking with Jochen, I think we can have a joint research project that would utilize the synergy of our knowledge.

I would like to wish the Laboratory to develop these workshops and attract more young researchers from UrFU to present their research and exchange opinions with invited experts. As Steven Johnson rightfully remarked in his book «Where good ideas come from: The natural history of innovation», the best ideas are born not in a secluded office, but when explaining your work to another person who can contribute their own thoughts into it. The majority of revolutionary ideas today are a successful recombination of existing knowledge. The challenge is identifying the knowledge that would allow you to create the synergy, and get an opportunity to personally interact with the knowledge holder, as even in the age of the Internet now everything can be communicated virtually. That is why personal communication between researchers and such small conferences are very important."

April 2019, International Research Workshop on Sustainability and Digitalisation: Stakeholder Engagement and Effects

On April 18th, 2019 GSEM Laboratory for International and Regional Economics held a research workshop “Sustainability and Digitalisation: Stakeholder Engagement and Effects” jointly with ABIS — The Academy of Business in Society.

Researchers from several countries presented global trends of sustainability principles influencing modern business models in the context of digitalisation. Scholars from Russia, Germany, the Netherlands, Spain, Italy, and Bangladesh.

“The concept of sustainable development encompasses the principles of circular economy, smart cities and corporate social responsibility. However, the effects are felt by various different stakeholders”, — says **Hans Wiesmeth**, *Academic Head of the Laboratory for International and Regional Economics*.

President of the Academy of Business in Society, **Prof. Ivo Matser** raised the issue of sustainable development definitions in legislation:

“The law only addresses financial matters, not sustainability itself. For companies finances are part of sustainable development”.

Zhanna Belyaeva, *Head of the Research Unit for Global Social Responsibility Excellence and IB of the Laboratory*, presented a review of new approaches to measuring digitalisation effects for different stakeholders from the sustainable development perspective. There are also so-called perverse effects of implementing digital solutions, which entail greater costs and imbalance in the use of resources.

“In 2015, there was a research that indicated a growing distrust in business among the population as a result of businesses becoming too innovative. If there is no understanding, there is no trust”, — says **Prof. Thomas Osburg**, *Head of Competence Center Entrepreneurship at Fresenius Business School (Germany)*.

Yury Blagov, *Director of the PwC Center for Corporate Social Responsibility at GSOM St. Petersburg University*, who participated in the workshop online, noted the necessity of integrating social responsibility and industry 4-0 models as there is no time to postpone these decisions.

GSEM researchers **Dr. Alberto Ferraris** and **Dr. Kazi Sohag** presented their ideas on integrating responsible economy into industry 4-0 and smart cities. The colleagues from Sapienza University (Italy) **Dr. Rosa Lombardi** and **Dr. Antoaneta**

Cosentino gave insights into the important issues of developing value-centred business models and inclusiveness in implementing the principles of sustainable development. **Prof. Ivan Savin** shared the results of a linguistic analysis of Spanish stakeholders' associations with sustainable development. Young researchers and students had the chance to get a full picture of the Laboratory Unit's research and were able to assess digitalisation effects on sustainable development.

Prof. Thomas Osburg also gave a lecture on Digitalisation and Sustainable Development in International Business for 3rd year student of the programme International Economics and Business and GSEM staff where he presented real companies' cases of digital solutions implementation.

June 2019, Research Workshop on Labour Economics

On June 24th, 2019 the Laboratory for International and Regional Economics held a research workshop on the current trends of labour economics in Russia and the Sverdlovsk region.

The participants discussed topical issues of the subject: changing trends in the labour market: migration transformation, adapting the education system to the market needs, increasing active life expectancy, potential of using new data sources for analysing trends in the labour market (big data, computer-aided education), and new tendencies of the labour market: jobs dying out/disappearing, new forms of employment, etc., and their influence on the economy.

