



**Ural Federal
University**

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

**Graduate School
of Economics
and Management**



GSEM INTERNATIONAL DIGEST

January - March 2021

*The sculpture
"Love, Peace and Harmony"
on the UrFU campus
is dedicated to students in love*



Dear partners!

I'm delighted to introduce the new issue of GSEM international digest!

It is new not only because it is the latest one, but the format was updated, too. Now, in the beginning you will find invitations to our international events scheduled for 2021. Please feel free to join, ask for details, invite your students and faculty staff members. And after these announcements you will find the key news about GSEM development for the last 3 months.

Most part of the events are held online due to many restrictions on international travels we still have due to pandemic. But we are pleased to see that more and more countries are open for travelers and we plan to have autumn 2021 exchange semester in ordinary format – both for the students from our partner business schools and for our students going abroad (although, we are totally ready to do it virtually).

Thanks to our experience of delivering online events in 2020, we have developed quite differentiated formats for internationalization professionals, students, professors and researchers! We hope that you will find them interesting, engaging and worth to join.

Welcome to GSEM (onLINE so far) and looking forward to seeing you!

On behalf of GSEM team,
GSEM Director
Dmitry Tolmachev

UPCOMING EVENTS

Dear Partners!

GSEM UrFU is delighted to invite you to join our onLINE events in spring and may 2021 to Learn, Integrate, Network and Exchange best practice!

April 22 – April 24, 2021 GSEM SPRING RESEARCH DAYS

International Conference for Students and Young Researchers

Conference programme includes:

- **Research Workshop of GSEM Lab: Modeling the future of Oil Demand and Fiscal Sustainability: Evidence from Iran and Russia**
April 22, 12-14 (GMT+5)
- **The New Normal International Economics and Business Models**
April 23, 08:00-09:30 (CET), Offline/online
- **Impact of global challenges on business models and business processes of companies** (held by GSEM in cooperation with the Department of World Economy and International Economic Relations of the State University of Management (Moscow)
April 24 06:00-10:00 (CET), Offline/online



**GSEM on L
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Learn and open new opportunities!

Invite your students and professors!

Network with colleagues from all around the world!

Exchange best practice!

April 27 – 30, 2021 GSEM INTERNATIONAL PARTNER WEEK

This programme is designed specifically to create a platform for networking and communications among our international partners to drive the development of internationalisation. Select the events which are of most interest for you or join all events!

- **Get to know and networking meetup (April 27, 10.00 – 11.00 CET)**
Interactive presentation of all participants and their business schools
- **GSEM Presentation (April 27, 11.30 – 12.30 CET)**
Learn more about GSEM, UrFU and the region, invite your interested students and faculty staff members!
- **Global events and internationalisation of a business school: effects of Universiade-2023 in Ekaterinburg for GSEM and UrFU (April 28, 10.00 – 11.30 CET)**
We will share our experience and ideas and invite other participants to ask questions and share their practice in this area
Virtual Global Village + Cooking Russian Pancakes Live Masterclass (together with International Study Tour Participants) (April 29, 10.00 – 11.30 CET)
Online home visits and culture exchange + Virtual networking sessions + Live online master class how cook the tastiest Russian pancakes from GSEM International Affairs Office staff member!
- **Global Brain Teaser Game (together with International Study Tour Participants) (April 30, 10.00 – 12.00 CET)**
Don't miss this unique intellectual event designed by the team of our BA International Economics and Business – learn, share, network and have fun with GSEM!

Press REGISTER button below and tick the events you want to join!

[REGISTER](#)

Participants who attended all events of the programme will get a special certificate from GSEM

April 27 – 30, 2021 GSEM INTERNATIONAL STUDY TOUR STUDY LIKE A RUSSIAN

Engaging programme for international students combining real learning, virtual networking, culture tour and many more!

Interested in new experience or looking for a destination for unique international experience? Join our study tour and find answers to your questions!

