



**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 2018

SPRING RESEARCH DAYS AT GSEM

On April 19-21, Graduate School of Economics and Management organised the annual international conference of students and young researchers Spring Research Days. Bachelor, Master and PhD students, as well as young researchers took part in various thematic sessions in economics, finance, management, mathematics, and business informatics. Overall, the Conference gathered more than 150 keen minds for a fruitful exchange of ideas under the capable guidance of prominent faculty members and visiting researchers. The Conference also included a plenary session devoted to macroeconomic factors of the Russian economy development, strategic priorities of regional and city development, as well as tools for increasing their investment potential.

At the thematic sessions, students of all GSEM academic departments had a chance to share their research results and get feedback from the experts. They also got master classes from prominent researchers on preparing a paper for publication in international journals and conducting world-class research.

The Laboratory for International and Regional Economics held a workshop featuring keynote reports on environmental economics by the Laboratory's Academic Head Prof. Dr. **Hans Wiesmeth**, Prof. Dr. **Mordechai Shechter** from the University of Haifa, and Head of the Laboratory for Applied System Research **Sergey Kruglikov**. Young GSEM researchers also presented their works on



various subjects from behavioural economics to Chinese and Russian policies concerning special economic zones. During the peer-review discussion, they received valuable feedback on further development of their research.

The Laboratory for Applied System Research held a workshop on Information Technologies and Mathematical Modeling for Efficient Development of Arctic Zone with reports by researchers from Obukhov Institute of Atmospheric Physics, Russian Academy of Science, Pitirim Sorokin Syktyvkar State University, Scientific Arctic Research Center in Salekhard, and others. The discussion covered the topics of Russian Arctic Zone development, problems of global climate change and its influence on Russian regions.

The Conference also hosted the X International Research Conference of Young Tax Experts and the XIII Inter-University Civil Olympiad. The students who presented best papers in each session were awarded with diplomas.

Research is a very important part of our students' lives at the School. This helps them develop their professional competencies and critical thinking. This year's Conference also involved a record number of foreign participants and included sessions with English as a working language.



CAREER DAY



On April 18, 2018 Ural Federal University and Graduate School of Economics and Management held a Career Day for students in the Presidential Yeltsin Center.

The Career Day is a large-scale event for students and alumni in Ekaterinburg, where employers, experts, recruitment agencies and educational institutions meet with young people at the one discussion platform.

The event provided opportunities to communicate in the informal environment with representatives of leading companies, undergo training sessions on efficient preparation for all stages of employment, as well as obtain an internship or a job in Russian and international companies.

The event included communication with employers, personal interviews, workshops and lectures, as well as gifts from partners.

HOW TO LEARN MORE ABOUT INTERNATIONAL BUSINESS? FIRST-HAND EXPERIENCE!

In April Philip Morris conducted a course PMI Business School for our students. Engaging presentations, discussions and useful life hacks — the classes went all too quickly.

The programme International Economics and Business is not only about theoretical knowledge that not necessarily will come in useful in the future.

We are constantly testing everything out and learning about current trends in international business. This is the only way that our students are going to become top specialists in their field. And we have people who are on the same page with us. Our partners from Philip Morris International designed a special course PMI Business School.

There was an animated dialogue instead of boring lectures, and real business games and cases instead of usual seminars.

- How to build a good-quality personal brand?
- How is coaching useful for solving difficult issues?
- What negotiations skills are required in modern business?
- How to give and receive feedback for efficient communication?

Now the students know the answers to all these questions and acquired many practical skills.

Dmitry Trofimov, a student, comments on the course:

«Logic, teamwork and decision-making skills came in handy in this course. Of course, there were difficulties, misunderstanding and even small conflicts, but thanks to professional help of our instructors we were able to analyze our mistakes and draw reasonable conclusions. Such unusual classes conducted by true professionals in a friendly atmosphere make a bright memory of our student life, as well as give opportunities to apply theoretical and practical knowledge and reinterpret it».

