



**Ural Federal
University**

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

**Graduate School
of Economics
and Management**

GSEM INTERNATIONAL DIGEST

July-December 2019



Dear Colleagues,
Greetings from UrFU Graduate School of Economics and Management team!

Seeing GSEM among the top Eurasian business schools that shape multicultural leaders for the future economy, we recognize the crucial importance of international collaborations and networking for developing high quality education in the field of business, management, and economics. Following our mission to transform students to business and intellectual elites who are capable of advancing development of the Ural-Siberian Region and enhancing global competitiveness of Russia, we value the relations we have with our international partners and hope for further mutually beneficial development of our collaboration.

2020 is a significant year for GSEM UrFU due to 100th anniversary of the University and 85 years of economics education in the Urals. We use this opportunity for strengthening our international academic partnership and network and develop a range of international projects which we invite you to take part in. International agenda for 2020 starts with our International partners' Days designed for promotion of our academic partners and discussion of prospective projects, and International Study tour "Study like a Russian" for the students of partner schools. Then, we continue with April Research Days, International Conference "The third mission of universities: the social impact of universities on the regions development", Summer School "Doing business in Russia: Global drivers and Local Context", Autumn School "Sustainable Business Development: Smart Future for All", and others.

Our XV International conference "Russian Regions in the Focus of Changes" has become one of the leading international events in Russia in the field of regional development in the global context and will take place on 12-14 November 2020. We hope that as usually the conference will gather our partners and friends from all over the globe – leaders of international business schools, internationally recognized researchers and experts. One of the main tracks of the conference is the role of universities and business schools in human capital development in the framework of developing smart environment. We look forward to seeing you among the participants of this discussion.

We wish you good luck and success for the new year 2020 which - we are sure - will bring us many opportunities to meet, discuss and develop our collaboration for mutual progress!

GSEM Director
Dmitry Tolmachev

RESEARCH WORKSHOP ON MODELLING ECONOMIC DEVELOPMENT OF RUSSIAN REGIONS



On September 20th, 2019 GSEM UrFU held a research workshop to discuss the first results of research in the framework of the RSF grant «Empirical modelling of balanced technological and socioeconomic development in the Russian regions» led by **Dr. Ivan Savin**.

Workshop participants included the grant team, GSEM and INSMA researchers, as well as undergraduate, Master and PhD students interested in the topic of economic modelling.

Among the issues discussed at the workshop there were climate change influence on human behavior; opinions in different countries regarding the possibility of carbon tax introduction in order to decrease carbon emission and how the opinions correlate with the level of education of respondents; assessment of various events impact on regional and national economies (e.g. Olympic games, opening of new oil and gas fields); issues of foreign investment overtaking the internal flows in Russian regions; assessment of factors influencing location decision for companies operating in Russia; and impact of sanctions on social inequality in target countries. From the viewpoint of research methods, a large variety of tools were used in presented research. Along with traditional econometric modelling, the researchers used recently developed topic modelling and synthetic control method.

Reports presented at the workshop cover most of the subjects that the grant team are planning to research in the framework of the 3-year grant.

Surely, for now it is only preliminary results of the research performed under this grant were presented at the workshop. In the coming years, research workshops of the grant team are planned to be held at GSEM.

The grant team thanks colleagues and students of Ural Federal University for their interest in the subject and invites them to take part in the **upcoming seminars**.



RESEARCH WORKSHOP ON THE IMPACT OF INSTITUTIONAL FACTORS ON SOCIO-ECONOMIC DEVELOPMENT

On November 25, Laboratory for International and Regional Economics held a research workshop Impact of Institutional Factors on Socio-Economic Development. The keynote report of the workshop was presented by RAS Academician, Head of the Laboratory at CEMI RAS, Deputy Director of Moscow School of Economics, Prof. Dr. **Viktor Polterovich** on the Evolution of Mechanisms of Competition, Governance and Cooperation: The Role of the Internet and Civic Culture. Following on from the theory of Dr. **Polterovich**, GSEM researchers **A. Nepp**, **Y. Egorova**, **M. Kazantseva** and **F. Karpeko** conducted and presented their own empirical research projects, which confirmed theoretical and methodological concepts of his work. The reports were peer-reviewed by the RAS Corresponding Member, Director of the Centre at Institute of Economics of the Ural Branch, Prof. Dr. **Evgeny Popov**. He presented a critical analysis of the reports based on the theory of institutional economic modelling.

Prof. Dr. **Polterovich** commented on his research: «My research is dedicated to corporate governance and corporate hierarchies. Cooperation institutions are gradually replacing the institutions of authority and competition. This process is especially evident in the Western countries over long periods of time. However, for Russia this trend is also visible. We consider the best approaches to organizing such cooperation in this research. A lot of people think that cooperation means the absence of rigid information structure, but recent studies indicate that it does not contradict with hierarchical organisation of information exchange. And this cooperation proved to be the most efficient».