- **Get to Know Kick-Off Meeting**
(April 27, 10.00 – 11.15 CET)
GSEM presentation + teambuilding session
- **Russia in the Global Economy**
(April 27, 11.30 – 13.00 CET)
Interactive lecture. Know more about Russian economy development from GSEM experts!
- **Virtual Corporate visit + GSEM Campus QUEST**
(April 28, time tbc)
Virtual field visit to one of the leading Russian international companies headquartered in Ekaterinburg (name of the company tbc) + onLINE Campus Quest delivered by GSEM international student team
- **Virtual Global Village + Cooking Russian Pancakes Live Masterclass (together with International Partner Week Participants)**
(April 29, 10.00 – 11.30 CET)
Online home visits and culture exchange + Virtual networking sessions + Live online master class how cook the tastiest Russian pancakes from GSEM International Affairs Office staff member!
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Press REGISTER button below become a part of the programme!

[**REGISTER**](#)

Participants who attended all events of the programme will get a special certificate from GSEM

April 26 – May 28, 2021 GSEM I-TALKS

GSEM invites your professors to take part in this virtual teaching-exchange programme!

Partner school:

- Select the date for the I-Talk
- Make 15 min presentation of the school for interested GSEM students
- Deliver the 30 min lecture on the very specific topic in the field of international economics, business, or management followed by 30 min interactive task (agreed between parties in advance)
- Professors delivering the I-Talk are invited to attend the best teaching practice seminar and exchange workshop (delivered by GSEM in May)
- Get targeted promotion and certificate of participation

GSEM:

- Delivers the best teaching practice seminar and exchange workshop for participating teachers from partner schools
- Makes presentation, deliver I-Talk to partner school students (including 15 min GSEM presentation + 30 min focused lecture + interactive task) – to be agreed by parties

All professors get certificates from GSEM for seminar and workshop participation and international teaching experience

Register to reserve the date for your I-Talk!

[**REGISTER**](#)

If you have any questions, please do not hesitate to contact us at econ.international@urfu.ru



July 07-16, 2021

**DOING BUSINESS IN RUSSIA AND WORLDWIDE:
INNOVATIVE SOLUTIONS FOR CHALLENGING
TIMES**

VIII International Summer School

**Application deadline: June 23rd
for international participants (visa required)
May 31st**

The programme for all interested in Russian and global business environment will be suitable for students looking for the practice oriented programmes in the field of international entrepreneurship

INVITED: Senior undergraduate and master students, recent graduates and all interested in doing business in or with Russia are invited to take part.

PROGRAMME INCLUDES

- Intensive module of lectures and master classes from experts in international entrepreneurship
- Real cases set by partner companies
- Online project 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 projects best of which can get the support of corporate partners

Contact person:
Nadezhda Poilova, n.i.poilova@urfu.ru
[Summer School Website](#)

November 10-13, 2021

**RUSSIAN REGIONS IN THE FOCUS OF CHANGES
XVI International conference**

Join our main annual meeting of international professional community from academia and business to discuss the modern trends of regional development!

Macrotrends of regional development in global economy
Spatial development

Digitalisation and smart solutions

Contact person: Svetlana Kovalenko, GSEM deputy director for development, sv.kovalenko@urfu.ru

[Conference website](#)

November 2021, dates tbc

**SUSTAINABLE BUSINESS DEVELOPMENT: SMART
FUTURE FOR ALL**

GSEM UrFU International Autumn School

(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 Poilova, manager of GSEM International Affairs Office, n.i.poilova@urfu.ru

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



GSEM UrFU AND THE SINARA GROUP HAVE LAUNCHED A CORPORATE MASTER'S PROGRAMME



Graduate School of Economics and Management and the Sinara Group have launched a specialized master's programme "Finance in Digital Economy", aimed at training highly qualified specialists in the field of finance and investment business, who are able to organize the activities of specialized departments in the industrial and banking sectors.

The first students were employees of the enterprises of the Sinara Group and TMK. According to the results of the entrance tests, 14 people were selected, and the education events of the first semester started in January.

"This area of knowledge is now becoming extremely relevant. Financial and economic paradigms, management standards, and advanced digital solutions are changing all over the world. All this requires understanding, searching for new technologies, modern skills and tools. We need to learn how to use the full range of these capabilities and competencies to ensure the competitiveness and high efficiency of the business," said **Mikhail Khodorovsky**, General Director of the Sinara Group.

The main advantages of the programme are the acquisition of competencies and practical skills during studying in the format of internships in banks and industrial companies, as well as the opportunity to study modern methods of financial management, gain knowledge in the field of Internet technologies. This approach will allow graduates to develop and offer new financial solutions based on innovative digital products.

