



**Ural Federal
University**

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

**Graduate School
of Economics
and Management**



GSEM INTERNATIONAL DIGEST

November - December 2020



Dear partners!

We all have stepped in the New Year of 2021. What is it going to be like? One year ago, at the beginning of 2020, nobody could say that our life and in particular higher education would so much change and bring us to absolutely new normality.

As many of our partners, GSEM has put huge efforts into continuous support our students and staff members during this period of sharp transformation keep up our team spirit, motivation and high quality of education. Within one year we were able to switch totally to online teaching and learning, to organize online examinations, graduation party and enrollment of new students. We held online events, including international conferences for hundreds of participants from all over the globe attracting even more experts from academia and business as before.

Of course internationalization has been challenged the most. Again, I would like to say that we highly appreciate the collaborations with you, our partners, and hope for its further development with new ideas and experience we all have now. We have developed a number of online international projects and are going to deliver some new formats in 2021, including online short term programmes, games and other activities. Some of the announcements are already in this digest.

I wish health, safety, prosperity, good luck and happiness to you and your families! We hope that 2021 will bring back the opportunities of international travels and meetings and look forward to shaking hands with you in the nearest future!

On behalf of GSEM team,
GSEM Director
Dmitry Tolmachev

FOREIGN PROFESSOR AMIN SOKHANVAR OPENED THE COURSE "INTRODUCTION TO INTERNATIONAL ECONOMICS AND BUSINESS"



On October 6th, professor **Amin Sokhanvar** presented the lecture "An unprecedented decline in the global economy in the wake of the US-China trade war and the COVID crisis" to the newbies of the "International Economics and Business" programme. Professor worked for a long time as a researcher at the Faculty of Business and Economics of the Eastern Mediterranean University in Cyprus. This semester, Amin made his debut in two courses of the EPAS EFMD programme - Tax Management and Economics of Foreign Direct Investment.

That was the first English-speaking lecture at the university for 1st-year students. As noted by Amin Sokhanvar, students speak fluent English and took an active part in the discussions:

"I was honored to meet the new students of the "International Economics and Business" programme. I asked them why they chose to study this major and I liked their answer. They want to create their own business. I hope I can meet them again in the future events at GSEM".

At the next classes of the course "Introduction to International Economics and Business" Director of the GSEM International Affairs Office, Prof. **Ekaterina Demchenko** discussed with students how is it important to get international experience and where is the best direction to study. Students identified which areas of internships they prefer the most and conducted a targeted analysis of the trip. The training combined event marketing, economic analysis and presentation competencies.

Ekaterina Demchenko shared her impressions:

"Classes were lively with the active participation of the students. Offline classes, of course, provide more opportunities for teamwork and student engagement. I hope the topic was interesting and useful, and the questions asked suggest that the opportunities for international education are important and students understand the value of such experience for their career. There were also unusual questions, for example, about education in Luxembourg - that is a good reason to analyze new areas of cooperation for GSEM".

Also, **Pavel Kuznetsov**, Director of the Center for Monitoring Science and Education, held a large-scale business game to develop strategic thinking.

FOR THE FIRST TIME IN 2020, AN EDUCATIONAL PROGRAM OF LAW SPECIALTY "FORENSIC SCIENCE" WAS LAUNCHED AT GSEM URFU

An introductory program for education students in the specialty "Forensic examination" was launched in the reference legal system "Garant".

On November 20, 2020, within the framework of acquaintance with the future profession, an online meeting of first-year students of the specialty "Forensic examination" with a candidate of juridical sciences, lawyer Olga Gubina took place. She spoke about the importance of forensic examinations in advocacy, gave vivid examples of her advocate practice in the framework of various types of legal proceedings: criminal, civil, administrative. Olga Gubina emphasized the importance and uniqueness of the profession of an expert, expressed an urgent need to teach such specialists, which are so necessary in the Ural region.

The conversation was lively and interesting, the students addressed various questions to the practicing lawyer: about the impact of digitalization on expert activities, about new types of examinations. The students were also interested if there were any disappointments in such profession and how a lawyer manage their stress. So we decided that such meetings should be continued.