Beside researchers from the Laboratory and GSEM Academic Department of Econometrics and Statistics and Academic Department of International Economics, reports were presented by the colleagues from Ural State University of Economics and Ural Branch of the Russian Academy of Sciences. The participants noted a report presented by **Olga Makarova**, *Expert at NRU HSE - Saint-Petersburg*, Centre for Applied Research and Development who told about forecasting tools for labour market. Another guest, **Olga Demidova** from *NRU HSE, Department of Applied Economics* spoke about unemployment dynamics in Russia.

The participants engaged in lively discussions and networking, resulting in various plans for future joint research.

Follow our event calendar on <https://gsem.urfu.ru/en/> to participate in future workshops of the Laboratory

RESEARCH SEMINAR ON MANAGEMENT IN OIL AND GAS



The seminar “Project Management in the Oil and Gas Industry”, featuring **Prof. Ove Tobias Gudmestad**, a well-known *offshore oil and gas fields development expert*, was held in February, 2019 at GSEM UrFU. The seminar was devoted to the discussion of modern challenges in the oil and gas industry and the oil and gas projects development. In his talk, **Ove Tobias Gudmestad** emphasized the importance of constant professional development of all people who are planning to connect or have already connected their lives with oil and gas fields development.

“The most rewarding investments are investments in education, in the development of high-potential personnel,” **Prof. Gudmestad** said. “To work successfully in the oil and gas sector, one needs considerable expertise and knowledge. It is also extremely important to improve professional skills constantly. Universities should work with students in collaboration with employers, give them the opportunity to complete full-time internships, participate in international educational programs, study placements and exchange programs. This is a mutually beneficial process.”

Ove Tobias Gudmestad is Professor Emeritus at the University of Stavanger and Visiting Professor of the Cold Climate Technology course at the Arctic University of Norway (Tromsø). He is also Doctor Honoris Causa of the Gubkin Russian State University of Oil and Gas and Murmansk State Technical University.

“The foundation of our cooperation with Professor Gudmestad was laid by the reputable international conference Energy Quest 2014, organized in the UrFU GSEM Research and Educational Center “INZHEK” together with Wessex Institute of Technology,” **Elena Magaril**, the seminar

coordinator, head of the REC “INZHEK” Department of Environmental Economics, said. ‘Professor Ove Tobias acted as one of the key experts and speakers of the conference and School-Seminar for young scientists at the conference. Subsequently, we met at many reputable international conferences. In addition, we both are chief editors of the International Journal of Energy Production and Management (a joint project of UrFU and British partners), which has recently entered the Scopus database.’

Elena Magaril also notes that one of the most important tasks for universities is to supplement service companies with staff members who are able to participate in interdisciplinary projects, adapting to real working conditions easily.

“The experts working together in the project development team should have a common understanding of related disciplines, evaluate all aspects of the supply chain in order to make relevant management decisions. Such an event is not only an opportunity for participants to get a grasp of most topical problems, but also a real impulse to continue the vectors of individual professional development, to find ideas for further research,” **Elena Magaril** added.

The seminar was organized by the UrFU Graduate School of Economics and Management and gathered more than 50 participants from the organizing institute, engineering institutes of UrFU and partner universities.

SPRING RESEARCH DAYS AT GSEM

On April 18-20, 2019 Graduate School of Economics and Management of Ural Federal University named after the first President of Russia B.N. Yeltsin was held the annual international conference for students and young researchers as part of Spring Research Days at GSEM.

314 students, postgraduate students and researchers registered at the conference to participate with a report, of which a record 254 people presented their reports in 11 thematic sections.



50% of reports were submitted by bachelor students, 45% - by master students, the remaining 5% - by postgraduate students and young researchers.

