



**Graduate School
of Management**
St. Petersburg University

GSOM Family Day 2018 PROGRAM

10:00 – 12:00	Business breakfast of the partners of the Graduate School of Management of St. Petersburg State University <i>Invitation-only</i>
11:00 – 12:00	Registration of participants, welcome coffee
12:00 – 13:30	<p>OPENING Tell your story</p> <p>Speeches of representatives of the GSOM Family community: the school founders, successful graduates and prominent GSOM students. The speakers will tell their personal stories of success, share professional experience and interesting cases of the career path as well as stories of how GSOM SPbU impacted their life.</p> <p><i>Aud. 2201</i> <i>Speakers:</i></p> <ul style="list-style-type: none">● Yuri Blagov, Associate Professor of the Department of Strategic and International Management; Director of PwC Center for Corporate Social Responsibility, GSOM SPbU● Elena Filatova, GSOM alumnus (Speciality 2003); Junior Partner, Bain&Company● Arina Faul, GSOM alumnus (Bachelor 2015); Curator of the educational center "Dom Benua", KGallery; Bandleader, Band "Arina Faul"; Co-founder, pizzeria "BranchBureau"● Elena Pegushina, GSOM alumnus (Bachelor 2008); Curator of the Social project, DobroDelki <p><i>Moderator:</i></p> <ul style="list-style-type: none">● Vasilisa Sabaeva, GSOM student (Bachelor 2020); Journalist <p><i>Aud. 2222</i> <i>Speakers:</i></p> <ul style="list-style-type: none">● Yuri Fedotov, Associate Professor of the Department of Operational Management, GSOM SPbU● Nikita Popov, GSOM alumnus (MIB 2011); Project Manager, BCG● Irina Kabanova, GSOM student (Bachelor 2019); Founder, Dance Studio "Seven, eight"● Philip Malik, GSOM alumnus (MIB 2011); Executive Director of the Cyprus office of the Russian investment company● Daria Malik (Kulikova), GSOM alumnus (Bachelor 2011); Chief financial officer, TheSoul Publishing

	<p><i>Moderator:</i></p> <ul style="list-style-type: none"> ● Yuliya Zhidkova, GSOM alumnus (MIB 2011); Senior PR Specialist, Netwrix <p><i>Aud. 2225</i></p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> ● Alina Verbenchuk, GSOM alumnus (MIB/CEMS 2015); Partner Operations Manager, YouTube European HQ ● Artem Alusifiev, Assistant of the Department of Organizational Behavior and Personnel Management, GSOM SPbU ● Maria Borukha, GSOM student (MIM 2019); “Space” zone expert, The Park of Science and Art “Sirius” ● Fedor Chernousov, GSOM alumnus (Speciality 2007); Founder, RetroBus <p><i>Moderator:</i></p> <ul style="list-style-type: none"> ● Daria Ivannikova, GSOM alumnus (MIB 2013); Producer, RBC
12:00 – 13:30	<p>Open interview with Nadia Cherkasova</p> <p><i>Aud. 2223</i></p> <p>Meeting in the format of an interview</p> <ul style="list-style-type: none"> ● Nadia Cherkasova, Member of the Management Board, Public JSC “Bank Otkritie Financial Corporation” <p><i>Moderator:</i></p> <ul style="list-style-type: none"> ● Ekaterina Mitusova, GSOM alumnus (MIB 2014); Customer Success Manager, Wrike
12:00-13:30	<p>Guest lecture from Dmitry Peskov on “Technologies, digitalisation and human capital: challenges for Russia”.</p> <p><i>Aud. 1206</i></p> <p>Dmitry Nikolayevich Peskov is Special Representative of President of the Russian Federation for digital and technological development. Frequent expert and speaker on the biggest events and forums on innovations, education and human resources in Russia. On the initiative of Dmitry Nikolayevich INO “University 2035” was created in 2017 – the first digital university providing the training to professionals for digital economy with personal educational trajectories.</p>
13:45 – 14:00	<p>THE CEREMONIAL OPENING OF THE PROCTER & GAMBLE COMPANY NETWORKING ZONE</p> <p><i>Student Club, Floor 2</i></p>
14:00 – 14:30	Lunch
14:30 – 16:00	<p>Workshop with Irina Drapulja for graduates and students of the MBA program</p> <p><i>Aud. 1213</i></p> <p><i>Invitation-only</i></p>
14:45 – 16:00	CENTRAI PANEL SESSION

