



**Ural Federal
University**

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

**Graduate School
of Economics
and Management**

GSEM INTERNATIONAL DIGEST: April-May-June 2017

SPRING DAYS OF SCIENCE

On April 20-22 GSEM hosted International Conference for Students and Young Researchers «GSEM Spring Days of Science».

Economists, financiers, mathematicians, managers, specialists in the field of business informatics, students and young researchers participated in the conference.

The following events took place in the framework of the conference:

- plenary session «Regions of Russia: Development Priorities in the New Geo-economic and Geopolitical Space» with participation of key speakers from Ministry of International and Foreign Economic Relations and Ministry of Economics of Sverdlovsk region, the Central Bank of the

Among others, the conference included key events:

RESEARCH WORKSHOP ON REGIONAL ECONOMICS

A two-day research workshop focusing on issues of regional economics was held by GSEM jointly with Institute of Economics, Ural Branch of the Russian Academy of Sciences.

Regional industrial policy, impact of ecology on regional development, practice of the new technological order, local payment systems and other topics were presented and discussed. The list of speakers included **Florian Biermann** (Assistant Professor at ISET, Tbilisi State University), **Sergey Kichko** (Director of Center for Market Studies and Spatial Economics, Associate Professor at HSE Campus in St. Petersburg), **Hans Wiesmeth** (President of the Saxon Academy of Sciences in Leipzig, Academic Head of Laboratory for International and Regional Economics at GSEM), researchers from GSEM and Russian Academy of

Russian Federation, Sverdlovsk Regional Union of Industrialists and Entrepreneurs and others;

- series of methodological research seminars with the participation of leading Russian and foreign researchers in the field of applied economics and regional economy;

- 13 thematic sessions, including Marketing and Project Management, Current Issues of International Management, Territory Development Management, Economics and Management of Business Processes in Industry and other tracks.

- research projects competition and master classes for pupils of leading regional schools.



Sciences, as well as R&D representatives of corporate partners (AFNOR, Sberbank, Android Technics).



«The contributions of the mostly young scientists addressed theoretical as well as practical aspects of the economic behavior of individuals in a regional context», - said **Hans Wiesmeth**. - «One presentation, for example, was focused on historical path dependence of locational decisions of firms, another one investigated consequences of the availability of mobile phones on local trade. It is valuable that master and graduate students participated actively in the workshop, turning it thus into a proper event of GSEM. The next workshop will be scheduled for September and will concentrate on economic theory»

WORKSHOP OF ECONOMIC IDEAS

More than 200 pupils from regional schools at the age of 14-17 years old took part in unique games and projects on economics organised by GSEM within Spring Days of Science.

The workshop was divided into 5 sessions:

- tournament-training on social networks;
- development of a project on marketing communications;
- round table on macroeconomic trends in the world economy;
- interactive game in English;
- business game based on the computer simulator «Corporate Management».

The pupils had a chance to meet the leading economists from UrFU and Higher School of Economics (Moscow),



obtain unique knowledge in the field of economic disciplines and advertising technologies, improve English skills and receive presents and certificates. 25 winners obtained vouchers for participation in the Summer Camp on Mathematics and Economics held by UrFU and GSEM.

EKATERINBURG IS A PLACE WHERE HISTORY CHANGES

On April 22 students and teachers of EPAS accredited bachelor's programme International Economics and Business gained to take part in a round table, moderated by **Maksim Dokuchaev**, Chairman of the Committee of Foreign Relations of Ekaterinburg City Administration. The goal of this round table was to form an understanding of international recognition of Ekaterinburg and how it can be measured.

The participants keenly shared their impressions on advances in international promotion of Ekaterinburg, its own image, new symbols of the city and key aspects of international recognition. For example, the most interesting features of the city for Russian and foreign participants were history of the House of Romanov, the first President of the Russian Federation Boris Yeltsin and Yeltsin Center, gold mining and historical architecture.



A discussion about perception of the history of royal family death in Ekaterinburg led to formulation of the city slogan: «A place where history changes». The slogan was offered by exchange student of the programme from Germany.



«As a result of the roundtable, it was managed to formulate possible approaches to measure international recognition of Ekaterinburg and understand potential of UrFU students, especially foreign ones. We also outlined other areas of work with IEB programme which can create a positive effect for all parties of joint projects», noted **Maksim Dokuchaev**.