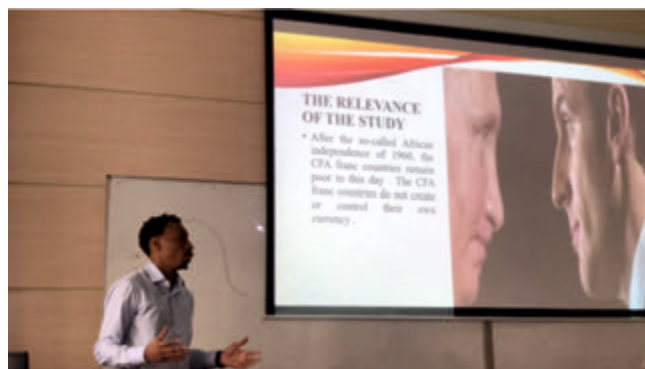
81% of the participants were researchers from the Graduate School of Economics and Management at UrFU, 10% from other institutes of UrFU, 7% from foreign organizations, 2% from other organizations in Ekaterinburg and Russia. The conference was attended by young researchers from IPAE, Engineering School of Information Technologies, Telecommunications and Control Systems and, Institute of Chemical Technology and also there were participants from Institute of economics, the Ural branch of Russian Academy of Sciences, Ural State University of Economics, Far Eastern Federal University (Vladivostok) and DonNTU (Donetsk).

The best reports of the conference will be published in the collection of reports, which will be posted on the Graduate School of Economics and Management

website, and then printed and indexed at the RSCI.

The best reports in each were selected by respective session heads as winners of the conference and awarded prizes.

Spring Research Days are an annual event open to participation for students and young researchers. Don't miss the next Research Days in April 2020!



BEST PRACTICES IN EVENT MANAGEMENT FROM PROF. RODOLFO MUSCO



International meetings and events are one of the most efficient tools of international marketing nowadays. Digitalisation and the Internet do not reduce the importance of personal communication. On the contrary, they increase a person's need to meet other people face-to-face to discuss all kinds of issues.

“For a professional in marketing, it is very important to have competencies in international events organisation, to know the aspects of teaching, motivation and human interaction in general. We are glad to have one of the best professionals in the field of international meetings invited to teach at GSEM”, — said **Ekaterina Demchenko**, *Associate Professor of International Marketing*, the module of which is taught by Prof. Musco.

Professional practice of **Rodolfo Musco** encompasses many activities besides teaching. He published books and papers on event and meeting management, he is a founder and director of an event management company, a founder of the Italian representative offices of MPI (Meeting Professional International) and SITE (Society for Incentive Travel Excellence) associations, an author of the three-level system of certification for meeting organisation professionals (also available in Russian). He consulted for Ekaterinburg Convention Bureau during its early development stages. Prof. Rodolfo Musco is an ambassador of Ekaterinburg in the international meeting market.

Professor shared his extensive experience with the students and showed the broad spectrum of knowledge required for a successful career in meeting and events management. Students worked in groups to study the aspects and opportunities of territories marketing to attract international events, as well as discuss different approaches to organising

various kinds of events.

The most active students received books by **Prof. Musco** and a professional calculator designed for events organisation.

VISITING PROFESSOR DR. MICHAEL WOHLGEMUTH ON SOCIAL MARKET ECONOMY



Students and faculty staff members of GSEM took part in the lecture on April, 2, 2019 by **Prof. Dr. Wohlgemuth** who told the German economic model also known as Social Market Economy. It represents a third path between the Planned Economy and Laissez-Faire Capitalism. The lecture introduced the participants to this concept, which has evolved and still enjoys success in Germany. The following issues were addressed:

- How did this economic model come about?
- How has it changed and developed over time?
- What are its fundamental differences compared to a Market Economy?

Prof. Dr. Michael Wohlgemuth is a Scientific Director of the Foundation for Regulatory Policy and Constitutional Law (Germany); Director of a policy think tank “Open Europe Berlin”; Professor of Political Economy at the Witten/Herdecke private University (Germany).

The main areas of research: new institutional economics, economic theories of politics (the public choice theory), theory of economic systems, evolutionary economics, socio-legal philosophy and the history of ideas.

Students of the BA programme International Economics and Business, who actively participated in the event, were given the gifts — books in the field of Social Market Economy. We are grateful to the co-organizer of the event — Konrad Adenauer Foundation.

