



**Ural Federal  
University**

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

**Graduate School  
of Economics  
and Management**

# **GSEM INTERNATIONAL DIGEST:** **July-August-September** **2017**

### INTERNATIONAL SUMMER SCHOOL «DOING BUSINESS IN RUSSIA: INTERNATIONAL PERSPECTIVE»

In July GSEM master's programme International Management held the annual summer school «Doing Business in Russia: International Perspective» – a short-term programme lasting for 2 weeks. More than 20 students from Russia, Italy, Belgium, Ghana, Guinea, Gambia and Pakistan learnt about aspects of opening a business in modern Russia.

The following experts gave lectures this year:

— **Liudmila Ruzhanskaya**, Professor and Head of Academic Department of Theory and Practice of Management at UrFU

— **Christopher Miller**, Senior Private Sector Specialist in the World Bank Group Trade and Competitiveness Global Practice

— **Andrey Klepach**, Deputy Chairman (Chief Economist) – Member of the Board at Vnesheconombank

— **Yuri Simachev**, Director for Economic Policy at National Research University Higher School of Economics, Moscow

— **Elena Bespamyatnyh**, Director of Centre for Educational Technologies and Human Resourcing of Innovations, Director of educational programmes of the Innovative Centre «UrFU Model Factory of Lean Production»

— **Ekaterina Kalinina**, Deputy Director at Institute of State and International Law and a lecturer of Department of Constitutional Law in the Ural State Law University.



The students visited manufacturing companies and offices of international enterprises having branches in Ekaterinburg, such as Ural Locomotives (joint venture of SINARA Group and Siemens), Deltaplan Advertising Agency, UrFU and McKinsey Model Factory of Lean Production, to get an immersive experience of real business environment. They also got master classes of KPMG and Ural Bank of Reconstruction and Development. As a part of the school, the students visited the largest Russian trade fair INNOPROM and participated in the round table there.

At the end of the course, the students defended projects presenting their business ideas that could be implemented in Russia and showcasing their teamwork and presentation skills. The jury consisted of GSEM corporate partners' managers.



**Dr. LIUDMILA RUZHANSKAYA**, Academic Head of master's programme International Management and Summer School «Doing Business in Russia: International Perspective»:

«This year we organised the third summer school in international management. It was focused on a number of issues combined in the general topic Doing Business in Russia. It is the first time we managed to gather speakers from the World Bank, UBRR, KPMG, McKinsey and foreign academic partners of GSEM UrFU. The hallmark of the school is students' participation in INNOPROM Trade Fair. This time the students attended three events of the fair. I am certain the school format we chose, which combines lectures, field visits and group project work, is ideal for such an international group of students to get teamwork skills, learn cross-cultural communication, and understand specifics of business in different industries of the Russian economy. The school became a good opportunity for international and Russian students to get a high-level internship».





**HIEN THI THU NGUYEN**, *a master student of HEC Liège, Belgium:*

The programme was really practical during all sessions and activities. The study plan successfully brought all students together and increased the understanding of Russian business environment. Lots of students told me that they really wanted to have a chance to live and work in this environment.

Within only 2 weeks, from the 10th to 22th of July, international friends and professors of the summer programme gave me unforgettable moment in this trip. Sometimes there were language barriers in the everyday life, but Russian friends were very helpful. Two weeks were not a long period, but despite that the programme accumulated development of many skills and knowledge, especially the one related to the digital world and conscious of multidimensional aspects.

## ROUND TABLE «HUMAN CAPITAL MANAGEMENT IN A COMPANY: BUSINESS AND ACADEMIA EXPERTISE»

On July 13 GSEM held a round table «Human Capital Management in a Company: Business and Academia Expertise» in the framework of the International Industrial Trade Fair INNOPROM-2017. The discussion on talent management was moderated by Vadim Kovalev, First Deputy Executive Director of the Russian Managers Association. The participants debated approaches to discovering and assessing talents, the roles of universities and business schools, and ways of establishing efficient communication between them and businesses to help train talented employees.