It is worth noting that workshops with Dr. **Polterovich** and Dr. **Popov** on institutional factors of economic development have been held by GSEM for the fourth year, and have become drivers for this research area at GSEM UrFU. The academican remarked on the enthusiasm of our young colleagues and their excellent command of econometrics.

RESEARCH WORKSHOP ON BEHAVIOURAL ECONOMICS



On September 9th, Graduate School of Economics and Management held a research workshop Modern Trends in Behavioural Economics and Public Policy, organised by *Laboratory for International and Regional Economics* in cooperation with *Business Research Lab of the University of Tehran* – the first laboratory for behavioural studies in economics and management in Iran.

The co-organising Iranian Lab was represented by its Head – Dr. **Rosa Hendijani**, who is also a research fellow of the University of Calgary. Dr. **Hendijani** opened the workshop by telling about technical capabilities of the Lab and studies conducted there that can be fundamental or applied research, as well as commercial, commissioned by companies. Dr. **Hendijani** presented a report on two experiments

focusing on performance-contingent rewards and their influence on motivation and productivity. Colleagues from the *Department of Psychology of the Ural Institute of Humanities* Dr. **Marina Klimenskikh** and **Ammar Bashir** presented the UrFU Laboratory of Neuroethologies and told about the studies on marketing conducted there. Another colleague from the Department of Psychology, Master student **Li Zijun** reported on the use of eye-tracker in researching consumer behaviour.

Head of the LIRE Prof. Dr. **Hans Wiesmeth** and Associate Professor of the Academic Department of Economic Security of Industrial Complexes **Natalia Starodubets** presented their reports united by the topic of circular economy and its behavioral aspects. The participants also included representatives of the Ural and Siberian Branches of the Russian Academy of Sciences and GSEM research fellows. The workshop, as always, was open for all staff and students of Ural Federal University and other research and education institutions of Ekaterinburg.

On September 10th, the workshop participants visited the Laboratory of Brain and Neurocognitive Development of the UrFU Department of Psychology, where they learnt about studies on brain and cognitive development conducted by the Lab. The tour also featured demonstration of the cutting-edge equipment of the Laboratory, including an eye-tracker and a multichannel electroencephalograph.



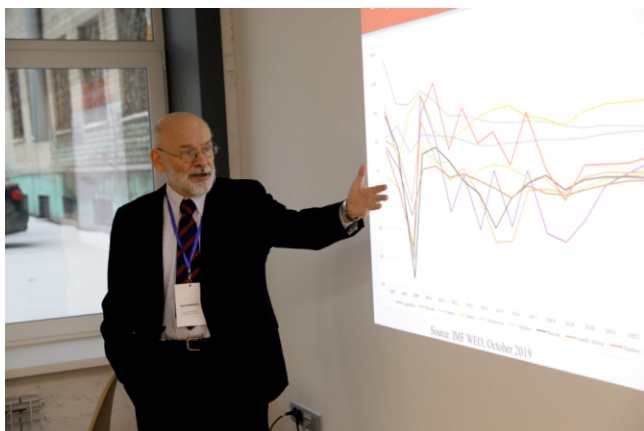
INTERNATIONAL CONFERENCE “RUSSIAN REGIONS IN THE FOCUS OF CHANGES” – KEY EVENT IN RUSSIAN REGIONS IN THE FIELD OF REGIONAL DEVELOPMENT IN THE FRAMES OF GLOBAL ECONOMY WHERE RESEARCH AND BUSINESS LEADERS MEET



On November 14-16, 2019, GSEM held its annual International Conference “Russian Regions in the Focus of Changes” for the 14th time. The conference is a recognized research and business event in Russia focused on new solutions for effective development of regions in the global context.

Annually, the conference gathers leading economists, politicians and business leaders to discuss up-to-date trends on the global agenda. The event is organized with the support of ex-minister of Russian Ministry for Economic Development and the Academic Supervisor of National Research University Higher School of Economics Evgeny Yasin, Deputy Chairman of VEB.RF Andrey Klepach, Advisor of the President of Russia and the Chairman of The Presidential Council for Civil Society and Human Rights Valery Fadeev.

Among the keynote speakers of the conference there were a recognized expert in the field of international development Natalia Zubarevich, internationally renowned researcher of sport economics Wladimir Andreff, one of the authors of economic reforms in Poland Marek Dombrovsky, EFMD Director for Business School Development Ulrich Hommel,



Executive Vice President and Chief Officer for Europe, the Middle East, and Africa for AACSB International Timothy S. Mescon, Dean and Director General of Rennes SB Thomas Froehlicher, Associate Dean and Director of International Affairs of Grenoble Ecole de Management Mark Thomas, Head of Russian Association of Business Education Sergei Myasoyedov, famous speaker and business coach Radislav Gandapas, and others. Seminars of EFMD and AACSB have become a good tradition of the conference since 2017.