ANNUAL PHILIP MORRIS INTERNATIONAL BUSINESS SCHOOL



In May, students of International Economics and Business finished the annual programme designed by Philip Morris International that takes place every year — the PMI Business School. This year's school started in February and featured trainings on negotiations and job interviews, classes in international business management and corporate culture, lively discussions and useful life hacks from international business professionals. PMI managers held seminars, master classes on presentation skills and the art of negotiations, as well as business games and real case studies. IEB students noted that this format is very helpful and gives a great opportunity to showcase their leadership skills. Now the students can easily answer the following questions:

- How to build a powerful personal brand?
- How is coaching useful in solving difficult problems?
- What skills are in-demand in current businesses?
- How to give and receive feedback of efficient communication?

Instead of a usual exam, the students tested their knowledge in quiz format, got certificates and souvenirs, and are ready to broaden their knowledge and scale new heights!

DOUBLE DEGREE STUDENTS FROM KEDGE BUSINESS SCHOOL



In February 2019, Graduate School of Economics and Management UrFU welcomed first 10 French students who came under the double degree programme implemented in cooperation with Group KEDGE Business School, which has key international accreditations EQUIS EFMD, AACSB, AMBA under its belt and is in the Financial Times Top-35 ranking of business schools.

Students of this programme study for a year and a half at International Economics and Business undergraduate degree programme (accredited by EPAS EFMD). This is the first double degree programme of this kind in the Russian regions.

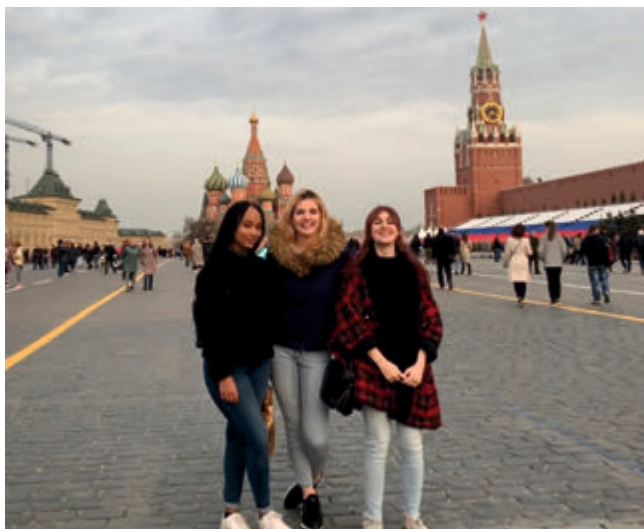
After the first semester at the GSEM UrFU, French students shared the impressions of studying at the programme "International Economics and Business":

Mathis Tenneson:

"As soon as we arrived we were lucky enough to be welcomed by the university's pedagogical team, which is of a high quality, and which has done everything possible to make us feel good, like at home. We really appreciate feeling your efforts put in place to make our experience the most beautiful, enjoyable and easy"

Alice Hilaire:

"This year was great: we were able to discover Russia: new landscapes, new cultures, learn new things and above all remove our prejudices about this country. Concerning the courses, I find the teachers much more pedagogical and patient than in France"



Armand Garcin

"The fields taught are really diversified and really interesting. In lectures, in several courses we had different teachers, who were each specialized in different topics of the module, which added once again a lot of value to the courses. Furthermore, we had a lot of guest lectures and different events, which were really interesting and helped us to understand better the business world"

Roméo Arosteguy-Cuignet

"The projects in class were often original and courses were interesting. I'm very glad that I had the chance to discover Russia and the city of Ekaterinburg. Indeed, I always had lots of interest for Russia and Russian language, so I'm proud I did my first expatriation here"



Tristan Riault

"I find the program very interesting, because of the various topic we have learn and the many different activities we make. In addition, having the opportunity to speak front of different jury allows us to better understand the things we are doing wrong and to have different opinions about our work and improve it after. I would say I'm happy to come back in September because I like the work I do there"

After summer holidays, students will be back to continue their studies at GSEM and eventually obtain a Russian higher education diploma as Bachelors of Economics.

