

“Wherever you go, you take yourself with you”

— Neil Gaiman



Summer is a time for exploration, travel, and carving out the time to make plans for the new academic year, and in this issue we are hoping to provide the readers with some new potential academic and cultural destinations. At last we present the campus which has gone underexplored before, namely, HSE University in Perm. Through the interview with the campus Director Galina Volodina, as well as through contributions of colleagues working at Perm on international cooperation and doing research, we learn about the education programmes of the campus, its scientific focus, and its contribution to the development of the city and the region. Besides this, we hope that the readers will be inspired to plan their conference submissions for the April Conference in 2020 after the interview with Andrey Yakovlev and Ivan Prostakov about the highlights of the 20th conference and the new formats which were tried out this year. Last but not least, Angelina Lucento takes us all on an exciting journey through the Avant-Garde collections of lesser known Russian museums, which, we hope, the readers can explore during the summer break.

Director of Internationalisation
Yulia Grinkevich

By the Mountains: HSE Perm



HSE University is famous for not only its various locations throughout Moscow, but also its regional campuses in three other major Russian cities. We are delighted to tell you about HSE's second youngest campus in Perm, which is home to over 2,000 students (around 1,450 of them are full-time learners) and 120 teachers, while also offering 13 education programmes. Galina Volodina, Director of HSE Perm and Associate Professor of the School of Management, has been a driving force behind the campus' development from its very inception. Here, she tells The HSE Look about HSE Perm's degree programmes, plans for development, and its meaningful contributions to the life of the city and the surrounding region.

What's special about HSE's campus in Perm?

Each HSE regional campus is unique, as the various locales and cities where they reside can offer different opportunities and challenges. HSE Perm is very compact. For instance, we have only 2,000 students and just over 100 faculty members. All

of our buildings are in a walking distance of one another, so this creates a family-like environment. It also can help students from other regions and countries to adapt easier to life in the city and their studies. They can easily get in contact with their study manager, academic supervisor of their programme or faculty dean if they need help with anything. Students often find themselves in a very close-knitted and nurturing environment, which can nurture their talents through studies, research, and cultural activities. According to a survey conducted by Changellenge among students and alumni of Russian universities, 84% of HSE Perm graduates are satisfied with their education and experience here.

Can you tell us more about HSE Perm? How did it all start?

In 1994, I was involved in an international project at HSE funded by the European Commission. It was focused on teaching economics in schools and universities, and thanks to this, a strong team of people from Perm were able to train other teachers at high schools and universities in the region. Our progress was monitored by project evaluators every six months, and we were declared to be a very successful project centre. At the same time, when Yaroslav Kuzminov and HSE were tasked in 1996 with reforming a network of almost non-operational professional training centers across Russia, one of these centres happened to be in Perm. And we were the team that was eager to establish and develop HSE's presence in Perm. So, that's how we joined the HSE family in 1997, after the Nizhniy Novgorod and St. Petersburg campuses.

We understood that HSE had great ambitions, not only to grow as a university on its own, but also to be the driver of change in the Russian higher education system, starting from re-hauling education in economics and introducing the latest research, textbooks and teaching, based on the experience and practice of our partner universities abroad.

What programmes does HSE Perm currently offer? Are there any plans to diversify the scope of study?

I would say that we have three major thematic clusters for our programmes. The first one is Business, Economics and Management. As with other HSE University campuses, programmes in Economics are our original core, and we offer a full range of study opportunities here – from undergraduate programmes to PhD studies. We started up a new programme in Business Administration in 2018

which gives undergraduate students interdisciplinary knowledge and practical skills for data-driven business development. This year, we are launching a new MA - 'Experience Economy: Museum, Event, and Tourism Management'.

Our campus is also actively participating in the redesign of business education at HSE. This was initiated by the new Dean of the Faculty of Business and Management in Moscow, First Vice Rector Valery Katkalo. The goal is to establish a world-class business school at HSE University, supplemented by a full range of study formats and levels.

The second thematic cluster is Computer Science. We have an undergraduate programme in Software Engineering, and we plan to start a new M.Sc.: 'Internet of Things and Cyber-Physical Systems'. Our students actively take part in international programming contests and hackathons.

We are also planning to open a separate track for Applied Mathematics and Informatics. And last but not least – Social Sciences and Humanities. We offer Bachelor's programmes in History and Law. We are also planning to offer Linguistics (foreign languages and intercultural communication), Design (in partnership with the HSE School of Design) and Digital Humanities Master's programmes over the next couple of years. I also believe that there are some good prospects of launching a programme in Urban Studies, as there is high demand for effective urban development solutions in the region.