GSEM UrFU WILL LAUNCH THE FIRST ONLINE MASTER'S PROGRAMME



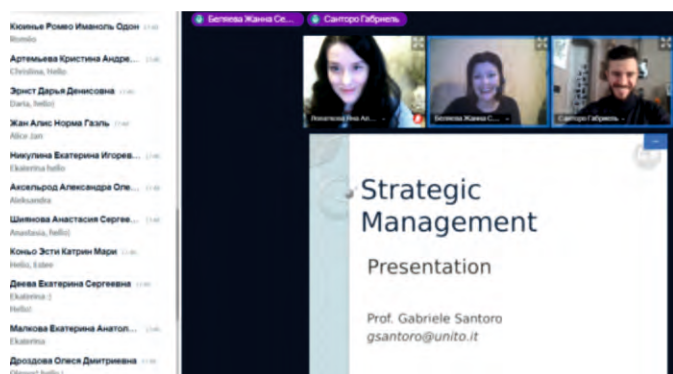
New master's degree programme "Smart Region: Sustainable Development in Digital Economy" will be launched in 2021 by the Graduate School of Economics and Management of the Ural Federal University. A key feature will be a full-fledged online education format, implemented for the first time.

"The whole process of interaction with students will be organized using digital services. This is convenient for specialists from other cities who want to study in a master's programme in a full-fledged format, but without interruption from work. We expect that the programme will interest to Russian-speaking students from different regions and countries," said Dmitry Tolmachev, the Head of the educational programme, GSEM Director

Graduates will be able to develop their own strategy for the development of a smart region, determine regional development models based on the best international practices, and form key services for smart territories.

VIRTUAL GUEST LECTURES

Students of the International Economics and Business GSEM strategize in online facilitation with a foreign lecturer



A series of practical master classes in English from the professor of the University of Turin (Italy) **Gabriel Santoro** as a module of the discipline "Strategic Management" started for 4th year students of the International Economics and Business educational programme.

Gabriel Santoro shared: *"The students of the Strategic Management course are approaching the distance learning classes with enthusiasm, willingness to learn and active participation. During the lectures, I brought real cases of Italian companies. The students critically questioned and challenged the strategies adopted by these companies, offering interesting and relevant insights and reflections".*

The students tested the strategic tools on real companies, built alternative maps of balanced scorecard of the Italian football club Juventus and using the BCG matrix analysed the business lines of the Italian food company and developed strategic solutions.

Leadership for Innovation in International Business

Visiting professor **Ed Overes** from the Zuyd University of Applied Sciences (Netherlands) gave a series of interactive online sessions on the topic of innovation and leadership in the global economy as part of the International Business discipline for the International Economics and business students

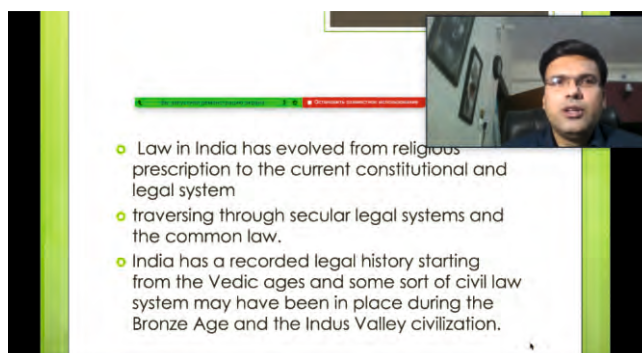
Professor spoke about the process of innovation in companies, the necessary resources, management tools, and also outlined the different types of leaders, how they act and organise teamwork to implement innovative solutions. Students identified their current management styles and received practical recommendations for the development of leadership competencies.



Education without borders: Learning about Indian judicial system firsthand

Professor **Ashutosh Kumar Jha** gave an open lecture on "The legal system of India". The professor joined us via Zoom, and students were in the classroom and listened to lecture in English with a translation into Russian, carried out by the Head of the educational programme, **Kuznetsova E. V.**

During the lecture, Professor Jha also spoke about the judicial system of India, the legal force of the decisions of the Supreme Court of India, and the procedure for considering citizens' appeals to the judicial authorities.