ACCA REPRESENTATIVES IN RUSSIA HELD AN ONLINE PRESENTATION FOR THE FIRST YEAR STUDENTS OF THE INTERNATIONAL MANAGEMENT PROGRAM



The Association of Chartered Certified Accountants (ACCA) is the global professional accounting body providing international certificates which are not easy to get. But students of the International Management program have benefits about which **Roman Andreev**, the representative of ACCA Russia told them.

Roman Andreev, the representative of ACCA Russia: *"We assign professional financial qualifications which help to acquire necessary knowledge and competence meeting requirements of employers and build a successful career in the field of finance, accounting, auditing and management almost anywhere in the world."*

Accreditation of your educational program suggests that when passing exams in ACCA you as future graduates of the program are guaranteed to award exemptions from passing exams covering skills and knowledge you've already got during courses accredited by ACCA."

The International Management program is the only program in the Ural Federal District which disciplines are accredited by ACCA.

"If you want to work in the field of finance and accounting I can assure you that if you have ACCA certificates in hand, you will raise significantly your rating among other job seekers in the eyes of a future employer", notes **Ivan Akimenko**, financial department specialist in the Ural Macroregional Branch, PJSC Rostelecom, ACCA-certified, the teacher of the International Management program

accredited by ACCA, Paper F2, Management Accounting.

In the first year students study disciplines included in the list of papers required to get ACCA Diploma in Accounting Business and in the second year — disciplines corresponding to the papers of ACCA Advanced Diploma in Accounting Business.

"We're definitely proud that our educational program, the International Management program, is the only in the Ural Federal District which disciplines are accredited by ACCA. And we are glad that continue to cooperate with this international association giving our graduates undeniable advantages for employment and opportunities to work in large international companies", says **Liudmila Ruzhanskaya**, Prof., Doctor of Economics, Head of International and Corporate Management program, Head of the Academic Department of International Economics and Management.

XII INTERNATIONAL AUTUMN SCHOOL "SUSTAINABLE BUSINESS DEVELOPMENT: SMART FUTURE FOR ALL"



Foreign participants from international business schools and the BA International Economics and Business students practiced business development in accordance with the 17 UN Sustainable Development Goals through interactive lectures, workshops and virtual corporate visits to the largest international and Russian companies in the region for 2 weeks.

Continued on the next page

"The school was attended by students of 17 nationalities: Germany, France, Spain, Italy, Portugal, Great Britain, Croatia, China and other countries. For the first time, an international educational programme was held in an online mode. The unique content of the programme allows us to transform annually the ambassadors of responsible business of the University and the Urals as a whole. The analytical component makes it possible to introduce final startups in the real sector of the economy", said **Zhanna Belyaeva**, Academic director of the project, Head of the educational programme "International Economics and Business".

Participants virtually visited Coca-Cola HBC plants and saw how different types of beverages are produced in a live broadcast format. Participants proposed creative ideas for the implementation of external and internal sustainable development projects for Coca-Cola HBC Russia. Students virtually visited the Ekaterinburg plant of Unilever Russia and together with **Irina Antyushina**, Head of Sustainable Development and Corporate Relations, reviewed cases related to the company's sustainability strategy, practiced methods for involving customers in waste separation activities, and covered certain topics of sustainable development.

Further, international students saw MEGA shopping center in Ekaterinburg, which has become a special meeting space that sets trends, including social and environmental ones, and forms a new culture. **Aishe Agekyan**, Meeting place manager of MEGA Ekaterinburg, spoke about the specifics of the operating activities and the strategy of sustainable development.

International ambassadors developed digital solutions for the banking industry together with Ural Bank for Reconstruction and Development. Experts of the audit and consulting company Deloitte CIS taught students to evaluate impact investments. Moreover, students took part in an imagination game about the Sustainable Development Goals together with Yeltsin Center.

