



**Ural Federal
University**

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

**Graduate School
of Economics
and Management**

INTERNATIONAL DIGEST: November-December 2017

XI INTERNATIONAL CONFERENCE «RUSSIAN REGIONS IN THE FOCUS OF CHANGES»

ORGANISERS



CO-ORGANISERS



The conference was held on November 17–19 in Ekaterinburg. The conference goal was to join the forces of the authorities, businesses and the expert community in search for the ways to increase international competitiveness of the Russian regions. The programme included business and academic days: plenary sessions with key speakers, open lectures and master classes of visiting experts, more than 20 research thematic sessions, youth forum, a series of round table discussions.

More than 700 participants from 22 regions of Russia and 12 countries (France, Germany, China, Spain, Great Britain, Italy, Estonia, Mexico, Poland, Armenia, Ukraine and Kazakhstan) attended the conference. Broad geographic and information coverage provided for engagement of the authorities, owners and top managers of medium and large businesses, as well as academic experts.

THE CONFERENCE CONSISTED OF A NUMBER OF PLENARY SESSIONS, ROUND TABLES, SECTIONS, INCLUDING:

— Round Table «Value Co-Creation in Education and Business»

The round table was aimed to form a close collaboration between international business schools and employers from developed and emerging markets, taking into account the current market demand to achieve tangible results.

The round table brought together directors, managers, other representatives of Russian, German, Italian, French, Kazakh universities and business schools and prospective employers to discuss demands and requirements for graduates, relations between academia and business, as well as opportunities of value co-creation and partnership between them.



— Workshop of Laboratory for International and Regional Economics «Future Universities in Smart Cities»

Regular workshops of Laboratory are conducted 3 times per year. The workshop within XI International Conference was focused on wider understanding of the role of Universities in terms of both positive and negative possible effects on the city smart ecosystem. Participants from GSEM UrFU, EFMD, University Paris Dauphine and University of Turin shared their opinions on the topic.

INTERNATIONAL AUTUMN SCHOOL «SUSTAINABLE BUSINESS DEVELOPMENT: STRATEGIES, INNOVATIONS, COMMUNICATION AND SOCIAL RESPONSIBILITY»



HOCHSCHULE DER WIRTSCHAFT
FÜR MANAGEMENT
UNIVERSITY OF APPLIED
MANAGEMENT STUDIES

From November 13 to 20, 2016 the Autumn School «Sustainable Business Development: Strategies, innovations, communication and social responsibility» was held at GSEM. The school was organised by Graduate School of Economics and Management, UrFU Institute of Radioelectronics and Information Technologies in cooperation with University of Applied Management Studies in Mannheim, Germany.

During the week of intensive training a series of interactive classes was taught by the School professors from GSEM UrFU, University of Applied Management Studies in Mannheim (Germany), University of Turin (Italy), Paris Dauphine University (France).

The participants from 11 countries had interactive classes with the School and visiting professors, visited Coca-Cola HBC Russia, Unilever, SEZ Titanium Valley, Sberbank to learn about global strategies and organising sales in different cultures, brand development in accordance with the UN Sustainable Development Goals, the nuances of residents attraction, and lean production of goods and services.

Besides, the School participants visited Model Factory of UrFU, United Heavy Machinery Plants and McKinsey to learn about lean production of goods and services.



The programme was concluded by students' presentations of their group projects judged by the international jury of the School professors and corporate representatives.

DECEMBER 2016

GSEM HOSTED RESEARCH FOCUSED WINTER SCHOOL

GSEM UrFU became the host university and the partner of the IV Winter School «Culture Diversity and Income Inequality», organized jointly with New Economic School (NES) on December 15–19, 2016.

Academic director of the School was professor Shlomo Weber (Rector of NES and Academic Head of CSDSI, Professor at Southern Methodist University).

The guest speakers of the school were Erdenebat Bataa (National University of Mongolia and Korea University), Lawrence E. Blume (Cornell University), Steven N. Durlauf (University of Wisconsin-Madison), Jean-Philippe Platteau (Université de Namur) and Hans Wiesmeth (GSEM UrFU, Saxon Academy of Sciences). 26 PhD students and young researchers from Vladivostok to Saint Petersburg participated in the school.