We have also been offering a wide range of professional programmes right from the start. And revenue from these offering counts for 50% of the campus budget.

Where do your students come from?

Naturally, the profile of our students is heavily influenced by the various geographic and economic features of the Perm region. Our city does not have many direct transport connections, and for many years, it's been a city with restricted access for foreign citizens because of the local military industry. The majority of our undergraduate students come from Perm itself. As for graduate programmes, around 40-50% come to us from other regions in Russia, and for both levels, we maintain a high admission threshold. Thus, working with schools and school teachers so as to ensure a high quality of education is a key priority for us.

In 2001, HSE Perm established its 'University Quarter' – a conglomerate of 28 schools (currently numbering 47), which work closely with the university. We have created a professional development system for school teachers in different subjects – Russian language, foreign languages,

mathematics, social sciences, etc., and provide online training for 350-400 teachers every year. There are also teachers' competitions, similar to school Olympiads, which have been held for eight years already. A total of 76 Russian regions, as well as teachers from CIS countries (teaching Russian language and mathematics in Russian), took part last year.

I believe it would be fair to say that HSE has contributed greatly to the development of education in the Perm region, and a direct reflection of this can be seen in students' results for the Unified State Exam (USE).

What other city-wide projects are the campus involved in as a 'university open to the city'?

HSE Perm is actively involved in initiatives aimed at developing entrepreneurship, such as being involved as experts in start-up competitions and pitch sessions, as well as offering advice on policy to city council committees. For instance, we are actively involved in shaping the programme 'Preparing the Workforce for the Digital Economy'.

Perm hosts the wide-scale International Diaghilev Festival, with many performances and events, and our professors are invited to give public talks. They also give lectures at schools and participate in Perm's Science Battle, presenting their research in an engaging and innovative way. Students from HSE Perm are also actively involved in projects outside of the university. For instance, they hold cultural

events for visitors to the Khokhlovka Ethnographic Museum, which displays wooden architecture of the 17th and 19th centuries from different parts of this region.

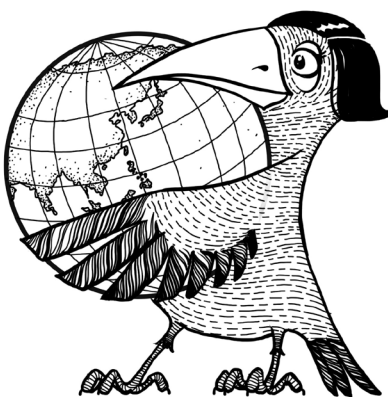
Are there plans to develop HSE Perm further?

In addition to our plans to start up new study programmes, we are also focusing on boosting research productivity, developing the campus layout, and launching several PhD programmes. We have several buildings that are quite close to each other and well-equipped, but we are also looking forward to opening an almost-finished new building, which will have a lot of space for co-working zones, recreation, student activities, and group projects.

We also have excellent scientific potential and would like to involve more students in research projects, as well as offer more opportunities for them to continue their academic careers, starting with the launch of several new PhD programmes. We also would like to take a greater advantage of the inter-campus research potential, so our International Laboratory of the Intangible-driven Economy is hoping to develop as a geographically distributed research centre, in order to help academics in different cities collaborate more effectively.

HSE Perm is also very eager to build deeper partnerships with top learning institutions from around the world, both in research and education. We hope to boost the total number of students and academic staff taking part in mobility programmes, and we also have plans to discuss different types of double degree programmes.

HSE Perm': International Cooperation in Education



As other campuses, HSE Perm is seeking to attract international students and boost cooperation with existing and new partners across the globe. Elena Shadrina, Adviser to the campus Director on international cooperation, and Associate Professor of the School of Management, shared the recent developments regarding international students with the readers.

Where do your international students come from and what are they interested in studying?

At HSE Perm we have students from 9 countries who study at full-degree programmes, with the majority of them coming from Kazakhstan, Uzbekistan, and Tajikistan, but in the last couple of years we have also gained students from Iraq, China, Mongolia, Algeria, and other non-CIS countries. We've also had our first exchange students from the United Kingdom this year. Among our undergraduate programmes the most popular ones are Economics, Management, and Law, and for their Master's international students mostly choose MA in Management ('Project Management: Analysis, Investments and Implementation Technologies'), Public Administration and Finance.