Russian and foreign professors gave interactive sessions about international interaction and teambuilding, business models, innovation, project

activities and startup creation. **Dolores Sanchez Bengoa**, Vice President of the University of Applied Management Studies in Mannheim (Germany), told the school participants about effective cross-cultural communication. **Zhanna Belyaeva**, Head of the IEB programme, and **Ekaterina Demchenko**, Head of International Affairs Office, held content sessions on sustainable and digital business models of ecosystems, as well as project management, decision-making techniques. Professor of the University of Turin **Alberto Ferraris** told students about unique opportunities that can be opened due to new technologies. He also gave examples of different types of startups and successful cases in the various industries. **Vitaly Nedelsky** conducted an interactive lecture on the implementation of changes in a world of growing complexity. **Dmitry Zakarlyukin**, with the support of Sberbank, shared his experience in creating ESG projects and secrets on organizing social business.

"All the lectures were interesting and engaging. I liked how all the lecturers figured out nice ways to interact with us virtually (the questions and the games). I personally never felt bored" - **Aicha Bouira** (Italy, Morocco)

All School participants received certificates with 5 ECTS, as well as a wealth of useful knowledge, many unforgettable virtual experiences and useful contacts.

Francesco Fenzi (Italy) shared his impressions: *"All the lectures were very interesting and stimulating, I personally enjoyed group works and creative activities. It was amazing to feel this sense of "team" even through a screen".*

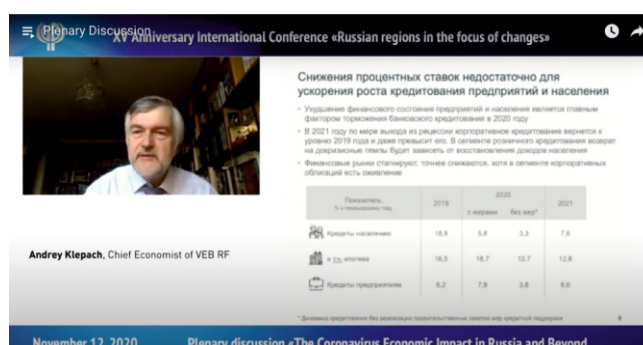
Lars Schäffner (Germany) expressed gratitude to the organizers: *"I also would like to give a huge shout out to the people behind the scenes. I never attended a seminar which was so well organized. There was never a delay or miscommunication. Also, from a technical perspective it was just perfect. I really would like to thank all the people who made this possible".*

XV INTERNATIONAL CONFERENCE "RUSSIAN REGIONS IN THE FOCUS OF CHANGES"



In 2020, XV anniversary conference, timed to the 100th anniversary of UrFU, was held in a new hybrid format - with most of the events totally online. The expert program lasted 5 days, in the framework of which we held 3 plenary discussions, 8 round tables on various industry topics, more than 15 academic sections from Ural Federal University researchers and 9 scientific events together with our regional and international partners. Online availability of all conference events allowed to increase both the number of participants and their geographical coverage: over 800 attendees from 11 countries and 44 cities of Russia registered for the conference. The expert team at the conference events involved leaders and key decision-makers from various business areas, authority institutions and government regulators, deans of Russian and foreign business schools, representatives of international professional associations, experts in the field of economics, finance, government management, development of territories and special economic zones - the total number of speakers of events in 2020 exceeded 100 people.

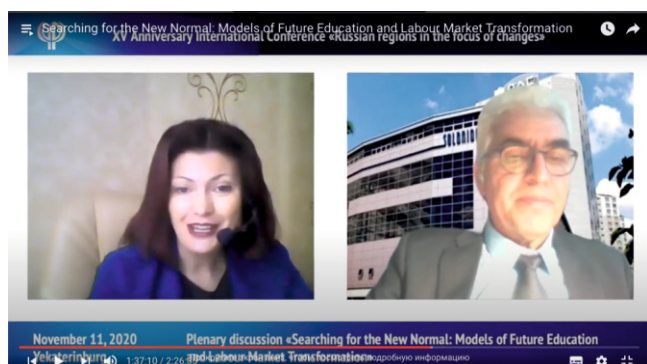
The thematic focus of events in 2020 took into account the context of the pandemic. Participants discussed the impact of the coronavirus crisis and recovery tools from a unique economic downturn in nature and scope.



You can familiarize yourself with the conference materials and watch videos of past events.