The material presented at the lecture interested the students. They asked questions related to the ratio of the legal force of different sources of law in the Indian legal system, the powers of the Supreme Court, the legal status of representatives of different castes in society.

GSEM UrFU ECONOMISTS HAVE IDENTIFIED THE MOST EFFECTIVE MODE OF COOPERATION IN SCIENTIFIC RESEARCH



Ivan Savin, Professor of the Department of Economics at GSEM UrFU, proposed an original model that shows how companies create and share knowledge. The work allows us to determine the most effective mode of cooperation between companies in research, as well as the structure of social networks that best contributes to this. The article is published in the Journal of Economic Integration and Coordination, the work is supported by a grant from the Russian Science Foundation (RSF).

"To remain competitive, modern firms must combine internal knowledge and competencies with external ones, since one company, even the largest, is not capable of developing the entire spectrum of scientific research. The creation and dissemination of innovations at the same time in theoretical models of economics has not yet been considered. This is a serious gap in research, since the processes are closely interconnected: the creation of new knowledge is critically dependent on external sources," says Ivan Savin.

There are two popular modes of knowledge sharing. The first method is a collective invention, when one company helps another solve a problem by sharing knowledge, does not benefit from the created product, but can get help from this company if they need it.

The second method is often found today in the form of a research and development alliance (R&D): firms join forces to share knowledge and share the benefits of creating it.

The new work compares these two modes of

cooperation for the first time, based on the proposed model, where knowledge is presented in the form of new words, and firms interact with their partners located within a particular social network

The proposed model explores how the way firms interact affects both their total output and the individual performance of each company in terms of the distribution of the amount and value of new knowledge produced. This work allows us to understand under what conditions a particular structure of a social network is more effective.

INDONESIA-RUSSIA: YOUTH'S ROLE IN THE FUTURE ECONOMIC

Acting Director of GSEM School of Economics and Management, Professor **Irina Turgel** took part in the round table "Indonesia-Russia: Youth's Role in the Future Economic".

The round table was organized on the initiative of the Association of Indonesian Students in Russia in cooperation with the Ural Federal University, the Peoples' Friendship University, the Youth Association of Indonesia and Russia.

The discussion was attended by Dr. Yogi Suprayogi (Padjadjaran University), Nikita Kuklin (Head of the Association of Youth and Russia, RUDN), representatives of the Embassy of Indonesia in Russia.

In her speech, Irina Turgel spoke about demographic trends in the development of Russia, youth support programmes operating at the level of the Russian Federation as a whole and directly at the Ural Federal University. As a result of the round table, an agreement was reached to expand cooperation between students and postgraduates of Indonesia and Russia, and to develop research contacts.

TEACHER OF GSEM UrFU RECEIVED AN AWARD OF THE INTERNATIONAL COMPETITION



Evgenia Kuznetsova, Head of the educational programme "Legal support of National Security" was awarded the award of the International Jessup Moot Court Competition.

As a student, she took part in the competition, and then for 6 years she was engaged in preparing teams to participate in both national and international stages of the competition, as well as judging the Russian stage of the competition.

THE TEAM OF THE SCHOOL OF MANAGEMENT AND INTERDISCIPLINARY RESEARCH GSEM UrFU RECEIVED A RUSSIAN-IRANIAN GRANT

The project, led by **Kazi Sohag**, Associate Professor of the Department of Economics, Head of the Applied Macroeconomic Research Group at GSEM UrFU, won the competition of the Russian Foundation for Basic Research. A total of 369 applications, including 7 from UrFU, were submitted to the international competition for the best basic research projects conducted by the Russian Foundation for Basic Research and the National Science Foundation of Iran.

"According to the results of the joint expertise, 40 projects were supported, including the project of the international team of UrFU economists, which received a very high expert assessment," says **Zhanna Belyaeva**, Academic Director of School of Management and Interdisciplinary Research GSEM UrFU

The Fund supported a study on modeling the interdependence of oil demand and fiscal sustainability on the example of the markets of Russia and Iran. The grant is allocated for three years. On the part of Iran, the partner of UrFU was Sharif University of Technology, with which a cooperation agreement was signed in 2020.