GSEM INTERNATIONAL PARTNER'S DAYS

Within 2 days, representatives of GSEM UrFU and its' international academic partners participated in the rich programme of events aimed at quality development and new perspectives of their international cooperation. In 2019, the list of participants included:

- KEDGE Business School, France;
- Zagreb School of Economics and Management, Croatia;
- HEC Management School — University of Liege, Belgium;
- Zuyd University of Applied Science (the Netherlands);
- HHL Leipzig Graduate School of Management (Germany);
- GISMA Business School (Germany);
- Fresenius Business School (Germany);
- University of Torino (Italy);
- The University of Economics (Czech Republic);
- Montpellier Business School (France).

International Partners' Days programme contained three main parts. One of them — networking session and events, ideas exchange in the field of cooperation development, discussing of new opportunities. In this part, partners presented their schools to each other and shared their ideas in the frames of the round table “International academic mobility: challenges and opportunities”.



Another part was devoted to introducing of UrFU and GSEM international development and programmes, international administrative staff, international educational programmes to international colleagues. The following programmes

were presented: International economics and business; International Management (master programme); International and Applied Economics (master programme); Global Energy Business.

International short term programmes were presented as well: [Autumn School “Sustainable Business Development: Smart Future for All”](#), [Summer School “Doing Business in Russia”](#), and International Study Tour. All guests were invited to the main annual international conference of GSEM UrFU in November — [“Russian Regions in the Focus of Changes”](#).

Third part of the programme was aimed at the promotion of international opportunities of GSEM partners to students. Double degree programme were introduced by KEDGE Business School, France (for the students of International Economics and Business; students of KEDGE BS, currently studying in GSEM in the frames of this programme, participated in the presentation and shared their feelings and emotions about learning at KEDGE BS), Zagreb School of Economics and Management, Croatia (for the students of International Economics and Business), HEC Management School — University of Liege, Belgium (for bachelor students of International Economics and Business programme and International and Corporate Management programme). These and other partners presented their “Semester abroad” and short term programmes, too. More than 200 students attended the GSEM partners' presentations.



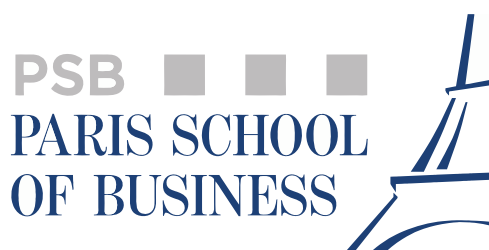
GSEM International Partners' Days are an annual event. We thank all this year participants and invite our partners to join us next spring!

INTERNATIONAL PARTNERSHIP DEVELOPMENT

We are pleased to announce our new international partnerships:

- ISCTE – University Institute of Lisbon, Lisbon, Portugal
- PSB Paris School of Business, Paris, France
- School of Business Administration, Southwestern University of Finance and Economics, Chengdu, China
- Zuyd University of Applied Sciences, International Business School, Maastricht, the Netherlands.

Looking forward to the development of our fruitful collaboration!



GSEM JOINS PRME



GSEM is proud to announce joining the Principles for Responsible Management Education (PRME) following our commitment to advancing values such as sustainability, responsibility, and ethics in teaching, research and thought leadership. This step makes GSEM a part of international network of leading business and management schools from all over the world aiming to equip students with the understanding and ability to deliver change tomorrow and to develop responsible leaders of the future.

GSEM DIRECTOR BECAME A BOARD MEMEBER OF THE RUSSIAN ASSOCIATION OF BUSINESS EDUCATION



Director of Graduate School of Economics and Management **Dmitry Tolmachev** became a member of the Board of the Russian Association for Business Education (RABE). The decision on change in members was made at the final extended meeting of last year.

The Association is known for supporting development of an efficient system of business education in Russia that would allow for high-quality education for Russian companies and organisations at the world-class standards.