The viewpoint of universities was expressed by Duro Njavoro, Dean of Zagreb School of Economics and Management (Croatia), and Dmitry Tolmachev, Director of UrFU Graduate School of Economics and Management, Director of Analytical Center «Expert» talking about their respective experience in training talented students.

The companies' representatives talked about their demands for graduates and means of attracting talents. The following Russian and international companies presented

their view on the issue: Philip Morris International, Enviro-Chemie GmbH, Bank VTB24, SKB-Kontur.



Finally, the opinion of talented graduates themselves was presented by Andrey Alyasov, Managing Director, Challenge, and Aslan Kagiev, the Chairman of the Student Union of Ural Federal University, Member of the Public Council of the Federal Agency for Youth Affairs, Events Coordinator of the XIX World Festival of Youth and Students in Sochi.

## RESEARCH WORKSHOP OF LABORATORY FOR INTERNATIONAL AND REGIONAL ECONOMICS COMPLETED

On September 14th and 15th GSEM UrFU Laboratory for International and Regional Economics conducted the international research workshop «Economic Theory and Applications». Researchers from New Economic School, Higher School of Economics, Moscow State University, UrFU, Tyumen State University, Karlsruhe Institute of Technology (Germany), University Erlangen-Nurnberg (Germany), and Nazarbaev University in Astana (Kazakhstan) participated with a report.

In the theoretical part of the seminars the researchers covered such topics as information dissemination and exchange of ideas in social groups and networks, choice between hired labour and business in the context of uncer-



tainty, as well as economic growth dynamics. The empirical studies presented the issues of innovations effects on Russian companies' income, changes in income distribution in European countries, connection between ecology

and economic growth, as well as correlation of oil prices and exchange rates.

The discussion moderator was Dr. Hans Wiesmeth, Academic Head of Laboratory for International and Regional Economics at GSEM UrFU.

*«The workshop brought together researchers from GSEM and other academic institutions, such as New Economic School in Moscow, Tyumen State University, and Nazarbayev University in Astana. Next to established scientists, who presented their work on issues such as labour markets, political cycles, communication networks and others, GSEM master and exchange students participated and presented their ideas for discussion in the workshop. The Laboratory will continue this workshop series and in-*

*vites in particular interested students to take part in these activities», – commented Prof. Wiesmeth.*

**Klemens Neumueller**, an exchange student from Friedrich-Alexander University Erlangen-Nürnberg, Germany:

*«The workshop on economic theory had a wide range of interesting topics and different views on economics. It was a great opportunity to gain new insights and come in touch with other economists. Especially, I would like to highlight the very interesting presentations by Dmitry Vorobyev (CERGE-EI and UrFU) and Kristina Butaeva (New Economic School in Moscow). Both presented very important and applied research. I already look forward to the next workshop».*

## BEGINNING OF A NEW ACADEMIC YEAR

### NEW DORMITORY FOR INTERNATIONAL STUDENTS

Autumn Semester 2017/2018 started with an opening of the new dormitory located closely to UrFU building at 19 Mira st. where GSEM campus is situated.

The dormitory opened its doors for 1200 students starting from Autumn 2017, including GSEM exchange stu-

dents. The dormitory is of a block type, each of which consists of 2 rooms for 2–3 students, a kitchen and a bathroom.

The dormitory also includes a canteen and a gym for UrFU students.





## MEETING NEW EXCHANGE STUDENTS

For mobility students the semester started with Orientation Day where the students got to know their programme directors, International Affairs Office team and met representatives from the Student Union. The students received information about academic and organisational matters, international events of the Fall semester, opportunities

of doing sports at UrFU, short-term programmes and research possibilities.

The first half of the semester was filled with new events and impressions.