"The international oil market is undergoing fundamental changes due to growing concerns about the global environment, technological progress and the rapid growth of shale oil production. This fundamental change poses a major challenge for oil-exporting countries, including Iran and Russia, which account for a significant portion of global oil production. Within the framework of the project, we intend to assess the export demand for oil and the financial stability of Iran and Russia, including the role of external and global shocks, for example, the effect of substitution with renewable energy sources, technological efficiency, political globalization, green policy or environmental policy, geopolitical risks," says Kazi Sohag.

According to the study, it is also planned to create a data bank for local, foreign and global variables in the new year as part of the global vector autoregression (GVAR).



URAL REC WILL INCREASE THE PROFESSIONAL LEVEL OF ENTERPRISE MANAGERS



A seminar on the development of projects aimed at improving the economic stability and efficiency of financial and economic activities of educational and research organizations has been completed at the Ural Federal University. This area of work will become one of the most important priorities in the activities of the Ural Interregional Research and Educational Center of the world level "Advanced Production technologies and materials".

The participants were given the task to form a team of the Center for the Development of Competencies of Heads of Research and Technical Projects and Laboratories, in addition, to agree on possible models of interaction. The teams had to develop common standards and approaches to project activities, as well as to the development and launch of additional professional education programmes.

*"The main goal here is not only to meet the necessary indicators, but also their quality, since the finished product is aimed at long-term use by universities, research organizations and industrial partners," said **Daniel Sandler**. — We have to create an economically sustainable model of the Competence Development Center. The brand of the center should become a symbol of advanced, digital, end-to-end programmes and technologies that will be highly valued on a global scale. I am confident that we can make it truly efficient and competitive."*

UrFU IMMEDIATELY ROSE TO 100 POSITIONS IN THE QS SUBJECT RATING



Ural Federal University significantly improved its position in subjects linked with educational and scientific fields of Graduate School of Economics and Management. GSEM UrFU entered the **top 100** in the field of **Social Policy & Administration**. Also, GSEM rose by 100 positions in the ranking of **Economics and Econometrics (group 351-400)**. Moreover, the School retained its position in **Business and Management Studies (401-450)**, and overall improved its position in **Social Sciences & Management — 334th place** (an increase of 17 positions).

*"These subject areas are of fundamental importance from the point of view of positioning the School in the international and Russian research and educational space," says **Irina Turgel**, Director of the School of Economics and Management. — They are characterized by a high level of international competition. So in 2020, in accordance with the QS criteria, 1,371 universities from around the world were assessed in the Economics and Econometrics rating, and 1,661 universities were assessed in the Business and Management Studies rating. Economics and management is a field of research and educational activity that concentrates a significant contingent of students, postgraduates, researchers and teachers. The indicators in the ratings are not just numbers, but the result of the systematic work of the team. The success of the School was ensured by the high assessment of academic experts and experts-employers, articles in highly rated publications, and active citation of publications".*

GSEM WELCOMES NEW INTERNATIONAL PARTNERS

GSEM is pleased to announce three new partnership agreements with

Shantou University, School of Business (Shantou, China)



Khon Kaen University, Faculty of Business Administration and Accountancy (Khon Kaen, Thailand)



Indian Institute of Management Ranchi (Ranchi, India).



The agreements are aimed at developing academic and scientific cooperation between universities, in particular, exchange of students and faculty staff, joint research and promotion of scientific publications.

CORPORATE EVENTS AT GSEM

GSEM expands the opportunities of our students and graduates by developing corporate relations and integrating business representatives into the educational process. Here are some of the events that took place with support of our corporate partners.

Chairman of Ural Bank of Sberbank held a lecture for university students



Chairman of Ural Bank of Sberbank **Dmitry Sukhoverkhov** held a lecture for students of the Ural Federal University. The key topics of the conversation were personal finance management, investment tools, and the basics of cybersecurity. This is reported by the press service of Ural Bank Sberbank.

The meeting, which took place on the first day after the resumption of studies at the university in the traditional format. The live broadcast was conducted in the social networks of the university. The total number of listeners of Dmitry Sukhoverkhov's lecture-in person and online-exceeded 1,200 people.