1. [Round Table «Internationalization of Business Schools in the Coronavirus Epoque Challenges and Opportunities»](#)
2. [Plenary Discussion «The Coronavirus Economic Impact in Russia Beyond. Recovery Tools»](#)
3. [Plenary Discussion «Searching for the New Normal: Models of Future Education and Labour Market Transformation»](#)

XVI International Conference "Russian Regions in the Focus of Changes" will be held in November 2021, we invite you to be a part of it!



DEVELOPMENT STRATEGY OF A SCIENTIFIC JOURNAL IN THE FIELD OF ECONOMICS AND MANAGEMENT



Irina Turgel.

On December 16, an international scientific and practical seminar was held at GSEM. The event was held online on Zoom platform under the leadership of Deputy Director for Research and Innovation of the School of Economics and Management, GSEM UrFU,

More than 30 people took part in the discussion. Experts in the field of editorial and publishing in the field of economics and management from Yekaterinburg, Moscow, Ufa, Magnitogorsk, Chelyabinsk, Belarus, Kazakhstan, Great Britain and others discussed issues related to the formation of the editorial policy of a scientific journal.

The head of the Russian branch of the European Association of Science Editors **E.A. Tikhonova** spoke about the new forms of peer review and their impact on the formation of article content. Within the framework of the seminar, the issue of the distribution of copyright roles in the preparation of the article was presented in detail by **Simon Kerridge**, Director of Research Policy & Support, University of Kent in the UK. Deputy Chairman of the Expert Council for the Selection of Content in Russia Scopus, DOAJ Ambassador, **Natalia Popova** introduced the participants to the types and features of the structure of scientific articles in the field of economics and management. The editor-in-chief of the journal "Economy of the Region" **Evgeniya Balyakina** highlighted the issues of ethics of participants in the editorial and publishing process in the field. At the end of the event, an exchange of views of the editors-in-chief and members of editorial boards took place.

THE BUSINESS & ECONOMICS RANKING

Economists of Graduate School of Economics and Management of Ural Federal University have made a big step forward in the ranking this year. In 2019, GSEM UrFU was included in this rating for the first time in Business & Economics subject area and immediately took position in 401-500.



"In 2020, we moved to a higher 'league', taking the 301-400 position. The success of our business school is not the result of momentary exertion of forces, but of long and hard work. After all, the position in the ranking is based not on one indicator only, but on a cumulative result. Achievements in teaching, internationalisation, the number of publications, their citations are also taken into account," says **Irina Turgel**, Deputy Director for Research and Innovation of the School of Economics and Management, GSEM UrFU.

Irina Turgel also noted: "We are not going to stop there. The personnel, research, expert potential of the school allows for setting ambitious goals and continuing to move towards gaining leading positions in leading international ratings."

QS RANKING

Let us remind that Ural Federal University has moved up 33 positions in the QS World University Rankings, now ranking 331 globally.

Also UrFU was ranked 401-450 in the world and 6th in Russia in Business & Management, and 451-500 in the world and 10th in Russia on Economics & Econometrics.

INTERLECTURES 2.0

From October 3 to November 6, 2020, GSEM UrFU held the second season of InterLectures 2.0, international open online lectures in English. InterLectures 2.0 consisted of nine online lectures provided by leading GSEM professors and researchers on topics of business, economics and management. More than 190 participants from different countries, including Italy, Czech Republic, Greece, Thailand, Finland, France, Pakistan, Russia, Croatia, Azerbaijan, Turkey, Bangladesh, China, Poland, Kazakhstan, Indonesia, Malaysia took part in discussions and received certificates of participation. All project participants highly assessed the topics, the practical orientation, openness and level of experience of lecturers.

GSEM INTERNATIONAL CROSS-CULTURAL STUDENT FESTIVAL INCULTURE FEST-2020

InCulture Fest-2020

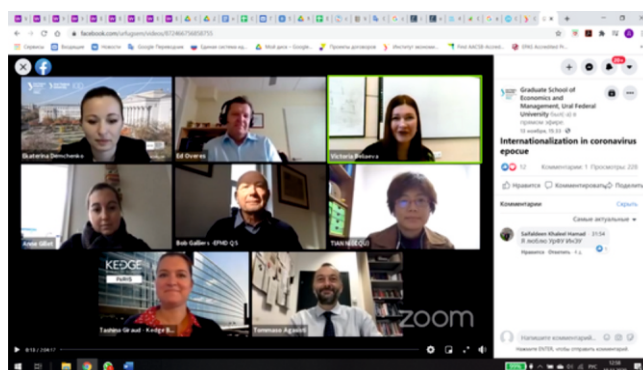


Within the framework of GSEM International Marathon to UrFU 100th Anniversary GSEM International cross-cultural student festival InCulture Fest-2020 was held in online format from October 6 to November 17, 2020.