This year, the conference gathered 700 participants from over 20 regions of Russia and 18 countries. The programme of the event included more than 20 plenary and breakout sessions within 3 days. A great number of participants interested in various aspects of the conference topics led us to divide the general agenda into 3 main tracks – the model we are going to follow next year:

1. Regional economy in global context
2. Universities and business schools role in human capital development
3. Digital economy.

Inspired by the success of this year's conference, we will further develop the programme in 2020, the anniversary year for the University and GSEM, and invite you – our colleagues and friends – to join us next year as the key experts and speakers!



Join us in 2020!

RUSSIAN REGIONS IN THE FOCUS OF CHANGES

XV International conference

November 12-14th, 2020, Ekaterinburg, Russia

Tracks:

1. Regional economy in global context
2. Universities and business schools role in human capital development
3. Digital economy

Conference website:

<https://conf-expert.urfu.ru/en/>

Add to your agenda in 2020 and join us!

Contact: sv.kovalenko@urfu.ru



RSA WORKSHOP IN COOPERATION WITH GSEM



The Workshop «Spatial Development in Challenging Times» was held in the framework of the XIV Annual International Conference [«Russian Regions in the Focus of Changes»](#) on 15th November 2019 in Yekaterinburg. It was organized by the Russian Division of the Regional Studies Association in cooperation with the Graduate School of Economics and Management of Ural Federal University.

The [Regional Studies Association](#) is the international organization that works with different conceptions of space, incorporating both urban and rural.

The workshop was coordinated by **Daniela Carl**, Deputy Chief Executive at the Regional Studies Association, and Irina Turgel, Deputy Director for Research at the Graduate School of Economics and Management of Ural Federal University.

The workshop was aimed at bringing together the researchers from different countries: United Kingdom, Italy, Hong Kong, United States, Japan, South Africa, Estonia, Hungary, Kazakhstan, as well as from different universities and research centers of Russia: St. Petersburg, Yekaterinburg, Tomsk and Novosibirsk.

The workshop was attended by 23 speakers and about 30 participants. The RSA Early Career Grant receiver [Mia Bennett](#) delivered the Plenary Talk «Development on ice: arctic infrastructure in the anthropocene».

The following papers demonstrate the broad range of issues discussed during the workshop paper sessions: **Leonid Limonov** and **Marina Nesena**, ICSE Leontief Centre, «Ethno-demographic heterogeneity of the population of Russia in social and economic contexts»; **Vladimir Klimanov**, Institute for Public Finance Reform, «Retrospective analysis of the resilience of Russia's regions»; **David Cheletti**, University of Padua, «Diffused industrialization and industrial clusters in North-Eastern Italy: why territory still matters in the global

economy»; **Takashi Yamamoto**, Takushoku University, «An analysis on Japanese shrinking cities as a part of international comparative research on shrinking cities». In total, 5 sessions were held in the framework of the workshop.

The workshop addressed the issues of choosing effective models of spatial development in different countries for different types of regions and cities. The experts discussed the search for new sources of sustainable spatial development.



VITH INTERNATIONAL SUMMER SCHOOL “DOING BUSINESS IN RUSSIA: DIVERSITY OF INTERNATIONAL BUSINESS MODELS”



From 8th to 19th of July, 2019 GSEM UrFU hosted international and Russian students for the programme *Doing Business in Russia: Diversity of International Business Models*. This year, the Summer School was held for the 6th time, and the special topic of the year was diversity of business models rooted in the peculiarities of the city of Ekaterinburg and the Ural region.

During the first week of the programme, the participants attended lectures on cross-cultural management by UrFU Associate Professor **Elizaveta Glousova**, and on business negotiations and non-verbal communication by a visiting professor **Ulrich Bauer** from Hochschule Kempen. Entrepreneurial skills were presented by **Dr. Solmon David** from the British University in Dubai who talked about platforms for young entrepreneurs, and **Sherif Refaat**, Chief Business Development Officer at N Cage Consulting, who gave a lecture on business expansion strategies.

Master class on design thinking from SAP completed the first week of classes. The training was conducted



by Yuri Kupriyanov, SAP Next-Gen and University Alliances Country Manager for Russia/CIS. During 7 intensive hours, the students offered their own solutions for diversification and socialization of higher education and making the system more efficient for students from all over the world.

Field visits of the School included trips to the international trade fair INNOPROM-2019, as well as partner companies SKB Kontur, Mondi and Ural Airlines. At the companies, the participants learnt about business processes in IT, packaging production and air transport, as well as tried the role of a pilot at the Training Flight Simulation Centre of Ural Airlines.



Business models in the area of cultural and sports events organisation were presented by the organizer of Ural Music Night and Old New Rock festivals, as well as Deputy Director of Dinamo sport club **Lyubov Bondarenko**. **Nikolay Kulmyakov**, Deputy Director of the Ural macroregional branch – Financial Director of Rostelecom. The second week of classes also featured the lectures on legal aspects of doing business in Russia by **Ekaterina Kalinina**, lecturer at Ural State Law University, and intensive teamwork.