International marketing of cities and, in particular, issues of international recognition of territories are important field in modern global economy. These aspects are taken

into account in the structure of programme International Economics and Business.

SURE-FIRE TIPS TO BUILD A BRIGHT CAREER

GSEM hosted a series of master classes of leaders from large federal companies and the School's alumni. Within the framework of CareerFest, a master class Per Aspera to the Top: Challenges of Choosing a Career Way was

held with attendance of more than 70 students from GSEM and other UrFU institutes, as well as prospective students. The master class involved the participants in a dialogue with experts.

«The main goal of the event is to tell the students which competencies are extremely useful for the movement of their career path both in global corporations and business. All the experts noted importance of knowledge and skills given by economic and managerial education. The experts told about the ability to make decisions, understanding the basics of accounting and financial analysis, learning the trends in Russian and world economy, and others», said the event moderator, Vice Director of GSEM for Development **Svetlana Kovalenko**.



Managing Partner of PwC in Ekaterinburg **Alexey Rusanov**, a GSEM graduate, told about the usefulness of the experience gained during his studies in Graduate School of Economics and Management and a possibility of internship and employment in PwC:

«PriceWaterhouseCoopers wants to see initiative, communication and analytical skills in a new employee who is a recent graduate».

Director of the advertising agency Cosmos **Boris Korotkin**, representatives of Coca-Cola HBC Russia **Evgeny Belov** and **Olga Chuvakova** and Director of Auchan in Ekaterinburg **Ekaterina Kuzmenko** also shared their experience with the attendees.

During the master class the participants talked to potential employers «face to face». The companies managed to position themselves as reliable partners and attract graduates to their recruitment programmes for young professionals.

INTERNATIONAL SPRING SCHOOL «BRICS' FUTURE: 2030»

Students and young researchers from Russia, Brazil, South Africa, China, Germany, Mexico, France, Kazakhstan and Taiwan gathered to discuss important topics:

- Current economic, social, political situation
- Relationship between the world's largest centres
- Issues of globalisation and creation of the multipolar world

Participants were divided into 4 groups to develop scenarios of the BRICS countries by 2030 in the next areas: socio-economic situation, human capital development, political forecasts and educational trends.

As implied, each group consisted of young students and researchers from different countries (South Africa, Russia, China, Brazil, Germany, France, Guinea, Mexico, Taiwan, Kazakhstan). The students of bachelor's programme International Economics and Business represented Russia. Exchange students from France, Germany, Taiwan also performed as very active participants.

Ekaterina Vitkovskaya, a 3rd year student of the bachelor's programme «International Economics and Business», spoke about the Spring School:

«We received unforgettable impressions and emotions while communicating with foreign students and learned so much in the framework of the Global Village presentations of cultures. The participants were very open, sociable and friendly, at the same time everyone was focused on the work and productive in the team. During this event, each of us felt himself a valuable participant on the School and received undoubtedly new knowledge about the interaction of the BRICS countries».

The participants made attempts to predict the most unexpected scenarios of effective development of the BRICS countries. For example, creation of a fundamentally new way of payment «bricscoin» was discussed.

GSEM AND URFU AMONG THE BEST

— Ural Federal University is at the 11th position in the ranking of the leading world universities. The ranking was compiled by the job-search portal Superjob.

— Analytical Center Expert compiled a national rating of higher education institutions by subject. UrFU became one of the three federal universities represented in the ranking in all 13 subjects. UrFU represented by GSEM improved its positions from 9-11 to 7-8 in the ranking by subject (economics).

— Ural Federal University has dramatically improved its position in the ranking of the leading world universities. UrFU has risen immediately by 150 positions in QS World University Rankings, taking a position in the group 491-500. UrFU became the 13th among Russian universities in the ranking (17th last year). The academic reputation of the university is called the 8th in the country, and the number of foreign staff is at the 6th position among Russian participants of QS.

GSEM EDITORSHIP IN RESEARCH JOURNALS

Vice Director of GSEM for Research Irina Turgel became Editor-in-Chief of R-Economy, a peer-reviewed academic journal in economics founded by the Institute of Economics, Ural Branch of the Russian Academy of Sciences and UrFU. The journal mission is to provide publications of the advanced studies in regional economics with an emphasis on including the regions to international socio-economic process.

«R» in the title of the journal refers to its three basic directions: Region (regional development), Rating (comparative research) and Regulation (state policy).