Concerning the academic mobility programmes, we have started working purposefully on developing them just

two years ago, but we are already seeing the effects on both incoming and outgoing mobility. We are hoping to work together with other HSE campuses on a special programme for incoming students who want to focus on learning Russian language and culture, including the classes and field trips to places of cultural heritage. It would be great for students to benefit from the fact that our university is spread across four cities, and visit also Moscow, Saint Petersburg and Nizhniy Novgorod.

One of the challenges of attracting more students to our campus is that we also need to promote Perm as a study destination. While we have excellent infrastructure in the campus and a very enriching and safe environment, Perm region is quite remote, not well-known abroad and offers very few direct flights.



Are there any plans to open a double degree programme?

We have a very successful double degree programme with University of Essex in the UK, and we are opening a new one with the Faculty of Economics and Management of the University of Padua in Italy. The study plan has already been approved by us and the partners, we have managed to secure some funding for the programme from The Vladimir Potanin Foundation, and in the upcoming academic year the first students from Padua will come to HSE Perm. University of Padua's regulations stipulate that any double degree programme should be first implemented as a student mobility for three years, so we are starting with that. Incoming students will be able to spend part of the module also at St. Petersburg and Moscow campuses. In addition to that, our MA programme in Finance got a track which is fully taught in English, with the help of the programme's academic supervisor **Marina Zavertiaeva** who has recently defended her PhD thesis at University of Vigo in Spain. In any case, we are looking for how to internationalise the academic core of our

programmes, through mobility opportunities and through inviting visiting scholars to give lectures and help consult students. The added bonus of having academic colleagues from other universities come to HSE Perm is that they can be the best promoters of our campus among their students back home.

What are the extracurricular activities available for international students at HSE Perm?

There are many opportunities to explore historical sites, contemporary art and nature in Perm region, and

our students eagerly take advantage of that. There are many historical sites to visit in the region, including Belogorskiy monastery, museum of wooden architecture Khokhlovka, and the old merchant town Kungur with its famous ice cave. Regarding art and city life, many of our students volunteer at cultural events, including the Diaghilev festival in May which draws lots of visitors from all over the world to Perm. Various outdoor activities are also easily accessible in Perm, with 6 mountain skiing sites within the 100 km of the city to be used in winter, and rafting along the more than 2500 rivers of the region being very popular (and safe) in summer.

Research at HSE Perm



Several researchers and laboratory heads at HSE Perm took the time to tell The HSE Look about the international dimension of scientific cooperation and their laboratories' findings and plans: **Petr Parshakov**, Deputy Head of the International Laboratory of Intangible-Driven Economy and Associate Professor of the School of Economics and Finance; **Aleksey Kychkin**, Associate Professor of the School of Information Technologies in Business; **Elena Shadrina**, Adviser to the campus Director on international cooperation, and Associate Professor of the School of Management; **Marina S. Sheveleva**, Head of the School of Foreign Languages and Associate Professor at the School of Management.

What are the priority research topics for the Perm campus?

One of our most successful projects is the International Laboratory of Intangible-Driven Economy, headed by **Elena Shakina**. The lab originated from a research group on intellectual capital, and its research focuses on the role of intangibles in creating sustainable competitive advantages for corporations, and the lab conducts comparative empirical studies in this sphere. The laboratory's team brings together the drive and expertise of both young and senior researchers from two HSE campuses and several universities in Europe and USA, including such notable researchers as **Angel Barajas**, **Felix Javier Lopez Itturiaga**, **Carlos Hardon** and **Dennis Coates**.

Another very successful vein of research is multidisciplinary empirical studies focusing on applications of theoretical models in economics to real-life data, to address practical concerns in industry markets, operations, marketing, neuroscience (led by **Sofia Kulikova**) and data analysis (led by **Alexey Buzmakov**). In addition to that, many colleagues work on the issues of cooperation between NGOs and society, NGOs and the government, public-private partnerships, and engagement of citizens into development of cultural and physical urban space. Apart from that, HSE Perm also does research on psychological wellbeing of individuals, especially in conjunction with perfectionism and related personality traits, and is planning to study how social tensions and conflicts are perceived cross-culturally.

Regarding our applied Computer Science research, the **Department of IT in Business** generated a number of applied projects for the national programme "Digital Economy" and "Smart City", which concern the Internet of things, Smart Offices, remote and predictive diagnostics, digital energy

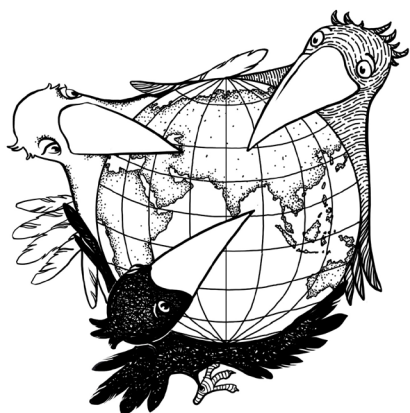
management, and augmented reality. These projects were presented at conferences and exhibitions, and the department is currently working with industrial partners, such as ITPS, Simpl, Insight, SIBUR, and with the government of Perm region, to help these prototypes come to life.