Using the knowledge and skills gained at the lectures and master classes of the summer school, the participants developed and defended their own start-up projects. At the end of the programme, the participants got certificates of successful completion with 6 ECTS.

The Summer School is an annual event at GSEM UrFU, the next one to be held in July 2020. Partner universities' students get a special discount for the programme. See the details on the Summer School 2020 in the announcements section.

ORIENTATION DAY FOR GSEM INTERNATIONAL STUDENTS: GET TO KNOW MEETING AND NETWORKING



The Orientation day is organized by the International Affairs Office of GSEM each semester to present Ekaterinburg, Ural Federal University and GSEM to international exchange students, to make a platform for of experience exchange among international students from different years of study, forming a friendly environment for their quality learning and communication at UrFU, obtaining real cross-cultural experience.

The exchange students from Germany, China, France, Czech Republic, South Korea, Afghanistan, as well as a number of international fulltime students became the participants of the Orientation day. Students met the administration of the Institute, heads of key educational programmes, the team of the International Affairs Office of GSEM UrFU, students of GSEM.

Dmitry Tolmachev, acting Director of GSEM UrFU, gave the start to the programme of the Orientation day. He highlighted the importance of high-quality integration of international students into the educational environment of the School and described the main priorities of GSEM in the field of support for international students.

Director of the [International Affairs Office](#) GSEM **Ekaterina Demchenko** made a virtual tour of Yekaterinburg and the Sverdlovsk Region with a description of the region's economic features and cultural life of the city. Moreover, the students got acquainted with the requirements for attending classes, the organization of interaction with teachers and other important

elements of student life at UrFU.

Zhanna Belyaeva, the Head of the [bachelor programme "International Economics and Business"](#) (EPAS EFMD accredited), gave a complete description of the educational programme and courses attended by exchange students, and also invited foreign students to participate in the [XI International Autumn School "Sustainable Business Development: Smart Future for all"](#).

Dr. Kazi Sohag, GSEM UrFU researcher and professor, explained about the opportunities for international students to take part in research activities and events at the School.

Polina Koriukina, representative of the Students' Union UrFU and student of the program "International Economics and Business", presented the events held at the Ural Federal University for students and with their participation, as well as different types of student activities existing at the Ural Federal University. Fourth-year students **Valentin Delannoy** and **Mathis Tenneson**, studying at the IEB double-degree programme with the KEDGE Business School, colorfully described the extracurricular opportunities of Ekaterinburg for international students.

The orientation day ended with a campus tour conducted by **Ekaterina Voronkova**, a representative of the Students' Union UrFU and a student of the programme "International Economics and Business".

An online humorous quiz showed that the students perfectly learned the presented information and made useful contacts for their successful study at Ural Federal University!



XI INTERNATIONAL AUTUMN SCHOOL “SUSTAINABLE BUSINESS DEVELOPMENT: SMART FUTURE FOR ALL”



In 2019, 60 people of 17 nationalities from 12 countries took part in the annual autumn school programme Sustainable Business Development: Smart Future for All. For the first time the programme was divided into 2 tracks. For 1,5 weeks foreign participants from the largest universities in Europe and Asia, alongside GSEM BA International Economics and Business students practiced business development in accordance with the 17 UN goals during interactive lectures and corporate visits to the largest international and Russian companies of the region. Representatives of corporate partners praised the training level of the participants in the Autumn School.

The participants visited a copper-smelting plant «Karabashmed» of the «Russian Copper Company», where they were able to develop their own environmental and technological modernisation programmes of the enterprise and the town. At the «Ural Bank for Reconstruction and Development» participants designed new digital financial products, at «Danone» they got acquainted with production optimisation processes and the company's sustainable development programme, at Coca-Cola and at Unilever they practiced methods of processing plastic and introducing the principles of specific sustainable development goals. Moreover, for the first time as part of the membership of the Graduate School of Economics and Management in PRME (Principles of Responsible Management Education), the participants practiced in the WikiRate system, which allows for evaluating statistical data on companies' achievement of sustainable development indicators.

An intensive content session «Business Strategies and Sustainable Development» led by GSEM Academic Director **Zhanna Belyaeva** and a project session from the GSEM Director of International Affairs Office **Ekaterina Demchenko** and GSEM Senior Lecturer **Yury Davy** allowed students to set the scope for their projects. The VicePresident of the