**THEO PORRET**, an exchange student from Grenoble Ecole de Management, France, shares thoughts about his experience:

I am currently in an exchange programme at Graduate School of Economics and Management UrFU. It is a great opportunity for me to come here to Ekaterinburg, the capital of the Urals, and discover a side of Russia that I have never seen before. I had a chance to participate in many activities here such as the XIX Festival of Youth and Students and the Autumn School. These events gave me an opportunity to communicate with businessmen, CEO of start-ups and politicians. Our Programme Director and International Affairs Office is also always available to help in case of necessity, because Russian administrative paperwork could be difficult to process alone for an exchange student. GSEM is a school that does its best to provide good conditions for you and that is really appreciable.

## GSEM UrFU STARTED ITS MEMBERSHIP IN AACSB

In August 2017, GSEM UrFU became a member of the Association to Advance Collegiate Schools of Business (AACSB International) which is one of the most prestigious associations for higher education institutions implementing business education programmes.

Membership in AACSB is an important step of international development for GSEM. Membership in the association gives GSEM representatives an opportunity to take part in a wide range of events for the development of business education, receive an access to educational resources and databases and brings new networking opportunities. It also opens a prospect to obtain AACSB accreditation that is a gold standard for business schools all over the world.

Membership in AACSB essentially follows GSEM goal to ensure the quality of business education which meets highest international standards. In 2011, Graduate School of

Economics and Management has started its membership in EFMD, and in 2015 bachelor's programme International Economics and Business became the only EPAS accredited programme in Russia beyond Moscow.



## SUSTAINABLE ECONOMIC DEVELOPMENT OF THE UNIVERSITY

On August 28-30, 2017 seminar «Tools for planning and implementing mechanisms for sustainable economic development of a university» took place at UrFU hosted by Graduate School of Economics and Management. The seminar was designed at the commission of the Ministry of Education of the Russian Federation in order to increase quality of financial management and efficiency of managing financial and economic activities at higher education institutions.

55 representatives of Russian and Belarusian universities mastered modern methods of economic management in higher education which demonstrated interest in universities economic development regardless of their location and subject areas.

The knowledge received by specialists was useful for work on their own project. Until the middle of October, they performed three tasks, and intermediate results were checked during webinars. The final projects will be supported by universities in the end of October at a conference in Moscow, the best of them will be presented at the final meeting at the Ministry of Education of the Russian Federation.



*At the end of the seminar, all participants were given certificates of completion*



**DANIIL SANDLER**, Head of the Programme, UrFU Vice-Rector for Economics and Strategic Development

*Our task is not only to teach, but also give an impulse to spread the knowledge at the universities. We are proceeding from the idea that economy is the matter of the whole university team and its management.*

In 2016, Ural Federal University was selected on a competitive basis by the Ministry of Education and Science of the Russian Federation and became one of the seven competence centers where training programmes for educational institutions employees of the financial and economic sphere would be implemented. This became possible due to the high quality of financial management at UrFU. Based on this index, the university was ranked in 2016 as the first one in the country among all the universities, subordinated to the Ministry of Science.

A subject-oriented competence centre was opened at GSEM to conduct such seminars. The key task of the centre is to improve the professional competencies required for managers and staff of higher education institutions.

*Photo: Eduard Nikulnikov*



Case Club UrFU was founded in 2014 by GSEM students and became the first platform in Ekaterinburg for developing analytical and soft skills of students through case studies. We met its Head Tatyana Larionova, a student of bachelor's programme International Economics and Business,

to learn more about activities of the club.

### How did GSEM students come up with the idea of creating a club?

As of now, the Case Club has been existing for three years. The idea to create a club appeared when its founders, Elizaveta Zasukhina and her team, won a regional case cup. The club founders were willing to create a place in the university that would help students learn to solve case study and give graduates competitive advantages at the global labour market.

### What opportunities Case Club UrFU gives to GSEM students?

We develop three areas of work: case study championship, master classes of corporate partners and the members club. We have two seasons in a year, and we hold various events each season.

Case study championship passes 1–2 times a year, it is the major club event which requires a long-term preparation. A case for the championship may be provided by the company or created by our Case Club on the basis of corporate data. Most of championship participants are GSEM students, but we also invite students of other UrFU institutions and other universities.