The head of the Ural Bank of Sberbank told how you can save and increase your funds, how to choose investment tools based on the risk - return ratio, and what rules of financial security should be followed in order not to succumb to the tricks of cyber fraudsters.

The students were interested in the work of the Sberbank Investments application, the development of Sber ecosystem, and the nuances of investing in securities.

See next page for more events with corporate partners

About working in an international law firm firsthand

大成 DENTONS

On February 24, students of the Legal Support of National Security programme met with **Olga Krivosheikina**, a lawyer of the international law firm "Dentons" (a division in St. Petersburg).

Olga Krivosheikina told about two types of consulting - "ILF" and "RuLF". During the dialogue, Olga decided to check the awareness of the first-year students about the existence of various law firms. Among other things, Olga raised the issue of the structure of the law firm.

Transforming the role of HR: what value it can bring to the business



CHELPIPE
GROUP

The 1st year IEB students attended a master class from the ChelPipe group on the topic "HR: how it works", which was conducted by **Natalya Sokolova**, head of the department for work with universities. Natalia told about the organisational structure and functions of each HR direction in ChelPipe group for staff and company development. Students in the format of online facilitation saw how versatile functions lie in the area of responsibility of the HR service: recruitment, adaptation and assessment of personnel, analytics, motivation, training and development, company brand, corporate culture.

Students refine their financial literacy together with UBRD in a game format



2nd year students of the International Economics and Business programme had a series of exclusive games on financial literacy from the Ural Bank for Reconstruction and Development (UBRD) within the frame of the disciplines "Finance" and "Money, Credit, Banks".

Students practiced making and spending money, doing savings and investments, as well as analysing their financial decisions and predicting possible consequences under the guidance of trainers who professionally moderated the event and set the dynamics for the game.

Young international economists learned more about the main banking products and services, how to rationally plan their spending, draw up a financial plan, and also make investment decisions. In addition, the gamification of the educational process allowed both to develop practical skills in the field of finance, and to boost software skills in the process of team decision-making. The participants of the game showed high interest in the event and shared their impressions:

"We really liked the game! It clearly shows the difference between hired labor and entrepreneurship (of course, most of us went down the path of becoming business sharks). We had a great time: we learned a lot, played, talked and joked. Everything went at the highest level in a pleasant and friendly environment. To be honest, I would like to repeat such an event!" - shared **Veronica Sapogova**, IEB student.

GSEM UrFU ALUMNUS BECAME THE DEPUTY GOVERNOR OF THE SVERDLOVSK REGION



Governor of the Sverdlovsk Region **Yevgeny Kuyvashev** signed a decree appointing **Alexey Shmykov** to the post of Deputy Governor of the Sverdlovsk Region.

Alexey Shmykov will oversee the activities of the Ministry of Industry and Science, the Ministry of Natural Resources, the Ministry of Agriculture and Consumer Services, as well as the Department of Veterinary Medicine.

From 2014 to 2016, Shmykov served as the First Deputy Minister of Energy and Housing of Sverdlovsk region. In March 2016, the deputies of the City Duma elected him the Head of Kamensk-Uralsky according to the results of the competition.

In 2008, Alexey Shmykov graduated from the Institute of Public Administration and Entrepreneurship (now Graduate School of Economics and Management of UrFU).

ALUMNUS OF GSEM HAS BEEN APPOINTED DEPUTY DIRECTOR OF THE YAMAL DEPARTMENT OF ECONOMICS

The Governor of Yamal district **Dmitry Artyukhov** signed a decree on the appointment of **Alexander Nekrasov** as Deputy Director of the Department – Head of the Strategic Planning Department in the Department of Economy of the Yamal-Nenets Autonomous District.

In the Department of Economy of the Yamal-Nenets Autonomous District, Alexander Nekrasov will work

on a new strategy for the socio-economic development of the region, modernization of the management system of state programmes, updating the strategies for the socio-economic development of the municipalities of the district.

Alexander Nekrasov graduated from the programme "Finance and Credit". Alexander won the All-Russian competition "Leaders of Russia" on the track "Science" in 2020 and received the opportunity to study for free at the Skolkovo School of Management under the programme "Leaders of Scientific and Technological Breakthrough"

GSEM UrFU ALUMNUS HAS BEEN APPOINTED DEPTY MAYOR OF YEKATERINBURG FOR ECONOMY



The Head of Yekaterinburg, **Alexey Orlov**, signed an order appointing **Andrey Koryukov** as his deputy for strategic Planning, Economic Affairs and Finance. Previously, Koryukov served as Deputy Minister of Economy and Territorial Development of the Sverdlovsk Region.