Mannheim University of Applied Science (Germany) **Dolores Sanchez** Bengoa told the participants about effective business communications; Professor Emeritus of the University of Paris 1 Pantheon-Sorbonne **Wladimir Andreff** gave some insights on how investments in the sports economy make the world a better place; Deputy Dean of the Department of Economics and Business of the University of **Rijeka Saša Žiković** conducted a training on calculating the carbon footprint of households; the Department Director of KEDGE Business School (France) **Dorra Yahiaoui** developed soft competencies of the participants to increase demand in the global labour market; and GSEM senior researcher **Alberto Ferraris** (Italy) gave a lecture on open innovation in international business. Eight teams of foreign participants and International Economics and Business students successfully presented their projects on sustainable transformation of Ural companies. The professional jury included corporate partners: **Maria Grigoryeva**, project manager for the organization and development of partnership programs at UBRD, **Daria Kolmogorova**, regional leader in sustainable development and interaction with local communities Coca-Cola HBC Russia in the Urals, Siberia and the Far East regions, professors and tutors of the school from Russia, Italy, France, Croatia, Ghana and Uganda. Participants presented their vision of companies through the goals of sustainable development, mentioned the creative proposals for the development of their activities, presented a business model and a communication plan of the main stakeholders. The corporate and academic jury noted the high level of the projects and announced the names of the winners - team led by the debuting tutor, **Yana Lopatkova**.

All participants of the School got UrFU certificates with 5 ECTS, lots of new useful knowledge and unforgettable experience that they are going to take along with them to Italy, Germany, Croatia, Spain, Portugal, France, Norway, the Netherlands, India, China and the Czech Republic.



New bilateral cooperation agreements of GSEM UrFU



PSB Paris School of Business, France;



International Business School of Zuyd University of Applied Sciences, Netherlands;



ESDES School of Business and Management of Catholic University of Lyon, France;



School of Business, Society and Engineering of Mälardalen University, Sweden;



Southwestern University of Finance and Economics, Republic of China.



Chongqing University, Republic of China.



La Rochelle Business School, France



University of Padova, Italy

The documents are aimed at academic and scientific cooperation between universities, in particular, the students and teachers exchange, joint research and promotion of scientific publications. GSEM students will be able to study at a partner university for a semester, as well as students from a partner school can study at the Graduate School of Economic and Management of Ural Federal University.

GSEM is devoted to enhancing our graduates' opportunities by developing corporate relations and integrating business representatives into the study process.

Here are some of the events that took place with support of our corporate partners.

INTERNATIONAL AUDIT COMPANY KPMG TAUGHT TIME MANAGEMENT MASTER CLASS TO FIRST-YEAR STUDENTS OF INTERNATIONAL ECONOMICS AND BUSINESS



In October, first-year students of BA in International Economics and Business had interactive trainings on time management with an experienced tutor **Olga Perepechina** from KPMG:

«KPMG is always glad to cooperate with UrFU students as they demonstrate good analytical skills and aptitude for mathematics. At the moment, many graduates of International Economics and Business build a career at our company».

At the meeting, the students practiced planning their time, worked in groups, had a Q&A session, got prized and lots of positive emotions.

Such events, ultimately aimed at career guidance, are traditional for the BA programme International Economics and Business. Starting from their first year, students have classes with representatives of big international companies to practice soft skills that are an integral part of career success on the current labour market.

FOREIGN STUDENTS AT THE RUSSIAN COCA-COLA PLANT

On October 9, GSEM master programme students specialising in PR and advertising organised a visit to the Coca-Cola plant, one of the largest in Russia. Students from Russia, Kazakhstan, Zimbabwe, Nigeria and Venezuela attended the tour.

The students attended a lecture where they learnt about the history of Coca-Cola in people, figures and facts, and also watched several videos that reflect the main directions of activities of the organisation. Particular attention in connection with the master programme was paid to more than 100-year history of Coca-Cola PR company, from the day the brand was created to its worldwide recognition. The students learned a lot of new facts about the company and exchanged opinions during a fruitful discussion.

To show Coca-Cola from the inside, the organisers conducted a tour of the plant, during which students visited bottling and sorting shops, as well as marketing and logistics departments. Some of them are now thinking about taking an internship and trying their hand at Coca-Cola's advertising department.

The organisers of the excursion were satisfied with the event and consider such excursions as the key to establishing intercultural communications between students of master's programmes.

The tour was wonderful, we learned a lot: about the story of success, production features, scaling and Coca-Cola's social responsibility programs. It was really interesting and informative. And how happy I was with the presents! - says **Emmanuella T. Bulya**, GSEM student from Nigeria.

PWC HELPS DEVELOP STUDENTS' PRACTICAL COMPETENCES

The company organised an intensive training for IEB students

In the framework of developing practical tracks in cooperation with corporate partners, students of the programme International Economics and Business get professional competences in addition to their traditional curriculum, and employers get a chance to recruit prospective employees while they are still at the university.

During the training, the tutors had a chance to speak to each of the participants individually and explain difficult issues, which was undoubtedly beneficial for knowledge retention. The students' Excel skills left a good impression on the tutors. The most active participants received special prizes from PwC.

Alla Botvinovskaya, Senior Consultant at PwC and tutor at this training, notes:

«The training has gone well and quite fast. Students were quick to learn new things, performed practical exercises and asked questions on the software features. Thanks to their active engagement, we were able to tell a lot more than planned».