InCulture Fest-2020 was aimed at presenting the cultural diversity and peculiarities of the countries, students from which are studying at GSEM. Another goal of the InCulture FEST-2020 was to create more opportunities for international students' integration and networking. Seven national teams of GSEM students from Indonesia, Ecuador, Vietnam, Afghanistan, Azerbaijan, China and Pakistan demonstrated their video presentations covered many cultural aspects of each country such as history, art, traditions, food, rules of etiquette and general characteristics of nations to the jury members. Jury panel was also completely international and included GSEM administration, faculty members, researchers and international

alumni from Bangladesh, Iran, Pakistan, Nigeria, Tajikistan and Russia. The team of Azerbaijan was voted as the winners of InCulture Fest-2020 based on the total points of the jury members. The members of the other six national teams were also awarded with relevant nominations.

INTERNATIONALIZATION OF BUSINESS SCHOOLS IN THE CORONAVIRUS EPOQUE: CHALLENGES AND OPPORTUNITIES



On November 13, within the framework of the XV International Conference "Russian Regions in the Focus of Change", an online workshop "Internationalization of Business Schools in the Coronavirus Epoque: Challenges and Opportunities" was held with the participation of EFMD GLOBAL and the Russian International Affairs Council. The event was attended by MIP Politecnico di Milano Graduate School of Business (Italy), KEDGE Business School (France); HEC Management School - Liège Université (Belgium); SolBridge International Business School (South Korea), Zuyd University of Applied Sciences (Netherlands); Chongqing University School of Economics and Business Administration (China). The case of GSEM UrFU was also presented to the participants. The heads and staff members of the international departments of GSEM partner universities discussed topical issues on the international activities of business schools in the new reality: what the future of international academic mobility is, how to effectively implement the international promotion of business schools, what new tools have to be used to develop international cooperation and how in general, transform internationalization models in the new norm.

EXPERTS DISCUSSED EDUCATIONAL MODELS OF THE FUTURE AND TRANSFORMATION OF THE LABOR MARKET IN NEW CONDITIONS



On November 11, plenary discussion “Searching for the New Normal: Models of Future Education and Labor Market Transformation” was held within the framework of the XV Conference “Russian Regions in the Focus of Changes”. Deans of international accredited business schools of Russia, Europe and Asia compared development strategies of educational programmes with the international recruiting agency HigherEd (EFMD Global).

According to **Vincent Mangematin**, Dean and Academic Director of KEDGE Business School (France), it is necessary to rethink the value proposition, because the key idea of education is not only teaching in the classroom, but that the university teaches students to be successful and meet the requirements of a new normal.

Dean of SolBridge International School of Business (South Korea) **Hamid Bouchikhi** noted the trend of launching master's programmes in online format. The cost of such programmes is difficult to assess in the current environment. Director of Indian Institute of Management Indore **Himanshu Rai** shared experience in overcoming the negative consequences of pandemic: partners helped to implement artificial intelligence for examinations, keep vacancies for students and provide online internships.

Deans think that the model of digital education in full allows teaching students, developing analytical competencies, design thinking, and creativity. The

key challenge is maintaining social and emotional contact. **Mark Thomas**, Associate Dean & Director of Graduated Programmes (MBA-MIB-MSc), Grenoble Ecole de Management (France) noted that they have coffee breaks with students to discuss various issues.

Dmitry Tolmachev, Director of GSEM, shared the results of the study: in the economy and management sector, the combination of hard and soft skills plays a crucial role in candidate selection, and industrial sectors indicate a lack of hard skills. At the same time, employers often choose students from the nearest region.

