Dear colleagues,

Education digitalization, and indeed all spheres of our life, is already far from «near future». Those who think in this way are seriously late. Universities are no longer imagine life without MOOC, digital systems for supporting the learning process are becoming more widespread and the market for cognitive games is generally a separate big conversation. Pretending that digitalization is not needed, or that you cannot hurry with it, means dooming yourself to the profanity of learning: to sit and wonder - did the student give us an answer or his smartphone? We need to draw the number for good, somewhere to gamble, somewhere to teach artificial intelligence to adjust the curriculum to the characteristics of the student, somewhere to remove the routine from the teacher. It is difficult to choose one's own from the mass of the opened opportunities, it is even more difficult to find harmony in innovations, that is, not to bend with the number, condemning all teachers to compulsory knowledge of all the intricacies of IT. Conferences like the one that takes place at the Higher School of Economics - St. Petersburg for the fifth time, allow us to discuss what can already be used in modern education with the whole world, and what else needs to be adapted. I hope that each of us will receive new ideas, inspiration and like-minded people from different countries and schools by the end of the conference.

Sergey Kadochnikov,
Director of the Higher School of Economics, St. Petersburg

Dear Conference participants,

I am glad to welcome you at the Fifth Annual International Conference «Education and Global Cities: New Technologies for Development! We host leading experts and researchers in the field of university education at the Higher School of Economics in St. Petersburg.

This year, we will discuss the opportunities and challenges that educational development poses to the development of new technologies - what is today most often referred to as the fourth industrial revolution. We are all witnessing how new technologies (information technologies, biotechnologies) transform customary business models, completely change the configuration of markets, creating scope for some professions and qualifications, and actually nullifying others.

New technologies and the relative simplicity of the emergence of new large players in the markets in a completely new way highlight the role of the rapidly growing economies of the global South, which, rapidly investing in education and high technologies, provide the potential for a rapid breakthrough in economic development. New technologies, coupled with investments in school and university education, become a new recipe for the catching up development for many economies of the first half of the 21st century.

These radical transformations in technologies and in the world economy are the main modern challenges for the development of universities of the 21st century. These challenges have become the central topic of the current conference «Education and Global Cities.»

I would like to wish all the participants fruitful work, new interesting and promising contacts, as well as ideas that will help all of us to make the most effective use of the opportunities for the development of universities that are opening up with the development of new technologies.
May 17, 2018, Thursday
National Research University Higher School of Economics, St. Petersburg (3A Kantemirovskaya ul.)

9:00 – 10:00 a.m. Registration. Welcome Coffee
10:00 – 10:15 a.m. Opening of the Conference

10:15 – 12:00 a.m.
Room 435
Plenary Session
New Technologies in Education: Challenges and Perspectives

It has become a commonplace to talk of new, mainly digital, technologies while discussing main trends either in the development of contemporary societies or in education transformations. However, transformations related to new technologies can obviously be both a resource and a challenge to established development models. At this panel, experts and leading international educationalists will discuss how new technologies change contemporary education. Does technologically enhanced education become more inclusive or, to the contrary, lead to increasing inequality in education? On the other hand, what changes in education does the groundbreaking development of new technologies require? What should universities be like in the world where next generations of technologies come and go almost every year?

Moderator:
Sergei Kadochnikov, Director, National Research University Higher School of Economics, St. Petersburg

Speakers:
Paolo Boccadelli, Professor of Management and Corporate Strategy, Dean, LUISS Business School
Viktor Koksharov, Rector, Ural Federal University named after the first President of Russia B. N. Yeltsin
Yaroslav Kuzminov, Rector, National Research University Higher School of Economics
Caroline Mol, Lead in the edX European office
Mikhail Oseevsky, President, PJSC Rostelecom
Alexander Sobolev, Director, Department of State Policy in Higher Education, Ministry of Education and Science of the Russian Federation
Ruslan Vesterovskiy, Director of the Personnel Department & Deputy Governor, The Central Bank of the Russian Federation

12:00 – 1:00 p.m.
Room 435
Lunch

1:00 – 3:00 p.m.
Room 435
Education: Source of Development?