Instead of a regular exam, the students tested their knowledge in a Quiz game, received certificates and presents that will allow for broadening their learning horizons further.



SEMESTER ABROAD: MYTHS AND REALITY



In May, GSEM UrFU held a panel discussion with the students about their experience of studying abroad. Students did not only plunge into the environment of other universities, but also discussed what opportunities it gave.

GSEM students who took part in the Semester Abroad programme shared their impressions regarding education systems and academic grading in partner universities, adaptation in other countries, living conditions, student life, travel and application of this experience for building career.

International exchange students of GSEM also attended the event and told about their universities. Awarding of the first GSEM Ambassadors took place at the end of the meeting.

GSEM UrFU Ambassador is a new programme aimed at promoting Graduate School of Economics and Management as an educational and research international center all over the world through the students participating in the exchange programme.

The purpose of the programme is to support the development of educational and research contacts and friendly relations with partner universities between students, academic members and representatives of local community.



Mark Mukametov, student of BA programme International Economics and Business:

«On May 25, I took part in the event organized by GSEM International Affairs Office. The meeting was very interesting. Many students that had been studying in partner universities told about their unforgettable experience. I also told what it meant for me to be in one of the most famous business schools in Europe and about a huge number of new acquaintances with students from all over the world. I am also grateful to GSEM International Affairs Office for the excellent organization of the event, and to all the listeners for their interesting questions».

ACADEMIC ADVICE DAY

Ural Federal University has a preparatory faculty for students who study Russian to apply then for degree programmes at our university. Each year in May Graduate School of Economics and Management holds an Academic Advice Day for these students to tell about the School, degree programmes, international opportunities, and answer prospective students' questions.

This year Head of International Affairs Office **Liudmila Pliner** met with 15 preparatory faculty students from Europe, Asia, and Latin America. She told about a range of Bachelor and Master programmes offered at GSEM in the fields of Economics, Management, Business and Applied Informatics, Customs, Economics Security, Public Administration, and others. Students who already have a degree showed great interest in PhD programmes and got advice on finding the right supervisor and getting a scholarship. International Affairs Office staff also told the students about exchange opportunities offered by GSEM, as well as international research seminars and conferences where students can participate starting from their Bachelor years.

In 2018, admission to degree bachelor programmes for international students is open until August, 15th, for master programmes – until October 15.

RESULTS OF ANNUAL RESEARCH ON CAREER TRACKS OF GSEM GRADUATES ARE KNOWN FOR 2017

A comparative analysis was realized by UrFU Research Laboratory of University Development Issues under the methodological support of Higher School of Economics (Moscow).

The research shows following facts and figures:

1. 82% of bachelor's alumni and 94% of master's ones have been employed during 6 months after graduation.
2. 58% of bachelor's graduates and 79% of master's graduates found jobs in line with their degrees.
3. On average, 14% of graduates have subordinated employees.

Survey of students of bachelor's programme International Economics and Business (EPAS accredited) shows that 24% of respondents are working in the area of finance, another 24% are working in the field of trade. 10% of alumni found job in audit and consulting, and 10% in IT and communications.

Study at GSEM provides opportunities for further employment in large companies: Sberbank, EY, KPMG, Emerson, SKB Kontur, Sima Lend, BGS Group, etc.

ALUMNI WEEKEND AT GRADUATE SCHOOL OF ECONOMICS AND MANAGEMENT

On 21 April our School alumni of 1998 had a reunion at their alma mater. More than 50 graduates of then Faculty of Economics and Management visited Ural Federal University to reconnect with each other and the professors.

First Vice Director of GSEM, Elena Avramenko told about the history of the School after 1998 and its main achievements. The alumni also met with Ekaterina Voronkova from GSEM Student Union to learn about all that's going on in today's students' life.

Alumni also had a tour of UrFU Museum and academic departments where they were greeted by their teachers.