The training programme included an overview of MS Excel hot keys, the most frequently used formulas, operations with data assets and tables. The students perfected their skills of handling large data assets.

Daniil Slobodenyuk, a student of the programme:

«I really liked the training as it was aimed at solving real practical tasks that audit specialists face in their everyday life».

Students also emphasised that the tutors gave well-structured material and motivated them to take an advanced career track.

BUSINESS INFORMATICS STUDENTS LEARN FROM FIRST-HAND EXPERIENCE

In October, students specialising in Business Informatics had lectures and master classes from corporate partners.

Gazprom Neft Center for Analytical Solutions conducted an overview course on system analysis and BI (Business Intelligence). More than 60 students of relevant majors and interested senior students from GSEM took part in the event.

Gazprom Neft tutors **Evgeny Kokorin**, Business Intelligence Architect, and **Lyubov Shultz**, Head of the System Analysis group, told the students about implementation of complex analytical solutions in the company and the importance of system analytics specialists for a company. Students also learnt about system analysis tools used at Gazprom Neft plants, looked into technical solutions and practiced in solving cases at the QlikView platform.

Tochka Bank gave a master class on agile technologies for 4-year students. Scrum Master **Daniil Smirnov** talked about agile solutions, using such technologies in project management and shared practical advices with the students.

METALLURGICAL COMPANY MANAGEMENT

In October, a new corporate custom programme in the field of management was successfully launched at GSEM.

The programme is delivered in cooperation with TMK2U Corporate University. The goal of the

programme is to train efficient leaders with interdisciplinary skills that include management, economics and mathematics competences, as well as knowledge of current production systems and technologies and their use in development and increasing competitiveness of pipe and tube production companies.

The foundation of these programme are project-based and process approaches implemented in metallurgical company management. The programme is designed to preserve and advance the experience of engineering and technical education in today's context, with courses to ensure a combination of industrial and managerial competencies.

A NEW CO-WORKING SPACE AT GSEM CAMPUS

A new co-working space was opened on November 25th at the GSEM campus building at 25 Gogolya St. The President of the Ural Bank for Reconstruction and Development **Anton Solovyev** and UrFU Rector **Victor Koksharov** cut the red ribbon, and GSEM Director **Dmitry Tolmachev** gave them a tour.

UBRR invested 4,7 million roubles in the co-working space, the rest of the funding were provided by the University. Design company UNO-studio developed the interior design concept.

«This is not a direct investment where we'd like to see return on every single rouble we've spent, — commented **Anton Solovyev**. — The strategic goal of this project is to create such a space where we can build our long-term and trust-based relations between the bank as an employer and UrFU as an educator for prospective and current employees».

«Co-workings for UrFU students are not only a place to develop new education technologies. We are hoping that events with cooperation of UBRR can help students determine their career paths and learn necessary professional and flexible skills», — says **Victor Koksharov**.

The pilot event at this co-working space was a two-day training for prospective bank employees, to which UrFU students were also invited. The event encompassed two days of the most topical discussions and activities dedicated to professional development.

Moreover, UrFU and UBRR negotiated long-term collaboration in the area of financial literacy events in the framework of the current project «Finance Guide. UBRR Advices». The events are going to be organised in the co-working space.

GRADUATE OF THE INTERNATIONAL ECONOMICS AND BUSINESS PROGRAMME APPOINTED HEAD OF THE MINISTRY OF EDUCATION IN THE ORENBURG REGION



A graduate of Ural Federal University **Alexey Pakhomov** was appointed Acting Minister of Education in the Orenburg region. In 2000, **Alexey Pakhomov** graduated from Ural State Technical University (now UrFU) with a degree in International Economics. From 2007, he was employed as a Head of Expert Management of the Sverdlovsk region Governor. In 2010, he became an advisor to the deputy chairperson of the Sverdlovsk regional government. In 2012, he got an appointment as a Deputy Minister of General and Professional Education of the Sverdlovsk region, and then as a First Deputy Minister. In 2018 **Alexey** became a director of the programme for industrial competencies development of the Centre for Development of Working and Engineering Competencies of the Rosatom Corporation. Most experts are sure that the appointment of **Alexey Pakhomov** is a very strong managerial decision of the Ad Interim Governor of the Orenburg region **Denis Pasler**, which is aimed at solving pressing issues in the field of education.

GSEM GRADUATE APPOINTED MINISTER FOR NATURAL RESOURCES, ECOLOGICAL AND PROPERTY



In September, Governor of the Orenburg region appointed **Alexander Sambursky** a Minister for Natural Resources, Ecological and Property. The new minister was introduced at the regional government meeting on September 24th.

In 2003, **Mr. Sambursky** graduated from Ural State Technical University (now Ural Federal University) with a degree in Finance and Credit at the Academic Department of Banking.