Every day of the School included lectures of visiting professors and presentations of the participants who talked about their research topics. Each participant was able to discuss with the team of experts the development of research topic and possibilities of its publication.



The guest speakers not only taught at the Winter School, but also consulted the students on possible research directions.



Aizhamal Rakhmetova, PhD student of GSEM UrFU, Russia:

I had a very positive experience of participation in the School. It gave me an opportunity to attend the lectures of the professors who conduct cutting-edge study in economics and observe the level of research in this field of knowledge. It was interesting to learn about research topics of others participants. A very important part consisted of experts' comments and their evaluation of our performance.



Arthur Nagapetyan, PhD student of Far Eastern Federal University, Russia

I had participated in many short-term schools, but for the first time I took part in the programme at GSEM UrFU, and I really liked infrastructure of the university. For sure, much of the material that the teachers gave to us at the School was difficult to understand immediately. But the task was rather to show what had been done in this field of research and how it would be developed in future. We talked a lot with the lecturers about our projects and they showed us the way forward, each teacher also left us the presentation and literature. For example, in order to understand a research paper sometimes you need to overcome a large stage. And the school helped to break this way into several small steps and make them.



Lawrence E. Blume, Professor of Economics at Cornell University, the USA:

For students it is a chance to meet some successful scholars from other countries, and to learn about research practice in the international community of economists: both techniques and ways of thinking. I liked the school because of the participants. Students were bright and very motivated. We lecturers felt that with such students the program could have a big impact; that it could make a big difference in their research careers and lead to better research papers. Also teaching here was great fun. The students and Yekaterinburg were very interesting. It is often said that «nobody learns more from a class than the teacher,» and that was certainly true here.



Jean-Philippe Platteau, Professor at Université de Namur, Belgium:

For the students it is certainly very important to attend such a kind of school. Firstly, we realized that it was a very important way for young scholars to improve their research interactions among themselves and also with professors. And secondly, it allowed students to have lectures with advanced knowledge on some topics.

I like to help young researchers, it is the thing we have to do. It is very important to encourage and support them. At the same time while being in Russia you learn about local problems and what kind of things and topics interest Russian students. For us as the teachers it is interesting itself.

GSEM ACTIVITIES

Applied Research

GSEM UrFU became a regional partner of the project «Russia of the Future: Positive Agenda» that came to the end in December 2016

The project was a part of research conducted by the Centre for Strategic Research (further – Centre) by order of the President of Russia which is aimed at development of programme document on strategic development of Russian Federation for 2018–2024.

The work was executed under the guidance of Aleksei Kudrin, Chairman of the Centre, former Minister of Finance

of Russia. The main project contractor is a GSEM partner – the Association of Russian Economic Think-Tanks.

Within the project during autumn 2016 GSEM researchers organized a series of in-depth interviews, focus-group discussions and working sessions with participation of active part of society ready for dialogue about the future. The geography of project included Kazan, Rostov-on-Don, Vladivostok, Sevastopol and other Russian cities. Key participants of the meetings included representatives of regional and municipal authorities, large enterprises, successful fast-growing companies and progressive small businesses, budgetary institutions, nonprofit organisations and others.

INTERNATIONAL VISITING PROFESSORS

— *Richard Szalkiewicz*, IAE Lille 1, Supply Chain Management

— *Hans Ruediger Kaufmann*, University of Applied Management Studies in Mannheim, Sustainable Business Development

— *Dolores Sanchez Bengoa*, University of Applied Management Studies in Mannheim, Cross-Cultural Communications

— *Claude Rochet*, Paris Dauphine University, Smart Cities

— *Hubert Jayet*, Lille 1 University, Migrations and Population Mobility in a Globalized World

— *Gurgen Aslanyan*, Central Bank of Armenia, Models of Economic Growth

ANNOUNCEMENTS

— Winter School for Prospective Master Students, January 30–February 1: presentations of master programmes, meetings with employees, teleconference with academic partners (France, Lithuania, Kazakhstan, Brazil, Armenia)

— Open Day for International Students, February 13: presentations of degree programmes, research opportunities and interactive master-class

— Methodological Research Seminar on Applied Economics, February 14–16: a regular workshop of Laboratory for International and Regional Economics for young researchers, master and postgraduate students



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