GSEM STUDENTS ARE THE BEST IN CLASH OF SALES



Last week of May saw the finals of the national case championship Clash of Sales 2018. For the first time in its history it gathered representatives of two biggest industries FMCG & Retail in Russia — Unilever and Perekrestok.

Clash of Sales is the national competition of cases for teams of 3 students each. After the regional selection, 12 best teams get the opportunity to represent their home towns and cities in the finals at the Unilever office in Moscow.

In 2018, 567 teams from 64 cities took part in the championship, and only 11 of them made it to the finals. One of them was a team of our International Economics and Business students called That's it, girls, who won the first prize.

Tatiana Larionova comments on her participation: *«It's invaluable experience to see the current approach to sales from the inside, to meet best students in Russia who will soon become your colleagues on the global labour market».*

The winners are studying at GSEM Bachelor programme International Economics and Business accredited by EPAS EFMD.

GSEM STUDENT MADE IT TO THE TOP-9 OF NEW ECONOMIC TALENT COMPETITION BY CERGE-EI

Valeriia Chukaeva, a 4-year student of the Bachelor programme Applied Economics made it to the top-9 of the international competition New Economic Talent 2018. Valeria's paper "Bankruptcy of Russian enterprises: Do macroeconomic factors matter?" was appreciated by the Evaluation Committee along with the papers by students from Cambridge University, Humboldt University of Berlin and London School of Economics.

Valeria commented on her participation in the competition:

«I have learnt about this competition from our professor Natalia Davidson who obtained her PhD in CERGE-EI. The competition requirements are quite simple: the paper cannot be more than 50 pages long and must be written in English. The topic could be anything in the framework of economics. Unfortunately, there is no feedback, so if you don't get in the top you won't know what exactly the Evaluation Committee didn't like. My research supervisor is Denis Gilev, and I would like to express my gratitude to him for guiding me through the work on this paper».



PROJECTS OF GSEM STUDENTS ARE AMONG THE TOP-3 IN THE NATIONAL COMPETITION

On May 10, a jury consisting of representatives from HSE, Plekhanov Russian University of Economics, PM University, Group of companies PMSOFT, AACE Russia Section, Project Management Institute and Young Crew Russia SOVNET summed up the results of the contest «Best Student Project – 2018».

Students had to show their level of competence in the field of Project Management. The contestants were tasked to develop the project, determine its content, timing and need for resources, determine the economic efficiency and social significance of the project, as well as assess the risks associated with the project. In addition to the basic requirements, the participants had great scope for creativity and justification of their vision of ways to solve the tasks assigned to the project. The variety of selected topics extended from medical, educational, social, art, marketing and IT projects, to environmental, transportation, manufacturing, energy, technical and agricultural projects.

GSEM students from Department of Environmental Economics won 2nd place in the category «Best Idea» and the 3rd place in the category «Best project».

The competition jury noted the high quality of projects submitted by students of Russian Foreign Trade Academy and GSEM UrFU.



Graduate School of Economics and Management is delighted to announce new partnerships:

- **KEDGE Business School, France** – cooperation in the area of academic exchange and a dual degree programme with BA International Economics and Business at GSEM.
- **Heilbronn University of Applied Sciences, Germany** – cooperation in the area of academic exchange
- **EM Normandie, France** – cooperation in the area of academic exchange
- **Berlin School of Economics and Law, Germany** – cooperation in the area of academic exchange
- **National Taiwan University, College of Business, Taiwan** – cooperation in the area of academic exchange
- **ESIC Business and Marketing School, Spain** – cooperation in the area of academic exchange.

RANKINGS WEEK: URFU AMONG THE BEST IN THE COUNTRY

Ural Federal University improved positions in Russian and international rankings:

QS Ranking

Ural Federal University ranked 92 among the best universities in QS World University Rankings in teaching quality. It assesses the extent to which institutions are able to provide students with meaningful access to lecturers and tutors (Faculty/Student Ratio).

UrFU also maintained a high rate of progress and became the 412th in the general QS ranking that is 79 positions higher than last year. This year, share of UrFU international students reached 11.8% for the first time, which is 2.2% higher than the average among the ranking participants.