Key research areas of the journal include:

- Regional differentiation and polarization.
- Approaches and statistical indicators to measuring regional development and differentiation.
- National and international ratings of regional development.

— Methods of modelling and forecasting regional differentiation and polarisation.

— Equalisation policy in socio-economic development of regions.

Information about the journal is distributed through a number of research communities, including RSA (Regional Studies Association), EACES (European Association for Comparative Economic Studies), HSE (Higher School of Economics, Moscow), NES (New Economic School, Moscow), ARETT (Association of Russian Economic Think Tanks) and Analytical Center Expert, as well as among foreign academic partners of UrFU.

More information and rules for authors are available on the journal's website: <http://r-economy.ru>
Contact for papers and questions: r-economy@ya.ru

SHARE THE EXPERIENCE: INTERVIEW WITH ALUMNI



Igor Voinov, Director of Metoil s.r.o (Czech Republic)
Alumni of bachelor's programme International Economics and Business

Area of expertise:
Promotion of innovative

technologies for the processing of radioactive waste in the decommissioning of nuclear power plants

Why did you choose international economics for your study?

In 1993, liberalisation of international trade occurred in Russia. I was lucky to be enrolled in the first group of students at Academic Department of International Economics, Faculty of Economics and Management. Professor Leonid Strovsky, Academic Head of the department, was the pioneer of enlightenment of Russia in the field of foreign economic activity. The country was deprived of qualified specialists and highly needed them,

and prof. Strovsky developed and improved the curriculum jointly with colleagues, trying to fill it with the disciplines required for the market.

***Which courses were the most memorable for you?
What was useful in your practice?***

Methodology of Civil Code and other legal norms implementation taught by A.V. Shibin, Introduction to Economics and Foreign Economic Activity are among the courses which I remember since the time of study. Then, of course, foreign languages and various applied disciplines, such as Custom Clearance or Contract Law are very helpful. All this turned out to be immediately in demand, and I was invited to work as a manager of foreign economic activity in a holding company of special exporter at the third year of study. Later I started my own business, and the knowledge gained during my studies did not lose the relevance.

What are you doing at the moment?

Now I am working on the project dedicated to one of the nuclear energy aspects. I communicate with colleagues from dozens of various countries every day, hold seminars and presentations from the USA to China while I am in Prague. I feel confident during communication with partners thanks, in particular, to my study at Academic Department of International Economics and further self-education.

What advice would you like to give to GSEM students?

Do not stop learning even after the study at the university, because everything changes very quickly. You should not only read Facebook, but also books on business, negotiations, marketing – it will become very helpful to you for successful business and career development.

ANNOUNCEMENTS

— **Workshop on Economic Theory and Applications** is going to be held at GSEM **on September 14-15, 2017**. Laboratory for International and Regional Economics holds regular international research workshops on its sectors' research topics: economic theory, regional economics, social study, global social responsibility.

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— **International Autumn School «Sustainable Business Development: Responsible, Agile, Analytical»** will take place **on November 12-24, 2017**. The programme includes interactive lectures, master classes, case studies, thematic sessions and field visits to 5 companies. Participants will also take part in a Business day of the XII International Conference «Russian Regions in the Focus of Changes» at the Residence of the Governor of the Sverdlovsk Region. The students will take extensive knowledge of different sustainable business issues and peculiarities of its strategic and responsible solutions. The autumn school is supported by government authorities, national and international businesses and academia.

Contact: GSEM International Affairs Office, email: econ.international@urfu.ru, +7 (343) 375-94-92

— **The XII International Conference «Russian Regions in the Focus of Changes»** will take place in Ekaterinburg **on November 16-18, 2017**. For many years the conference has been one of the largest discussion platforms covering issues of industrial regions development and gathering more than 500 representatives of government, academia and business.

More information: <https://conf-expert.urfu.ru/en/>

Special events within the conference:

• **Workshop of Regional Studies Association «Global Challenges for Regions and Cities: Adaptation, Development, Governance»**

The workshop is dedicated to the search for appropriate models of adaptation to new external environment for regions and cities and the search for new drivers and sources of sustainable territorial development.

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• **EFMD Accreditation Seminar** tailored for institutions considering applying for EPAS and EQUIS accreditations / re-accreditations and those looking to enhance the quality of business education in their institutions and become a part of EFMD community. Keynote speakers: David Asch, Director, Quality Services, EFMD and Ivana Marinković, Associate Director, Central & Eastern Europe.

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