Alexander worked for Bank of Russia Sverdlovsk regional branch until 2010, then for a company Corporation Ural Industrial – Ural Polar, and cooperated with the department for economic policy of the Plenipotentiary Representative of the Russian President in Ural Federal District.

In April 2012, **Mr. Sambursky** was appointed Director of the Department of Finance, Analysis and Forecasting of the Ministry of State Property Management in the Sverdlovsk region. In February 2013, he moved to the position of Deputy Minister of State Property Management.

Alexander Sambursky has awards from the Plenipotentiary Representative of the Russian President and the Governor of the Sverdlovsk region.

THE STUDENTS OF THE PROGRAMME "INTERNATIONAL ECONOMICS AND BUSINESS" GAINED THE PRACTICAL EXPERIENCE AT FRENCH AND CROATIAN SUMMER PROGRAMMES



July 2019 was productively active for the "International Economics and Business" students, who got the intensive educational and international practice-oriented experience in Summer Schools at KEDGE Business School (France) and the University of Rijeka (Croatia).

The students of the IEB programme shared their vivid memories and told about intensive classes and useful obtained skills.

Ekaterina Deeva, one of the participants of the KEDGE Summer Programme, shared her impressions:

"The topic of our lectures was "Global Financial Regulation", which was quite entertaining. We touched upon the current problems of the economic society and we were able to debate about it at the end of the lectures. It is useful to learn how to express one's point of view and hear the opinion of the opposite side. And of course, the Summer School is one of the most powerful tool for improving the language skills: lectures, group work, and communication with new friends. So the last thing that we would like to mention is the opportunity to learn the culture of other countries during the trip. South France is incredibly beautiful when the sun illuminates the stained glass windows of the cathedrals, and lavender blooms in the fields. Along with the study of the lecture material, we could see

old town, taste traditional dishes and moreover we learnt from native speakers how people live in Australia, China, America, Denmark, Germany, Sweden and many more".

Ekaterina Malkova and Anastasia Faizova told about their experience in the "Institutional Aspects of the European Union Development" Summer Programme, organized by the University of Rijeka, Faculty of Economics:

"During twelve days we studied the work in the Stata programme, learned the features and trajectories of further development of the European Union, analyzed macroeconomic indicators and much more. Separate time was given to discussion and our questions that helped us to understand the material even better. We should also mention interesting visits to local and international companies, such as "JGL", "Valamar", "InfoBip" and others. Specialists showed in practice the work of the company, shared their own experience and guidance. The Summer school allowed us to plunge not only into the study but also into the daily life of the seaside town of Rijeka, where a comfortable atmosphere for both schoolwork and recreation".

Partners' summer programmes are practice-oriented educational processes where international participants from different countries gain additional knowledge and cross-cultural adaptation. Every year, IEB students take part in such events, and the most active of them participate in [the International Autumn School "Sustainable Business Development"](#), which takes place annually in November.



THE BUSINESS & ECONOMICS RANKING



UrFU entered the subject ranking for the first time placing in the group 401-500 in Business & Economics

Rector **Victor Koksharov** is certain that attracting young researchers from abroad, supporting young economists and ensuring their cooperation in conducting research supervised by leading scholars at the university have contributed to experts' assessment results.

«In addition, the experience of publishing journals indexed in international databases has also played its part, — Prof. **Koksharov** remarks. — As well as implementing new teaching and learning technologies and other useful education tools, for example, dual degree programmes with leading business schools».

The success is a result of a long-term methodical effort of Graduate School of Economics and Management.

«The strategy we employ includes identification of competitive advantages and creating favorable conditions for GSEM researchers and teaching staff, as well as efficient use of international collaborations to share our research with the global community», — says **Dmitry Tolmachev**, GSEM Acting Director.

THE Business & Economics evaluates performance in three areas: business and management, finance and accounting, economics and econometrics. The ranking is based on 13 indicators, the most significant of which are research and teaching reputation, as well as citations of research publications.

STUDY LIKE A RUSSIAN

Study Tour

Get to know Culture, Economics
and Business in real Russia



Ural Federal University

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

Graduate School
of Economics
and Management

WHEN

Distant module: 23-27 of March, 2020

On-campus programme:

30 of March - 03 of April, 2020

WHO is invited

Bachelor and Master students considering
opportunities of international education experience
and interested in discovering the real Russia

WHAT do participants value:

- high quality of lectures
- real Practice Value of projects
- taste of Research
- mindfulness and True Russian Welcome off the beaten track
- feeling of the international spirit of business
- warm welcome
- seeing real Russia

In the end of the study-tour, participants will get
5 ECTS Certificate (distant + on-campus modules)

WHERE

- Graduate School of Economics and Management, Ural Federal University, the only regional School in Russia with international EPAS EFMD accreditation
- Ekaterinburg - third city in Russia by population and economic development, which is located in the very heart of Russia on the border between Europe and Asia and is famous for its eclectic culture, innovative spirit and rich history.