Dmitry Tolmachev, Director of GSEM UrFU:

«Internationalisation is one of the key priorities for Graduate School of Economics and Management, which has allowed us to contribute significantly to the university's standing in this ranking. The quality of GSEM programmes is confirmed on the international level by EPAS and ACCA accreditations. At present we have more than 35 academic partners, several of them are involved in double degree programmes development. Starting from Fall 2018, we are launching a new dual degree programme with KEDGE Business School, France (40th in Financial Times business schools ranking). And of course, the main indicator of GSEM international programmes development is increase in the numbers of international students applying to study at our School. This number increased by 20% compared to the last academic year».

Interfax ranking

UrFU was ranked 4th by the brand indicator in the national ranking of universities published by Interfax. Overall, the university shares the 14th position with St. Petersburg Polytechnic University. The national ranking of universities has been compiled by Interfax group since 2010 with the view of developing mechanisms of independent assessment for Russian universities and their study programmes, as well as increasing competitiveness

of Russian education system, research and technological entrepreneurship. The authors consider development of federal and regional universities as a framework for a new Russian economy.

RAEX Ranking: Demand for graduates

The university was ranked 8th by demand for graduates in the ranking of Russian universities compiled by the ranking agency RAEX (RAEX-Analytics). In the overall ranking of top universities in the country, UrFU is on the 12th place.

The award was given to UrFU at the VI Global Competitiveness Forum in Moscow was held last week in Moscow. The agency presented the 7th annual university ranking and award ceremony for the best universities in Russia.

Victor Koksharov, Rector of UrFU:

«Close cooperation with business community is one of our priorities. Employers are becoming more and more engaged in learning experiences, and we are counting on their active participation in implementing a project-based approach in education. Students should solve practical problems starting from their first years at the university. It is going to make studies more exciting and bring training closer to reality, as well as help fast track students' careers».

Forbes: Top 50 High-End Universities in Russia

Ural Federal University was ranked 49 ranking of Russian universities by Forbes.

The magazine published the new ranking of Russian universities based on 10 indicators divided into 3 groups: the quality of education, the value of graduates and the Forbes factor, which reflects how high-end the universities are and the ratio of entrepreneurs among their graduates.

The methodology takes into account not only the quality of education, but also graduates' employment rates, demand for them on regional labour markets, and the ration of entrepreneurs among them. Forbes has also studied the biographies of more than 1 600 members of Russian elite – persons from the Forbes list, their children, private and public companies executives, governors and elected officials.

ANNOUNCEMENTS

Workshop of the Laboratory for International and Regional Economics is going to be held at GSEM on September 28, 2018.

The workshop is going to cover issues of economic theory and applications with presentations by GSEM and guest researchers, as well as Master and PhD students.

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International Autumn School «Sustainable Business Development: Smart future for all» will take place on November 10-18, 2017.

The programme includes business strategies and sustainability, effective CC Communications, employability and self presentations, smart cities and innovations, digital marketing. The autumn school is supported by government authorities, national and international businesses and academia.

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The XIII International Conference «Russian Regions in the Focus of Changes» will take place in Ekaterinburg on November 15-17, 2018.

For many years, the conference has been one of the biggest discussion platforms covering issues of regional development, human capital and education and gathering business representatives (large industrial enterprises and successful medium-sized businesses), government authorities, academics and international experts. More than 500 participants meet at the conference annually.

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Special event within the conference:

AACSB Accreditation Seminar is held on November 16-17, 2018.

The interactive seminar is vital for understanding the challenges schools often encounter regarding AACSB eligibility criteria, accreditation standards, and continuous improvement. The participants will learn the purpose of accreditation and move through each standard in depth, covering the four organizational areas of Strategic Management and Innovation; Participants; Learning and Teaching; and Academic and Professional Engagement.

<https://www.aacsb.edu/events/seminar/2018/business-accreditation-ekaterinburg-nov>

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