Chief Innovation Officer at HigherEd EFMD Global, **Amber Alvarez** highlighted factors of the successful transition of the global labor market to digital services. Because of gamification of candidate selection, more than 2,500 students.

Thus, experts have revealed the secret formula of new normal competencies: possess good analytical tools + be able to integrate soft skills.

*“The effectiveness of the future education model is influenced by the global focus of the business school, the level of socio-economic development of home region, the digital competence of lecturer, the adaptability of students, as well as integration with employers. This predetermines the competitive career of a graduate” - summed up the discussion its moderator **Zhanna Belyaeva**, Academic Director of School of Management and Interdisciplinary Research GSEM, head of the educational programme “International Economics and Business”.*

NEW BILATERAL COOPERATION AGREEMENTS OF GSEM URFU



On December 07, 2020 Graduate School of Economics and Management of Ural Federal University has started cooperation with Münster School of Business of FH Münster University of Applied Sciences (Münster, Germany) in the framework of the signed Memorandum of Understanding and agreement on student exchange. The agreements open up opportunities for the development of complex cooperation, including academic mobility, joint research, exchange of experience, scientific and educational information to be used for educational purposes.

CORPORATE EVENTS AT GSEM

Despite the online learning, we continue to develop cooperation with our partner companies to help our students find best internships, share experiences and develop their skills for future profession.

KPMG CONDUCT MASTER CLASSES FOR STUDENTS AND LECTURES OF GSEM URFU



On October 16, 2020, **Olga Perepechina**, HR manager at KPMG, delivered Master Class "Art of Presentation" for students from master program "International Management"

One more October event from KPMG was All-Russian online conference. The objective of the conference was to unite all those interested in technologies for

working with human capital to discuss how the world is changing, people's preferences and tools for working with potential and future employees of enterprises in the era of digitalization of the global economy. The conference program included round tables, master classes and panel discussions with the participation of representatives of KPMG, leading Russian universities, the largest Russian online language school SkyEng and Future Today - a channel about modern digital technologies, science and technology that will change the picture of our world in the near future

EMPLOYEES DELOITTE ACTED AS SCIENTIFIC CO-SUPERVISORS FOR STUDENTS ON A NUMBER OF MASTER'S THESES

Deloitte.

The Deloitte company in Yekaterinburg has launched a series of Master Classes events for the students of the Bachelor's programs "International and Corporate Management" and the Master's programs "International Management" of GSEM UrFU.

The first event in the series in the last decade of October 2020 was a guest lecture by **Elena Malygina**, manager of the Audit Services Department of Deloitte in Yekaterinburg. The meeting was designed for second-year students of the master's program "International Management", which has the international professional accreditation of ACCA. As part of the lecture, the issues of the "Audit" course were considered in terms of preparation for the delivery of the ACCA F8 qualification program, including the completion of the audit, drawing up reports on the results of an external audit and other audit engagements.

Then experts of Deloitte **Ekaterina Avdonina** and **Yulia Aprelskaya** conducted a professional module for students of the World Economy and International Business program.

Students learned about the types of stress and how to deal with it correctly, took part in practical self-analysis, and also received answers to many questions of interest and recommendations for useful books.

GRADUATE OF GSEM URFU WAS AWARDED THE "RECOGNITION" AWARD



On October 6, the "Recognition" award ceremony was held at the Ural Federal University.

The Board of the Alumni Association of UrFU chose six winners. The awards to outstanding graduates of the university were personally presented by the rector of the university, **Viktor Koksharov**.

Denis Repnikov, Chairman of the Board of SKB-Bank, won nomination "Business". He graduated from the Faculty of Economics and Management (today's GSEM UrFU) in 1998.

The Recognition Prize is awarded to graduates for the greatest contribution to the promotion of the university. It was founded in 2013 and is awarded every two years.

GRADUATE OF GSEM URFU HEADED THE "BASHKIR ELECTRIC GRID COMPANY"



Sergey Gurin, a graduate of the Ural Federal University, became the Head of the Bashkir Electric Grid Company.

Since November 2012, Sergey Gurin has been the Director of Human Resources and Administrative Issues at the Bashkir Electric Grid Company. The decision to change management was made at a meeting of the board of directors.