WHAT

The programme will give you understanding of the real Russian culture between the East and the West and business along with opportunities of education at GSEM UrFU.

In our focus:

- Russian culture and sightseeing (in and out of the city)
- Get in shape and positive thinking day
- Distant networking module and teamwork with poster presentations
- GSEM UrFU: meet people and discover facilities
- Lectures and master-classes from GSEM UrFU faculty
- Business day: case-studies and field visit from corporate partners
- Research Day - participate in Science Spring days
- Every day Russian language learning and speaking experience

International short term programmes in GSEM: FACTS

3 number of annual
programmes

11 years experience
of organization

650+ number
of participants

43 number
of nationalities

39 number
of countries

100% want to come back
and recommend friends

APPLICATION and FEES

- you can [apply here](#)
- application deadline: February 14, 2020 for non-EU countries; March 6, 2020 – for EU countries
- fee: EUR 250 (EUR 200 for partner schools).

ORGANIZERS contacts

GSEM UrFU International Affairs Office, manager
Tatyana Kychakova, t.s.kychakova@urfu.ru, +7 (343) 375-94-92

GSEM UrFU International Affairs Office provides necessary visa
and information support to study tour participants



GSEM International Partners' Days

- Meet & Network
- Present to students
- Promote your School
- Get to know GSEM UrFU, Ekaterinburg and Real Russia



Ural Federal University

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

Graduate School of Economics and Management

WHEN

30-31 of March 2020

WHERE

— GSEM UrFU, Ekaterinburg, Russia

WHO is invited

deans/vice-deans involved in internationalisation, heads and staff members of international affairs offices

TENTATIVE PROGRAMME

March, 30 (Monday)

- Welcome words
- GSEM presentation
- Networking session
- Round table and discussion: Internationalization in business schools: best practices exchange
- Poster sessions and mini-expositions for students
- Partners' Presentations to students; question & answer sessions
- Networking dinner

March, 31 (Tuesday)

- Campus tour
- Photo session
- City Round Tour
- Yeltsin Center, Yeltsin Museum
- 17.00 - joining Brain-Teaser Game (developed by students of EPAS accredited BA International Economics and Business in the frames of international study tour "Study like a Russian", teams of students, international partners, staff members)

Options for the rest of the day:

- Free time
- Transfer to the hotel
- Optional cultural programme

WELCOME PACKAGE for the participants

- 2 night accommodation in a hotel for 1 representative of a business school (3 night accommodation is provided to a representative of the partner schools students of which take part in international study tour "Study like a Russian", 30 of March – 03 of April 2020)
- Meeting at the airport and transfers
- Transfers and catering in the frames of the programme
- Informational materials
- Culture Integration

REGISTRATION

Preliminary registration is required. Registration link is [available here](#)

Registration deadline:

- February, 21, 2020 for non-EU countries
- March, 6, 2020 for EU countries

ORGANIZERS contacts

If you need visa invitation letter or have any questions on the programme – please contact Tatyana Kychakova, manager for international academic partners relations, GSEM UrFU International Affairs Office, +7 (343) 375-94-92, t.s.kychakova@urfu.ru.



UPCOMING EVENTS

March 2-7

Research workshop "Empirical modelling of balanced technological and socioeconomic development in the Russian regions" (Laboratory for International and Regional Economics)

March 2-7

International workshop "Public Finance and Institutional Economics" (Moderators - Dr Kazi Sohag, Dr Dmitry Vorobyev, Laboratory for International and Regional Economics)

April 20-24

Spring Research Days
[Conference website](#)

April

Workshop of the Laboratory of Applied System Research, "Information Technologies and Modeling for Efficient Development of Arctic Zone

July 08-09

Conference "Impact Universities: social and economic regional drivers"

July 03-11

DOING BUSINESS IN RUSSIA: GLOBAL DRIVERS AND LOCAL CONTEXT
Summer School
[Details and registration](#)

At the same time, on July 7-10th, 2020 the International Industrial Fair INNOPROM will be held in Ekaterinburg, one of the key sites of the Ministry of industry and trade of the Russian Federation, the visit to which is included in the programme

October

Conference on Environmental and Energy Economics

November 12-14

RUSSIAN REGIONS IN THE FOCUS OF CHANGES

XV International conference

Tracks:

1. Regional economy in global context
2. Universities and business schools role in human capital development
3. Digital economy

Conference website:

<https://conf-expert.urfu.ru/en/>

Add to your agenda in 2020 and join us!

Contact: sv.kovalenko@urfu.ru

November

International Research Workshop of the Laboratory of Applied System Research jointly with the Laboratory of International and Regional Economics «Applied System Analysis and Computer Science»

November

SUSTAINABLE BUSINESS DEVELOPMENT: SMART FUTURE FOR ALL

XII International Autumn School

[Details and registration](#)

Any inquiries concerning the events can be addressed to Ms. Elena Grigoryeva,
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CONTACTS

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