In 1987, he graduated from the Ural Polytechnic Institute (now UrFU) with a degree in Economics and Organization of the metallurgical Industry. He continued his career at the Research Institute of Automation as an engineer-economist.

Andrey Koryukov worked in the administration of Yekaterinburg for more than 20 years. Since 1997, he has served as Deputy Chairman of the Committee on Economy, since 2000 — Deputy Head of the Finance and Budget Department of the City Hall. Later, he worked as the Deputy Head of Yekaterinburg for Strategic Planning, Economics and Finance.

ALUMNUS OF THE UNIVERSITY BECAME THE AUDIT DIRECTOR OF THE GROUP OF COMPANIES "TAXES AND FINANCIAL LAW"



Vyacheslav Kochetkov, a graduate of GSEM UrFU, was appointed audit director of the group of companies "Taxes and Financial Law". In this position, he will lead the organization of interaction with clients, audit planning, management and participation in audits, planning and management of projects for the provision of information and consulting services.

Vyacheslav Kochetkov became one of the youngest audit directors in our country. His total experience in audit is more than 10 years, including more than seven years in the group of companies "Taxes and Financial Law". He has a qualification certificate of an auditor and a certificate of a tax consultant.

Vyacheslav Kochetkov graduated from the university in 2013. He was one of the top 100 students of his graduation.



THE INTERNATIONAL ECONOMICS AND BUSINESS PROGRAMME EDUCATES ECONOMISTS OF THE FUTURE WITH A SUSTAINABLE MINDSET

In January, the Corporate Social Responsibility exam is traditionally passed by 4th year students. Students always develop internal and external sustainable projects and play the practice-oriented role-playing game Social Monopoly Game as part of this course. Also, in this semester senior students designed innovative ideas for universities - apps for a healthy lifestyle, ecological coworking spaces, VR training, etc.

Dmitry Zakarlyukin, eco-activist, social entrepreneur, recently held master classes for foreign participants of the Autumn School "Sustainable Business Development: Smart future for all" and students of the IEB programme with the support of Sberbank. Dmitry spoke about environmental trends, conducted the environmental-economic game Climate Defenders, and described the process of creating a social organization - from problem detection to scaling.

Dmitry shared on his page on Instagram:

"I noticed how technologies have evolved: Zoom, Miro, Slack ... now there are many tools for efficient simultaneous work of distributed teams. Fascinating that 30 people, scattered around the world and thousands of kilometers from each other, so easily gather on one screen, and then divide into small teams and develop joint projects there. I am never tired of being amazed - we are already in the future!"

In addition, the social entrepreneur also pointed out the importance of a sustainable mindset for future market leaders:

"If you know what the SDGs are and how to apply them, then you are the most valuable employee for all large corporations".

Contribution to sustainable development is an integral part of the IEB programme. The programme brings up economists of the future, who are guided by global and local social, environmental and economic issues.

EKATERINBURG



- The 4th largest city in Russia with more than 1.5 million people of population
- The largest administrative, cultural and research centre of the Ural Region
- Important industrial city (optical mechanics, instrument engineering, heavy engineering, metallurgy)
- A host city of global sport events such as the FIFA World Cup 2018 and Universiade 2023



- The city with rich history celebrating its 300 years anniversary in 2023 (launched by the decree of the first Russian Emperor Peter I in 1723)
- Strategic economic centre #3 in Russia after Moscow and St. Petersburg connecting European and Asian parts of Eurasia



EKATERINBURG: CITY OUT OF THE BEATEN TRACK

- Yeltsin Center: modern public space and museum with one of the best in the world media façade
- 15+ skiing resorts
- Viewpoint at the 52 floor of the highest skyscraper in Russia outside Moscow
- Europe and Asia border
- Berezovsk Gold Mine
- Military museum of Ural Mining and Metal Company
- Over 2000 bars and restaurants, more than 60 museums



gsem.urfu.ru/en

CONTACTS

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