Today the RABE is a recognised leader that initiates and coordinates educational programmes to train professionals in business and entrepreneurship. The Association supports and directly organizes a number of international and Russian research conferences on various topical issues of management development, thematic seminars and internships.

More than 100 Russian business school are members of the Association, as well as individual experts, researchers and academics. The membership provides possibility of direct contact with highly qualified experts inside the Association, access to relevant information and additional RABE databases, participation in conferences, seminars and internships with the leaders of global business education, as well as request advisory support.



MASTER'S PROGRAMME INTERNATIONAL MANAGEMENT RE-ACCREDITED BY ACCA

Association of Certified Chartered Accountants (ACCA) confirmed the accreditation of GSEM Master's programme International Management. The document of this professional association for specialists in finance, accounting and audit confirms that the programme meets high international standards and gives students the right to be exempts from two more ACCA exams: Taxation and Corporate and Business Law.

The faculty of the programme participated in the ACCA conference "Future of Finance from a Technological Perspective" held on January 29, 2019 in Moscow. The main topic of the event was transformation of such jobs as accountant, auditor and corporate finance experts over the recent years and what to expect in the near future. Discussion also included implementation of new education methods in higher and additional professional education. Representatives of large companies shared their experience of establishing and delivering corporate training programmes. **Irina N. Batina**, Associate Professor of the Academic Department of International Economics and Management, participated in the discussion on analysis of university programmes dedicated to finances.

"Students of our programme who register with the Association get placed in the Russian, as well as international databases for employers, — says Irina Batina. — Now our students have access to seminars held all over the world and can obtain competencies that their future employers really need".

First of all, students and graduates of this programme are in demand with the Big Four audit companies and other large international corporations working in the Urals and in Russia. Irina Batina notes that students of the International Management programme and registered in the Association sit their exams in the regular format. They can also join the Association after graduating with a Master's degree within a year from the graduation date. They are eligible for a reduced membership fee.

The Master's programme International Management was founded in 2010, and has 64 current students this academic year.

25TH ANNIVERSARY OF THE ACADEMIC DEPARTMENT OF BANK AND INVESTMENT MANAGEMENT



On May 30, 2019 the Ural Federal University main hall hosted the gala reception for graduates, staff and partners of the Academic Department of Bank and Investment Management (former Chair of Banking) celebrating 25 years since the year it was founded.

UrFU Rector **Victor Koksharov** opened the official part of the celebration:

"Today we celebrate an anniversary of one of the best academic departments of our university — the Academic Department of Bank and Investment Management. For the past quarter of a century, this department developed into the leading education centre for specialists working in credit and investment organization in the Big Ural and beyond. Many graduates work in international companies, making reputation for the department all over the world".

Mikhail Khodorovskiy, *Director General of the Sinara Group, Member of the Board of SKB Bank and Head of the Academic Department*, delivered welcoming remarks:

"These 25 years flew by so fast. That romantic time, 1994, when the Rector Naboychenko offered me, when I was already in the banking business, to establish a chair, it still feels like a pressing task. There were risks of course, and I didn't take the offer right away, but the market of banking education was quite empty those days, and we had to find our place in it. Today it is safe to say that the academic department is a success. Our graduates are always

able to face current challenges. They acquire in-demand competencies to work in an aggressive competitive environment. They learn to apply virtual communication means in the global space, to create and transform viable business structures, introduce new products to the market and lead their own investment businesses".

Representatives of the government authorities, UrFU and GSEM leadership congratulated the department at the reception. Top managers of financial and banking organizations in Ekaterinburg, such as Ural Branch of the Russian Central Bank, Ural Bank of Sberbank, Otkrytie Bank and Raiffeisenbank also gave their regards, along with colleagues from other departments and graduates. Together with graduates and staff of the academic department, a photo display was assembled showing archive documents and photos, which was then passed to the staff members to be posted in the hallways of the School.

The anniversary of the Academic Department of Bank and Investment Management will be commemorated with a series of special events planned by the department staff members, including communication platforms for business and academia, open lectures by successful graduates and field trips to partner companies.