Sergey Gurin is 42 years old. In 2014 Sergey graduated from the GSEM master degree program "Energy business".

SCIENTISTS AND PRACTITIONERS DISCUSSED AT THE VI FORUM OF ACADEMIC FUNDRAISING

The participants of the VI Academic Fundraising Forum are sure that universities are no longer just educational and scientific organizations, but integrate many innovative, global, capital-intensive, social and green projects. At the plenary discussion, representatives of Russian and foreign universities exchanged experience in the implementation of fundraising projects that affect the culture and society around the university.

*"World practice has shown that interaction with partners is a good basis for the development of universities. This is a mutually beneficial process", - notes Rector of UrFU **Viktor Koksharov**. "For partners, this is not just financial assistance from the native alma mater, but also investments in the training of a professional personnel reserve: those who today invest in endowment fund of the university, tomorrow will receive high-quality trained specialists for their laboratories, and companies."*

He spoke about the experience of supporting business with the help of the university endowment fund. In addition, one of the important challenges for the university is to change the attitude of obligation among partners and alumni to attract resources.

The participants also raised the topic of sustainable development, in which universities are actively involved today. For example, **Sasa Zikovic**, Vice Dean for Science and International Strategic Partnerships, University Of Rijeka (Croatia), told how his university created a methodology that can be used to measure the carbon footprint of the university's scientific products.

*"Universities as an ecosystem for collaboration of sectors, development of innovations, community involvement, development of an industrial, digital and creative economy can become leaders in Russia in the implementation of sustainable development goals - 2030," says **Zhanna Belyaeva**, Academic Director of School of Management and Interdisciplinary Research GSEM UrFU.*

Tim Mescon, Executive Vice President, Chief Officer for Europe, the Middle East, and Africa, AACSB International, also pointed out:

"Lecturer in the field of business is a catalyst for prosperity".

Yuri Blagov, Director of the PWC Center for Corporate Social Responsibility of GSOM SPbU noted that in order to take the path of multilateral development, universities first of all need to rethink the structure of stakeholders, to understand that for business schools the ultimate consumer is a business community and need to understand its need.

Magdalena Gaete, Chief Expert, Laboratory of Educational Economics, HSE Campus in St. Petersburg, Dr. **Laura Corazza**, researcher and lecturer in the field of accounting and reporting in the field of sustainable development, author of the report on sustainable development at the University of Turin (Italy), **Ed Overes**, professor at the University of Zaida (Netherlands) presented implementation of the third mission and cases of preparing a report on impacts. The main difficulty in preparing the report is the choice of the correct criteria for assessing the impact of the university on internal and external aspects, as well as a systematic approach to data monitoring.

The experts outlined the growing role of universities and the changing DNA of the mission: now the university is not only a "house of knowledge", it is an intellectual and social platform where lecturers, students, alumni, companies and the state work together to form a sustainable mindset.

GSEM URFU STUDENTS TOOK PART IN SOCIAL BUSINESS STUDENTS FORUM 2020



On November 25-26, the Social Business Students Forum 2020 was held in an online format.

An international group of 1st, 2nd and 4th year students of the International Economics and Business program joined the global community of economics students to exchange views and ideas in the field of social business. This year, the forum was held under the slogan "The Role of Youth in Fighting Poverty, Unemployment and Reducing the Carbon Footprint".

International economists had an exclusive opportunity to meet with the Nobel Prize laureate, Professor **Muhammad Yunus**, as well as discuss projects for education and the economy of the future.

2nd year student **Veronika Sapogova** shares her impressions:

"I learnt a lot of new information about the ways in which different countries of the world are struggling with their social problems. It's cool to know that you are getting reliable information from "insiders", that you face the truth and wonder about a lot of things. I also really liked the lecture from the Nobel Prize laureate - Muhammad Yunus. In my opinion, Professor raised, some of the most pressing questions in the world, in particular, concerning our specialty: How to build a business? How can we make it useful to society? How to make money and help people at the same time? How to avoid risks? And much more".