	<p>Business education in the era of digital transformation</p> <p><i>Aud. 1301</i></p> <p>The development of digital economy inevitably leads to the transformation and revision of the concept of education. Modern business makes a request for a new “product” - highly skilled work, which becomes a kind of exclusive in the era of digital change. However, such a request, in turn, raises the problem of the release of personnel and its further adaptation to the labor market. How will a similar process affect the classical concept of education? What kind of education should be in the era of digital transformation? How will companies influence the content of educational programs? What will be the partnership between business and education in the future?</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> ● Konstantin Krotov, First Deputy Director, GSOM SPbU ● Anna Krasnyak, HR Director EECAR, P&G ● Angela Gracheva, Deputy General Director, SPN Communications ● Alexander Pechenkin, Director, Gazprom Corporate Institute ● Zuzana Yurakova, Vice President for Human Resources, Hilti Distribution Ltd <p><i>Moderator:</i></p> <ul style="list-style-type: none"> ● Leonid Zhukov, Director of BCG Gamma, BCG
16:00 – 16:15	Coffee-break. Networking

16:15 –
17:45

PANEL SESSION

St. Petersburg of the future: new city and new story

Library

St. Petersburg is a city with a three-hundred-year history, the center of which is an object of UNESCO World Heritage. We know the St. Petersburg of today, but how will the city change in 5, 10 or 20 years?

In the framework of the panel discussion, we will talk about what changes await our city in the future: what areas will be the most attractive for investments, how fast will the transport infrastructure develop, where so-called “third places” will appear in the city, and will it be possible for business and authorities to create a healthy urban environment.

Speakers:

- **Artem Pidnik**, GSOM alumnus (EMBA 2017); Chairman of the Board of Directors, Initiator of creation of the creative cluster “Port of Sevkabel”, the group of companies “Sevkabel”
- **Pavel Prigara**, Director, Central Exhibition Hall “Manezh”
- **Ksenia Malich**, Researcher, State Hermitage Museum, curator of the architectural program of the Hermitage 20/21 project

Moderator:

- **Olga Buzina**, Director of Communications, Lakhta Center

16:15 –
17:45

PANEL SESSION

Artificial intelligence: an integrated platform for the world of machines and people

Aud. 1212

Technologies of machine learning and artificial intelligence (AI) are becoming an integral part not only for high-tech industries, but for business in general. Nowadays, AI can be applied in virtually any industry: from the industrial sector to medicine and trade networks. However, how can this trend affect business and our life in general? How can the application of AI change the traditional approach to doing business? In what areas and functions of business AI can create the greatest competitive advantage? How to properly implement solutions based on artificial intelligence? What is the danger of using AI for an ordinary consumer?

Speakers:

- **Kirill Guriev**, GSOM alumnus (MIB/CEMS 2014); Head of AIngria, JSC Technopark of St. Petersburg
- **Anton Kosach**, GSOM alumnus (Speciality 2005); Director of Moscow office, The Boston Consulting Group (BCG)
- **Evgeny Yagniatinsky**, EECAR IT Director, P&G
- **Kirill Petrov**, Founder and head of Just AI, i-Free group of companies

Moderator:

- **Tatiana Gavrilova**, Professor, Head of the Department of Information Technologies in Management, GSOM SPbU

16:15 –
17:45

OPEN INTERVIEWS

Generation of makers: how young professionals change the industries and the world

Aud. 2228

Young professionals seem to be from a different world: they work in professions that did not exist before, look for a balance between reality and virtuality, travel a lot, do what pleases them. In their marvelous new world, chaos reigns: the unprecedented rapid changes in technology and social relations make the young people themselves change as quickly.