Master classes and business games of corporate partners are held in two formats: at the university or in a company office. The second options allows the students to immerse into company's life and involve more corporate participants into the activity.

In addition, we have a special section in English, which includes participation of GSEM foreign students. We are always happy to meet exchange students along with full-time ones at our meetings on case discussion or members club events where we talk about topical issues of economics and management.

### Which results of the case club activity have been achieved by the moment?

In the first year of the club's existence, we won the "Opening of the Year" nomination in the competition of case clubs of Russia and CIS countries according to the Changelenge Case Award. In 2016, we received recognition from corporate partners: we obtained "Project of the Year" award given by Association of Economic Clubs of Russia and Center for Strategic Research.

Teams of Case Club UrFU traditionally get winning positions of Cup Ural and corporate case study competitions of Unilever, Changelenge, Deloitte, SKB-Bank. This year our team became the only one representative from Russia at the semi-final of the PolyU Innovation and Entrepreneurship Global Student Challenge in Hong Kong.

Our key partners are such global corporations in Ekaterinburg as Coca-Cola, KPMG, Unilever, Reiffeisenbank, as well as Association of Economic Clubs of Russia and Center for Strategic Research in Moscow.

### What are the upcoming events for the members of Case Club UrFU?

Last year we held a session within the conference "Russian Regions in the Focus of Change" where we discussed necessary competences of a graduate. Participants prepared "Strategy 18-24-35: an Ideal Student in an Ideal University". This year we are holding a session with our corporate partners to discuss what distinguishes an effective employer. The conference will also host our annual case championship.



## ANNOUNCEMENTS

**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 biggest discussion platforms covering issues of industrial regions development and annually gathering more than 500 persons of government authorities, business representatives (large industrial enterprises and successful medium-sized businesses) and academia. The Conference takes place with the participation of Dr. Marek Dabrowski, Non-Resident Scholar at Bruegel (Brussels) and personal support of Dr. Evgeny G. Yasin, Academic Supervisor of Higher School of Economics (Moscow), Ex-Minister of Economic Development of Russian Federation. **Contact:** Elena Grigoryeva: email: e.v.grigoryeva@urfu.ru, phone: +7 (343) 375-94-92.

### **RSA Russia Division Workshop 2017**

The RSA Russia Division and the Ural Federal University, Graduate School of Economics and Management are hosting in 2017 the RSA Russia Division within XII annual conference Russian Regions in the Focus of Changes. As a part of the conference, a one-day workshop of RSA with a focus on Global Challenges for Regions and Cities: Adaptation, Development, Governance will be held on the 17th of November.

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### **EFMD Accreditation Seminar**

The EFMD Accreditation Seminar will be held on 17–18 November 2017 within the framework of XII International Conference «Russian Regions in the Focus of Changes» and is tailored for two types of institutions: those 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 from EFMD, Grenoble Ecole de Management and GSEM will speak on key challenges and opportunities on the global business education

market, uncover the details of an accreditation process for the position of a reviewer and present the cases of how business schools benefit from international accreditations for their business schools quality improvement.

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### **Round table «Influence of sport mega events on the economy of a region»**

Participation of the country in organising a sporting event on global scale should become one of the key impulses for territorial development and have positive socio-economic effects. This experience hasn't been always successful: often the host country got only short-terms effects. What needs to be considered when organising large sports events? How can multi-billion investments for 2018 World Cup affect the regions in reality? How to assess indirect and multiplicative effects? This context will become the basis for discussion at the round table prior to 2018 FIFA World Cup.

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### **International Autumn School**

The International Autumn School «Sustainable Business Development: Responsible, Agile, Analytical» will take place from November 13th till November 21th, 2017. The programme includes interactive lectures, master classes, case studies, thematic sessions and field visits to 5 companies. Participants will be participants of the International Business Event at the Governors House, also during the Autumn School participants are expected to get extensive knowledge of different sustainable business issues and peculiarities of its strategic and responsible solutions. School is supported by governmental structures, national and international businesses and academia.

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