VIRTUAL MOBILITY IS A NEW LEARNING OPPORTUNITY FOR INTERNATIONAL STUDENTS OF GRADUATE SCHOOL OF ECONOMICS AND MANAGEMENT URFU

In recent months, virtual mobility has emerged as an innovative way of connecting students in a multicultural, international learning environment without anyone having to go abroad. The primary benefit of virtual mobility is that it is accessible to a bigger number of students. It also provides a classroom experience which sets students up for a jobs market where companies are increasingly working in more global and virtual collaborative settings.

Graduate School of Economics and Management UrFU offers you to spend an unforgettable online spring semester 2021 for international students in Russia. Students of virtual mobility will have access to both courses of the programme "International Economics and Business", bachelor's level and courses of the programme "International Management", master's level. Each course on virtual mobility focuses not only on the fundamental theoretical aspects of finance, management and economics, but also gives you practical skills focusing on the activities of various companies and global markets. You do not just pass the necessary courses, but you get credits for them as well.

In addition, within the framework of the virtual mobility programme, students will be able to learn more about Russia, city of Ekaterinburg, as well as get acquainted with the University and will be able to make new friends.

All questions about participation in GSEM student virtual mobility programme please address to Valeriya Nikonenko, manager of International Affairs Office GSEM URFU, valeria.nikonenko@urfu.ru

GSEM SPRING RESEARCH DAYS

International conference of students and young researchers

April 19-20, 2021

Agenda includes:

- Plenary session: Russian regions: post-crisis recovery in new geoeconomical and geopolitical conditions
- Young researchers' sessions
- Regional Studies Association Workshop "Secondary tier cities in turbulent postcovid times: between locality and globalization"

We invite students of all levels and young researchers in the field of economics, finance, mathematics, management and business-informatics to join the conference!

Conference papers will be published with indexation in Russian science citation index (RSCI)

Contact person: Prof.Dr. **Irina Turgel**, GSEM deputy director for research, i.d.turgel@urfu.ru

DOING BUSINESS IN RUSSIA AND WORLDWIDE

VIII International Summer School

July 07-16, 2021

(organized by the team of Master's programme International Management)

Invited: Senior undergraduate and master students, recent graduates and all interested in doing business in or with Russia are invited on programme.

10-day 5 ECTSs intensive programme focused on project management, entrepreneurship and business environment in Russia and globally with the emphasis on recent developments and how the pandemic changed business operations.

Special feature: work on real life cases provided by partner companies with an opportunity to get professional feedback and advice after solutions presentations to an expert jury.

Programme includes:

- Intensive module of lectures and master classes from experts in international entrepreneurship;
- Project work in teams with tutors' support on the cases set by international partner companies;
- 24/7 communication with teachers, tutors and experts;
- Practice oriented programme with real consulting project from a corporate partner! The winner team gets a prize from the partner.

MAIN BENEFITS: Group start-up projects assessed by the jury of corporate representatives, which will allow to outline the contests of future entrepreneurial activity, create a network of international contacts for career development of the participants.

Contact person: Nadezhda Poylova, manager of GSEM International Affairs Office, nadya.poylova@mail.ru

[Summer School webpage](#) (last year project presentation):

SUSTAINABLE BUSINESS DEVELOPMENT: SMART FUTURE FOR ALL

GSEM UrFU International Autumn School

November 2021, dates tbc

(organized by the team of BA International Economics and Business, EFMD Accredited)

Join the club of 400+ graduates of 46 nationalities from 35 countries who already shared experience to create smart innovative business models with real companies for digital future!

3 ECTS, certificate of participation

INVITED: Undergraduate and graduate students as well as managers interested to build business solutions addressing sustainable development goals

WHAT PARTICIPANTS GET

- Interactive sessions with international business and academic leaders to develop strategies for new business creation and sustainable delivery in the face of digitalization
- Master-classes and online field visits to corporate partners facilities
- Case studies from partner companies
- Online activities to get to know Russian cultures
- Group project battle to mixed academic and corporate jury
- Group mentors to guide in sustainability and international business solutions
- Sustainability driven innovations tools to manage digital disruption

Contact person: Nadezhda Poylova, manager of GSEM International Affairs Office, nadya.poylova@mail.ru

[Autumn School Website](#) (last year project presentation)

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