Today education is widely viewed as one of the most powerful drivers and incentives to stimulate economic growth. Some countries consider it as a way to escape middle-income trap, others as soft power in international relations. Education is regarded as one of the driving forces of the knowledge economy and an inherent part of the modern development concept. However, can education be considered as a universal source of development in all possible contexts? Both in emerging economies of the Global South and in developed countries of the Global North? Is it necessary to invest in a small number of elite world-class schools, or should we better focus on providing quality mass education? This plenary session will explore how these trends affect significantly on global demand for higher education? Who are the new players? Which impact does it have on arena of international education? How does this already influence on patterns of international student mobility? How HEIs should respond to a shift in education markets? The session will also provide some examples how new players on the international education landscape manage to stand out from the crowd and achieve their goals.

Moderator:
Olga Krylova, Head, International Office, National Research University Higher School of Economics, St. Petersburg

Speakers:
Victoria Belyaeva, head, Office for International Affairs, Ural Federal University named after the first President of Russia B. N. Yeltsin
David Monyeo, Co-Director, Confucius Institute, University of Johannesburg
Edwin van Rist, CEO and co-founder of StudyPortals
Artem Rykun, Vice Rector for International Affairs, National Research Tomsk State University
Vladimir Timonin, Deputy Director, Department of State Policy in Higher Education, Ministry of Education and Science of the Russian Federation
Niklas Tranæus, marketing manager for Study in Sweden at the Swedish Institute

3:00 – 3:30 p.m. Coffee

3:30 – 5:30 p.m.
Room 435
Session
Changes in a competitive landscape of international education: trends and good examples

The world is in the midst of a global power and population shift from developed to emerging economies. The session will discuss over global information about major trends in international higher education. How do those trends affect significantly on global demand for higher education? Who are the new players? Which impact does it have on arena of international education? How does this already influence on patterns of international student mobility? How HEIs should respond to a shift in education markets? The session will also provide some examples how new players on the international education landscape manage to stand out from the crowd and achieve their goals.

Moderator:

Speakers:

3:30 – 5:30 p.m.
Room 436
Session
Russian Business Schools: Towards Global Competitiveness (in cooperation with Analytical Center Expert and Graduate School of Economics and Management, Ural Federal University, Ekaterinburg)

In the post-Soviet period, Russian business education has made a dramatic breakthrough. However, in recent years the situation has been changed. Unlike the leading Russian universities, which managed to handle the challenges of internationalization, access to the international education market, and a radical increase in scientific productivity, a major part of Russian business schools kept a conservative path. They lag far behind not only developed countries, but also the rapidly growing countries of Asia and South America. That is evident from a significant lack of publications in the field of management in international peer-reviewed journals, a lack of publications in case-studies series, and an insufficient number of international students and teachers. One of the notable trends for European business schools in recent years is growing competition from business schools in the «Global South» countries. These countries experienced substantial development, which made them attractive destinations both for international students and scholars.

A small but distinguished group of Russian schools are prominent in the landscape of business education, actively penetrating global market of management education. Since 2017, the Expert Analytical Center has been implementing a communication and research project with a focus on the global competitiveness of business schools in the post-Soviet space (the results of the project were published in Expert magazine No 28 (1037) of July 10 — www.aceexpert.ru/analytics/ratings/retying-globalnih-biznes-shkol-rossii-i-stran-sng-.html)

The results of the current year’s project are to be released and discussed at the roundtable. The results of the discussion will form the basis of a separate publication in the journal «Expert» (June 2018) and will be posted on the websites www.expert.ru and www.aceexpert.ru.

Moderator:

Niklas Tranaeus, marketing manager for Study in Sweden at the Swedish Institute
May 18, 2018, Friday
National Research University Higher School of Economics, St. Petersburg (3A Kantemirovskaya ul.)