Could you tell more about the international dimension of the research activity at campus?

To make collaboration in research work, you have to get to know each other, and this is where international conferences are the best opportunity to meet colleagues from other universities and see if your research interests match or complement each other. It allows the campus to draw upon those connections to invite a guest lecturer, or promote a conference of our own, or to try and encourage students to go to Perm for a international mobility experience. In addition to such individual relations between scientists, we also have several institutional partnerships on a campus level, namely with University of Glasgow, University of Padova, University in Nitra and several institutions in Spain.

Regarding the events which bring international colleagues to Perm, since 2013 we have been holding an International Conference on Applied Research in Economics (iCare), which emphasizes the practical applications of the research results in economics. It's been held in different locations (in 2016, for instance, iCare was hosted by University of Essex), and this September we are holding it at HSE Perm. As many of our speakers said before, part of the attraction for them to travel so far and beyond the familiar destinations of Moscow and St.Petersburg is to get to know Russia beyond the capital cities, and to better understand the social and economic processes here, so as to gain a more well-informed comparative perspective for their research.

April Conference: A Look at its 20th Anniversary



On April 9-12, HSE hosted the 20th International Academic April Conference on Economic and Social Development, and while the Programme Committee is preparing a new call for 2020, in this summer issue of *The HSE Look*, we'd like to present some insights regarding the history of the conference and its transformation over the years. We hope that our readers will be inspired to take full advantage of the conference and its corollary events as speakers next year. We are pleased to present an interview given earlier to Okna Rosta with Professor Andrey Yakovlev, Director of the Institute for Industrial and Market Studies and Deputy Chairman of the April Conference Programme Committee, as well as an interview with Dr. Ivan Prostakov, Vice-Rector for International Affairs, Deputy Chairman of the Programme Committee and Chairman of the Organizing Committee.

What was the idea behind the first April Conference?

Andrey Yakovlev: The first conference took place in 2000, and in its scope resembled the faculty-level conferences that we see today: one day with four thematic sessions, but the difference was in its design and purpose. The initial focus was on creating a forum, which would bring together researchers from all over the world with an interest in Russia and its economic and social issues. Later, this overarching topic was expanded and now it covers the challenges faced by emerging markets and transitional economies. This approach has helped us to deepen our cooperation with the World Bank, which provides travel grants for 7-8 speakers from Eastern Europe and developing countries every year. It also helped to bring in a greater variety of perspectives than just people interested in 'Russian Studies', since the conference is highly supportive of presentations and discussions of comparative research, and is thus of greater interest to Russian and international scholars alike.

Ivan Prostakov: The idea of holding a large-scale international conference on social and economic issues was first conceived by HSE's Academic Supervisor Evgeny Yasin, who can perhaps be rightfully called its 'founding father'. At the time, Russia did not have a forum of this scale, which would involve Russian and international experts, government representatives, policy-makers, and the business community. Later, this blend of stakeholders became a cornerstone for other successful economic summits and events.

How has it transformed over the last 20 years?

Andrey Yakovlev: As HSE University grew in size and in terms of its total number of research and study fields, so has the conference expanded to include new areas. It's hard to

compare HSE in 2000 even with what it was like 5-7 years ago, let alone what it is now. The April Conference has evolved over time. Initially, from my viewpoint, the focus was on applied research and policy expertise. And while the conference's plenary sessions feature invited experts on different economic policy issues, since HSE is one of the largest think tanks in Russia, the primary focus of the April Conference is academic. Being a university, we not only teach students, but also generate new knowledge and new ideas, which is impossible to do without engaging in fundamental research. Thus, we need a way to share results and discuss them with our colleagues from other institutions – and the April Conference is the right platform for doing this.

Ivan Prostakov: The April Conference has indeed changed a lot over the last two decades. In the beginning, it was primarily focused on specific topics, such as the investment climate, economic competitiveness, and economic modernization. Since 2009, it's been known as International Academic Conference on Economic and Social Development, thus highlighting its primary areas of focus. First, it's the scope and variety of issues for discussion, which seems to expand with every passing year. Second, it's the unwaveringly academic nature of the conference and its intensive focus on research.