2019 GRADUATION CEREMONY



On June 29th, a graduation ceremony took place at Ural Federal University. In 2019, out of 5860 university graduates there are 663 Bachelor, Specialist and Master graduates of GSEM.

The university witnessed official speeches and addresses everywhere in celebration of UrFU graduates. Meetings with newly minted bachelors, masters and specialists were held at respective academic departments of GSEM, and then graduates proceeded to the University Main Hall. At this stage, they were congratulated by the School top management, their programme directors, and watched performances by Students Union and creative teams. The School partners and alumni joined in, including:

- **Sergey Shcherbinin**, Director of the IT Department at Ural Bank of Reconstruction and Development
- **Vladimir Nasretdinov**, Managing Director of the Ural Bread Company («Sdobny Dom»)
- **Victoria Shchelkova**, Director of the Centre for Local Communities Development «Akademia»

At the ceremony, GSEM Director **Dmitry Tolmachev** jointly with partner companies SKB Bank and Ural Bank of Reconstruction and Development awarded special prizes for 11 outstanding graduates of the School (out of 100 best at the university). Members of GSEM Students Union who contributed to the development of the organisation and of the School were also commended in separate nominations.

Student editorial board prepared another present – a special issue of the journal INZHEKTOR with photo report recollecting the most significant events and

faces of 2019 class of graduates.

After the ceremony, the graduates were awarded diplomas at the central square in front of UrFU main building, and the most resilient of them continued to celebrate their graduation to DJ sets and headliners Pizza and Malbec&Susanna at the night stage of the ceremony in Uralets arena.



STUDENTS ON GSEM SHORT-TERM PROGRAMMES



Lance Bradley from the University of Bayreuth, Germany:

"I really enjoyed the opportunity to have a diverse view of many companies, doing group projects with real-life situations, and to work closely with people from all over the world which added differing viewpoints. My favorite part was visiting Sberbank and having direct contact with a teacher from the Sberbank University Moscow and doing the group project there. The events were well organized and every detail was thought about by the preparation team. We also had an opportunity to experience Russia through cultural events along side the hard work of the autumn school. At the end we were able to present, in teams, our ideas for a sustainable future. Another really exciting event was the visit to the Governor's residence and the conference we were allowed to attend there - it's a rare opportunity for a student to be able to attend an international political event like that with such high status."

Daniela Balan from the University of Turin, Italy:

"Participating in the Autumn School is one of the experiences that should be in the 'bucket list' of any student. You improve your English, you meet new people, and you learn things that add to your knowledge. Moreover, you can never know what can be created when different minds meet in the same field."

STUDENTS ON THEIR EXCHANGE SEMESTER

Mihaela Beschieru, an exchange student of the programme International Economics and Management from Sapienza University of Rome, Italy.

"Speaking about my semester in Russia, I would describe it in the best way. It was a really nice time, the university that hosted me is the largest in the Sverdlovsk region. The Ural Federal University is very organized, the courses in English and very competent teachers are one of the characteristics.

For international students "Buddy" students are available. They help us to settle in the first days and solve every problem we can have, but not only this – they become friends. The university has also provided us with comfortable accommodation where I made friends and spent a good time.

During the period of study, I met so many students from all over the world with whom I made special friendships. I learned a new culture and practiced new languages. The university organizes many cultural events in which I participated like the marathon, international cultural day. At GSEM UrFU I participated in a very intense but also beautiful week of the International Autumn School.

Spending six months in the city of Ekaterinburg and attending Ural Federal University was one of the biggest gifts received. I am grateful and I thank all those who have been part of it during these months"



Tomas Jurcenko, an exchange student of the programme International Economics and Management from The University of Economics, Prague (VSE), Czech Republic



Unforgettable memories, interesting and useful knowledge gained from classes, international contacts and valuable experiences for the whole life. That's a brief overview of my winter semester 2018 in Ekaterinburg at the Graduate School of Economics and Management at Ural Federal University. 5 months from September till January has flown so fast, that I still cannot believe I am already back in Prague.