10:00 – 11:00 a.m. 
Room 436
Keynote talk
Sergey Roshchin, Vice Rector; Head, Laboratory for Labour Market Studies, National Research University Higher School of Economics

Moderator:
Sergey Kadochnikov, Director, National Research University Higher School of Economics, St. Petersburg

11:00 – 12:00 a.m. 
Room 436
Expert Discussion
Developing Digital Culture Skills: Innovative Projects of Leading Universities
Rapid technological development has fundamentally changed businesses’ demand for specialists. Digital competences have become of key importance for the future of human activity. How to prepare students to the rapid changes? The need is not limited to specialists in mathematics or computer studies. There is a need for qualified staff in various fields of Knowledge, including social studies and humanities, who would be able to efficiently solve professional problems at the intersection of various disciplinary areas and computer technologies. Thus, it is crucial for universities to help all students, regardless of their majors, develop competences in Data Science. The participants will discuss innovative projects of universities that are interested in digital literacy practices in education.

Moderator:
Natalia Chicherina, Deputy Director, National Research University Higher School of Economics, St. Petersburg

Keynote speaker:
Julia Lezhnina, Deputy Vice Rector, National Research University Higher School of Economics

Experts:
Elena Mikhailova, Adviser to the Rector on digital culture, ITMO University
Vladislav Nesterov, Professor, Department of Analytical Information Systems, Mathematics and Mechanics Faculty, St. Petersburg State University
Elena Shakina, Deputy Dean for Research, Associate Professor, Department of Management, National Research University Higher School of Economics, St. Petersburg

12:30 – 1:30 p.m. 
Lunch

1:30 – 3:00 p.m. 
Room 435
Session
Global South: Education and New Concepts of Development
While the Global South is forming and consolidating as a locus and driver of international development, what becomes increasingly critical is a question of what development models reflect the new situation better. Experts talk about "post-development", "new" concepts of sustainable development, about development as a non-zero-sum game, etc. Interestingly, though, education plays a key role in all these concepts. This session intends to discuss education in relation to the development of the Global South. Do "developing countries" need new concepts and models of the development? If so, what should education look like in these countries? Are the results of developing South-South cooperation different from those of the traditional South-North cooperation? Which does South–South cooperation in education mean?

Moderator:
Maxim Khomyakov, Deputy Director, National Research University Higher School of Economics, St. Petersburg

Speakers:
Daniel Alexandrov, Deputy Director, Dean, St. Petersburg School of Social Sciences and Humanities, National Research University Higher School of Economics, St. Petersburg
Sergey Akopov, Academic Supervisor, Master’s Programme “Business and Politics in Modern Asia”
Maria Guitikova, Head, Department for International Relations, Ural Institute of Humanities; Director, Confucius Institute, Ural Federal University named after the first President of Russia B. N. Yeltsin
Darwin Khodur, Director, Master Program International Management and International Trade with Asia, Université Le Havre Normandie, France
David Morvy, Co-Director, University of Johannesburg Confucius Institute
Artem Rykun, Vice Rector for International Affairs, National Research Tomsk State University

EDUCATION & GLOBAL CITIES: NEW TECHNOLOGIES FOR DEVELOPMENT
EDUCATION & GLOBAL CITIES: NEW TECHNOLOGIES FOR DEVELOPMENT

1:30 – 3:00 p.m.
Room 436

Session
Smart Cities for the Global South: What Is the Role of Universities?
Cities in the Global South are striving for new quality of development and improved living conditions, but their capacity to do so varies. Conducting “smart” policies is an important condition in achieving this goal, while “smart” type of city’s development is conditional being an effect of many factors. Today most of the lessons from smart cities don’t come from the Western part of the world, they come from the East, and one of the lessons relates to the crucial role played by the universities that, being included to city’s governance networks, give powerful impetus to innovative development.