We will meet with those who are at the forefront of change: young professionals, makers who are constantly experimenting and looking for something new. We will talk with each speaker about the prospects of their industries and professions, social relations, technologies and the place of a person in their new world.

Speakers:

- **Andrey Alyasov**, Founder and CEO, Changellenge»
- **Evgeny Blagodarny**, Head of Innovation Laboratory, MIPT
- **Andrey Reduto**, Co-founder, Go Foods
- **Alina Verbenchuk**, GSOM alumnus (MIB/CEMS 2015); Partner Operations Manager, YouTube European HQ

Moderator:

- **Alexander Bayzarov**, GSOM alumnus (MIM/CEMS 2017); Head of GSOM Labs (Innovation Laboratory), GSOM SPbU

16:15 –
17:45

PANEL SESSION

Strategic Leadership in Global Context

Aud. 1209

Leadership is a powerful force that can enable an organization and the individuals involved in it to reach their full capacity – or prevent them from doing so. And only rarely today will an organization be able to achieve its full potential in isolation from our strongly globalized world

We will therefore be looking at how schools of management can best help their students to be prepared for providing the leadership needed today and in the future. This is no small task in a world where conflicts of interest between individuals, groups, countries and even us human beings and the natural world we live in, call for leaders prepared for decision-making and action in uncharted territory. What skills and personal traits should young leaders develop while studying? How can schools foster a sense of social responsibility in their students? How can a future leader best develop cultural insight and understanding and learn to balance these with the needs of his/her organisation?

Speakers:

- **Yuri Blagov**, Associate Professor of the Department of Strategic and International Management, Director of PwC Center for Corporate Social Responsibility, GSOM SPbU
- **Jean-Paul Larçon**, Emeritus Professor of International Strategy, HEC Paris
- **Jaunius Pusvaskis**, General Director , BMI Baltic Management Institute, Vilnius, Lithuania

Moderator:

- **Robin Jensen**, External Consultant for International Relations at GSOM SPbU

16:15 – 17:45	<p>PANEL SESSION</p> <p>Marketing of the future: trends that will change traditional approaches to doing business</p> <p><i>Aud. 2223</i></p> <p>The development of Internet technologies radically changed traditional approaches to marketing. Every year new trends appear: digitalization, personalization, brand-ambassadorship, online brands communities and others.</p> <p>To be market leaders, marketers must consider key trends and adapt business strategies to them. But the pace with which the market is changing today, is growing faster every year, so marketers face a real challenge. In the framework of the panel session, we will talk about what future marketing will be: how current trends will affect the formation of the market, the consumer, the competitive environment and marketing campaigns in the coming years.</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> ● Olga Podoynitsyna, Member of the Board, VTB Capital ● Vadim Merkulov, Director of the cluster “Razvivay”, Director of business development in the mass market of the North-West branch, PJSC “MegaFon” ● Julia Polikarpova, Head of Marketing Department, Coca-Cola HBC Russia ● Grigory Kunis, Head and co-founder of the e-grocery iGoods service ● Alexander Kazantsev, GSOM alumnus (Speciality 2008); General Manager L'Oréal Paris, L'Oréal ● Igor Larin, Director for Marketing, Communications and Corporate Social Programs in Russia and CIS countries, IBM <p><i>Moderator:</i></p> <ul style="list-style-type: none"> ● Maria Smirnova, GSOM alumnus (Speciality 2002); Head of Marketing Department, Associate Professor of Marketing Department, GSOM SPbU
17:45 – 18:00	Coffee break. Networking
18:00– 19:30	<p>“TOPLIVO” PERFORMANCE</p> <p>Pop-up theater, director Semen Alexandrovsky</p> <p><i>Aud. 1301</i></p>
19:30 - 21:00	Evening program, reception and networking