Ekaterinburg has almost 1,5 mil. inhabitants, so you can find a mixture of various cultures and nations there, considering its location on the border between Europe and Asia. City lives its specific life, trying to transform itself from grey Russian industrial hub to international and innovative center of Urals. In the city everybody can find many opportunities for numerous activities. From theatres, cinemas, shopping malls, parks, museums, galleries and nature, to various sports events.

I spent a winter semester at GSEM. The name GSEM already indicates that courses were basically focused on business and management. As I study finance, it gave me deeper insight to managerial decision-making and interesting sites of business. GSEM has a partnership with many international

companies, which is visible in lectures too. The teachers used games, team work, external lecturers and case studies from real industries. Many of case studies were about Russian companies, which lead to better understanding of Russian business environment. We students could improve our language and presentation skills as we were assigned to cooperate in teams with our classmates. Some courses were based on the ACCA materials, which is very useful for our future career and self-development in the field of finance and accounting. Very enriching was the International Autumn School focused on sustainable business and growth. This week was quite intense and at the same time fun, filled with memorable lectures and visits to international companies.

I recommend everybody to come to Russia and see with their own eyes how the life looks like in there, how the school system works, how people behave or how delicious the food.

Enjoy UrFU and Ekaterinburg!



November 7-17th – International Autumn School “Sustainable Business Development: Smart Future for All”

Venue: GSEM UrFU, Mira 19, Ekaterinburg

International Autumn School is one of the unique opportunities provided by Graduate School of Economics and Management. The Autumn School is designed by the team of Interactional Economics and Business and co-organised by its students and GSEM team. The programme of the School is developed for students wishing to acquire knowledge on how to run sustainable international business.

The programme consists of 5 modules on the following topics:

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

[Details and registration](#)

November 14-16th - The XIV International Conference «Russian Regions in the Focus of Changes»

Venue: Mira 19, Gogolya 25, the Sverdlovsk region Governor's Residence, Ekaterinburg

For many years, the conference has been one of the biggest discussion platforms 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 meet at the conference annually.

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 foreign scholars, open lectures and master classes of visiting experts, more than 20 research thematic sessions and a youth research forum.

The Conference is going to feature a round table discussion with representatives of the leading Russian and European business schools and corporate universities «Enabling models of Business Education: how to avoid or pursue disruptive curriculum»

[Details and registration](#)

November 14, 2019 - ROUND TABLE "Enabling Models of Business Education: online, disruptive and brilliant?"

Venue: The Sverdlovsk Region Governor's Residence, Ekaterinburg, 21 Gorkogo st.

The increasing demands for good quality education create competitive environment for business schools. Excitement about the role of technology in improving education seems to have conquered minds of Universities leaders for a decade now. Digital technology disrupted classic teaching and learning models in Higher Education. Education is a segment that needs disruptive innovation to keeps students intake and to assure creating talents for business. Sustainable way to cooperate with corporate sector co-creates new values and positive impacts from the joint projects. How can Universities provide world-class business education, raise talents and prevent devaluation of higher education in the digital environment?

[Details](#)

November 15-16th – EFMD course Going Online: A Strategic Compass

Venue: GSEM UrFU, Mira 19, Ekaterinburg

Going Online: A Strategic Compass represents an intensive 1.5-day course designed to provide participants with comprehensive strategic overview of the value chain in designing online teaching & learning experience. The programme is divided into five parts; the first four parts consist of delivered material which is concluded with an informal wrap-up discussion where participants are invited to reflect on the material in their own context and interact with others. The initial three sessions define the 'what' and the 'how' in delivering online education, the fourth session draws together this subject matter in how an institute may craft effective delivery in reality. The final part of the course features a group assignment that encourages individuals to apply what they learned while creating a case for online delivery specific to their institution.

[Details and registration](#)

gsem.urfu.ru/en

CONTACTS

GSEM International Affairs Office

E-mail: econ.international@urfu.ru

Phone: +7 (343) 375-94-92