Speakers:
- Konstantin Khomchenko, Managing Director, Video 360 production
- Denis Stolyarov, R&D, NWE
- Maksim Nikonov, Art Director and Co-founder, LenVR
- Sergey Mityagin, Director, Director of Institute of Design & Urban Studies, ITMO University
- Andrey Lyubert, Technical Director, ThingLink
- Denis Zakharkin, Pyotr Belousov, Research Consultant, HoloGroup
- Mikhail Antykov, Deputy Director, National Research University Higher School of Economics, St. Petersburg
- Alexey Ezhikov, Director, Decisions for Business, Planoplan VR
- Mikhail Filippov, Associate Professor of Political Science, Binghamton University (SUNY)
- Andrey Starodubtsev, Associate Professor, Department of Political Science, National Research University Higher School of Economics, St. Petersburg; postdoctoral researcher, Aleksanteri Institute, University of Helsinki
- Irina Busesgina, Professor, Department of Political Science, National Research University Higher School of Economics, St. Petersburg

Moderator:
- Irina Busesgina, Professor, Department of Political Science, National Research University Higher School of Economics, St. Petersburg

Questions for discussion:
- What should an efficient doctoral programme mean to you?
- Is there a gap between setting up a high-quality doctoral programme and the requirements set by the host university?
- How should the non-academic labour market needs and realities be reflected in the contents of a doctoral programme?
- What challenges do academic directors face as they design doctoral programmes, and how do they overcome them?

EDUCATION & GLOBAL CITIES: NEW TECHNOLOGIES FOR DEVELOPMENT

3:30 – 5:30 p.m.
Room 436

Roundtable
Does Form Matter? How Doctoral Programmes in Social Sciences in Russia and Finland Are Organized
In recent decade, higher education, especially in countries with a high share of government funding, faced the need to reduce costs and attract additional finances. Under these circumstances, universities use different models for building educational products, which, on the one hand, would be financially effective, and on the other hand, would allow for a steady improvement of the quality of education and science. Doctoral programs seem to find themselves in the most difficult situation since they deal with a small number of students and a high cost of the educational process. Round table “Does form matter?” How Doctoral Programmes in Social Sciences in Russia and Finland Are Organized is devoted to the discussion of what ways of organizing post-graduate schools exist and how they influence the contents of the curriculum and the research activities of graduate students.

Speakers:
- Sari Autio-Sarasma, Director of the international MA programme in Russian Studies, University of Helsinki
- Natalia Chicherina, Deputy Director, National Research University Higher School of Economics, St. Petersburg
- Dmitrii Goncharov, Coordinator of the Doctoral Programme in Political Science, National Research University Higher School of Economics, St. Petersburg
- Ira Jänis-Isookangas, Head of Research Training, Aleksanteri Institute, University of Helsinki
- Markku Kivinen, Director, Aleksanteri Institute, University of Helsinki
- Elena Kobzar, Department Head, Office of Doctoral Studies, National Research University Higher School of Economics
- Olga Malinova, Academic Director of the Doctoral School in Political Science, National Research University Higher School of Economics
- Anna Nemirovskaya, Head, Department of Sociology, National Research University Higher School of Economics
- Alexander Semyonov, Head, Department of History; Director, Center for Historical Research, National Research University Higher School of Economics
- Maija Urponen, Faculty Head of research administration, Faculty of Arts, University of Helsinki

Moderator:
- Andrey Starodubtsev, Associate Professor, Department of Political Science, National Research University Higher School of Economics, St. Petersburg; postdoctoral researcher, Aleksanteri Institute, University of Helsinki

Speakers:
- Lyubov Fadeeva, Head, Department of Political Sciences, Perm State University
- Mikhail Filippov, Associate Professor of Political Science, Binghamton University (SUNY)
- Andrey Starodubtsev, Associate Professor, Department of Political Science, National Research University Higher School of Economics, St. Petersburg; postdoctoral researcher, Aleksanteri Institute, University of Helsinki
- Olga Vendra, Leading Researcher, Laboratory of Geopolitical Studies, Institute of Geography, Russian Academy of Sciences
- Lyubov Fadeeva, Head, Department of Political Sciences, Perm State University
- Andrey Starodubtsev, Associate Professor, Department of Political Science, National Research University Higher School of Economics, St. Petersburg; postdoctoral researcher, Aleksanteri Institute, University of Helsinki
- Irina Busygina, Professor, Department of Political Science, National Research University Higher School of Economics, St. Petersburg

Moderator:
- Irina Busesgina, Professor, Department of Political Science, National Research University Higher School of Economics, St. Petersburg

Questions for discussion:
- What should an efficient doctoral programme mean to you?
- Is there a gap between setting up a high-quality doctoral programme and the requirements set by the host university?
- How should the non-academic labour market needs and realities be reflected in the contents of a doctoral programme?
- What challenges do academic directors face as they design doctoral programmes, and how do they overcome them?

12:00 – 3:00 p.m.
Exhibition. VR/AR Technologies and Products

Hall, Floor 4

3:00 – 3:30 p.m.
Coffee

3:30 – 6:30 p.m.
Room 435

Roundtable
Using VR/AR in Education
The participants of this panel will examine practical cases of introducing virtual and augmented reality in education, as well as the actual problems and solutions facing the innovators of the VR / AR market. This panel will try to act as a single point of entrance for all industry representatives and interlink them with educational institutions, from schools to higher education institutions interested in introducing new technologies in the educational process.

In addition, participants will be able to visit a small exhibition before the event and see the latest VR / AR solutions, as well as learn about the benefits of using these technologies in education.

Moderators:
- Alexey Ezhiakov, Director, Decisions for Business, Planoplan VR
- Philip Kazin, Deputy Director, National Research University Higher School of Economics

Speakers:
- Mikhail Antykov, Managing Director, Video 360 production
- Pyotr Belousov, Research Consultant, HoloGroup
- Denis Zakharin, Chief technology officer, co-founder, VR Concept
- Sergey Lukashin, Director, secondary general school №6
- Andrey Lyubert, Technical Director, ThingLink
- Sergey Mityagin, Director, Director of Institute of Design & Urban Studies, ITMO University
- Maksim Nikonov, Art Director and Co-founder, LenVR
- Dmitry Red’ka, R&D, NWE
- Artyom Smolin, Head, Department of Engineering and Computer Graphics, ITMO University
- Denis Stolyarov, Managing Director, Video 360 production
- Konstantin Khomchenko, Managing Director, Chili Marketing
PARTICIPANTS

Sergey Akopov, Academic Supervisor, Master’s Programme “Business and Politics in Modern Asia”

Irina Buzygina, Professor, Department of Political Science, National Research University Higher School of Economics, St. Petersburg

Dirk Buyens, Head of the HR Centre; Director of the Open Executive Education Programmes, Vlerick Business School

Elena Chernyshikova, Deputy Chairman of the Board of Trustees, European University at St. Petersburg

Natalia Chicherina, Deputy Director, National Research University Higher School of Economics, St. Petersburg

Olga Eliseeva, Head, Office for Education Quality Management, ITMO University

Alexey Ezhikov, Director, Decisions for Business, Planoplan VR

Lyubov Fadeeva, Head, Department of Political Sciences, Perm State University

Nikolay Filinov, Dean, Faculty of Business and Management, National Research University Higher School of Economics

Maxim Khomyakov, Deputy Director, National Research University Higher School of Economics, St. Petersburg

Christopher Gerry, Dean, St. Anthony College, Oxford College; Professor, National Research University Higher School of Economics, St. Petersburg

Dmitrii Goncharov, Coordinator of the Doctoral Programme in Political Science, National Research University Higher School of Economics, St. Petersburg

Markku Kivinen, Director, Aleksanteri Institute, University of Helsinki

Elena Kobzar, Department Head, Office of Doctoral Studies, National Research University Higher School of Economics

Viktor Koksharov, Rector, Ural Federal University named after the first President of Russia B. N. Yeltzin

Sergey Kolesnichenko, President, Russian Business Association in China

Konstantin Krotov, First Deputy Director, Graduate School of Management, St. Petersburg State University

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Olga Krylova, Head, International Office, National Research University Higher School of Economics
Julia Lezhnina, Deputy Vice Rector, National Research University Higher School of Economics

Tatiana Lopatina, Executive Director, Analytical Center Expert

Pilar Lostao, Vice President for International Relations, University of Navarra

Sergey Lukashin, Director, secondary general school #86

Andrey Lyubert, Technical Director, ThingLink

Olga Malinova, Academic Director of the Doctoral School in Political Science, National Research University Higher School of Economics

Timothy S. Mescon, Executive Vice President and Chief Officer, Europe, Middle East and Africa, AACSB

Elena Mikhailova, Adviser to the Rector on digital culture, ITMO University

Sergey Mityagin, Director of Institute of Design & Urban Studies, ITMO University

Caroline Moi, Lead in the edX European office

David Monyae, Co-Director, Confucius Institute, University of Johannesburg

Anna Nemirovskaya, Head, Department of Sociology, National Research University Higher School of Economics

Viatcheslav Nesterov, Professor, Department of Analytical Information Systems, Mathematics and Mechanics Faculty, St. Petersburg State University

Maksim Nikonov, Art Director and Co-founder, LenVR

Oksana Oracheva, General Director, Vladimir Potanin Foundation

Mikhail Oseevsky, President, PJSC Rostelecom

Taisia Pogodaeva, Vice Rector for Education, University of Tyumen

Fedor Ragin, Director, EMBA Programme, St. Petersburg School of Economics and Management, National Research University Higher School of Economics, St. Petersburg

Andrei Rakitin, Managing Partner, Stanton Chase Russia

Dmitry Red’ka, R&D, NWE

Edwin van Rest, CEO and co-founder of StudyPortals

Andrey Starodubtsev, Associate Professor, Department of Political Science, National Research University Higher School of Economics, St. Petersburg, postdoctoral researcher, Aleksanteri Institute, University of Helsinki

Vladimir Timonin, Deputy Director, Department of State Policy in Higher Education, Ministry of Education and Science of the Russian Federation

Dmitry Tolmachev, Director, Analytical Center Expert, Director, Graduate School of Economics and Management, Ural Federal University named after the first President of Russia B. N. Yeltsin; Vice President, Association of Independent Centers for Economic Analysis

Niklas Tranaeus, marketing manager for Study in Sweden at the Swedish Institute

Maija Urponen, Faculty Head of research administration, Faculty of Arts, University of Helsinki

Elena Shakina, Deputy Dean for Research, Associate Professor, Department of Management, St. Petersburg School of Economics and Management, National Research University Higher School of Economics, St. Petersburg

Artem Rykun, Vice Rector for International Affairs, National Research Tomsk State University

Alexander Semyonov, Head, Department of History; Director, Center for Historical Research, National Research University Higher School of Economics, St. Petersburg

Majaa Urponen, Faculty Head of research administration, Faculty of Arts, University of Helsinki

Olga Vendina, Leading Researcher, Laboratory of Geopolitical Studies, Institute of Geography, Russian Academy of Sciences

Artyom Smolin, Head, Department of Engineering and Computer Graphics, ITMO University

Ruslan Vesterovsky, Director of the Personnel Department & Deputy Governor, The Central Bank of the Russian Federation
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**Maria Yudkevich,**
Vice Rector, National Research University Higher School of Economics

**Natalia Zaichenko,**
Academic Advisor of the Programme “Educational Administration”; Professor, Department of Public Administration, National Research University Higher School of Economics, St. Petersburg

**Denis Zakharkin,**
Chief technology officer, co-founder, VR Concept