What was the impact of the 'anniversary' on this year's Conference?

Ivan Prostakov: Of course, it's very tempting to use symbolic dates to cite radical changes, but all of the changes in the scope and format of the April Conference have always been based on a perceived need rather than the 'beauty of the moment'. For instance, the conference grew so large in 2018 (over 1,600 people attending 38 sessions covering 32

thematic areas) that we had to identify the thematic core and separate it from fringe events. In 2019, we narrowed this down to 23 thematic areas, which nevertheless attracted over 1,500 participants. It's a very good sign of the interest in the conference that the number of participants from other regions in Russia and from other countries has grown significantly. At the same time, many specific sections took the chance at being fringe events, so as to either focus on a narrower topic, or to see whether such discussions could merit a stand-alone event next year. Regarding the sessions at the April Conference itself, we still had several new ones, such as agricultural policy, the structural aspects of trade policy, economic reforms in Post-Soviet countries, and others.

Does the thematic scope of the conference continue to expand each year?

Andrey Yakovlev: From the very beginning, the April Conference has never been purely about economics, and included sessions on law and sociology even back in the early 2000s. I would say that the greatest expansion of the topics coincided with HSE's own growth in the mid-2010s. However, it has always been a natural process driven by our emerging research agenda. For instance, a session on regional development and a subsequent discussion on urban issues heralded the creation of the Vysokovsky Graduate School of Urbanism.

At the same time, for at least five years, the Programme Committee has been trying to limit the number of sessions through rigorous selection criteria, such as the quality of papers and session abstracts, limits on the number of speakers from one institution during a given session, and so on.

For 2019, we wanted to expand the number of corollary events, which are, strictly speaking, not a part of the conference, and thus the organizers enjoy greater flexibility with respect to the overall length of the event, selection criteria etc. The idea was to keep the core programme more academic, while letting the more applied research groups hold corollary events. It is interesting to note that several high quality academic groups opted for the "fringe" event format, such as the seminar of the Laboratory for Comparative Social Research, which typically lasts two days longer than the conference, the EACES workshop on state capitalism, the session held by the Center for Market Studies and Spatial Economics, and several others. I personally believe that identifying and relying on this flexible format, which is suitable for discussions on the part of both academic and applied research groups, is unquestionably good, since it provides organizational and institutional support, which, in turn, can enhance HSE's diversity.

Could you tell more about the key honorary speakers this year?

Ivan Prostakov: We had 32 honorary speakers and invited speakers from Australia, Austria, Belgium, the UK, Germany, Italy, Canada, the Netherlands, the USA, Finland and South Korea, as well as representatives of the World Bank and the United Nations Development Program. Their talks covered a wide variety of issues, including demographics, micro- and macroeconomics, political science, sociology, tourism, education, social policy, urban studies, and much more. It's impossible to highlight just one or two speakers, especially given the diversity of topics and the very high quality of their expertise.

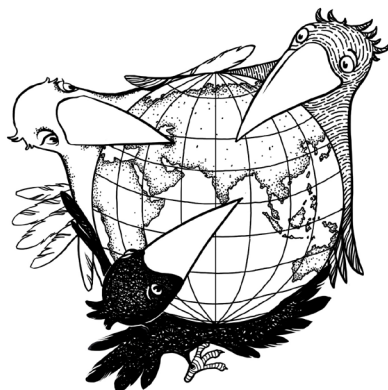
I would say that the issues discussed during the plenary sessions, as well in the key presentation from HSE, would be considered central. They included social development goals, social mobility in Russia, digital transformation of the economy and the government system, as well as the role of regional universities in pursuing Russia's strategic development goals. And, of course, the most prominent is the issue of Russia's economic development.

How many international researchers took part in the April Conference this year? Why is the conference important for them, in your view?

Ivan Prostakov: We had over 220 international participants in 2019, and this is an all-time record for us. As for their motivation, our general survey of participants shows that over 70% of them consider the April Conference to be a platform for testing and refining their ideas and make progress on their research, and I think the same is true for our international colleagues. Furthermore, the April Conference has created a very productive space for discussions of the highest quality. It's very important for us that, despite the existing tensions at diplomatic level, our international colleagues are eager to develop our academic cooperation further.

Andrey Yakovlev: By the mid-2000s, the April Conference had become a leading forum among Russian scholars for presenting new research in economics and the social sciences. There, they can test and refine their ideas and results before applying to take part in conferences or academic events abroad. Global interest in the conference has grown as well, attracting more and more researchers, who have a keen interest in the unusual functions of social and economic institutions. Furthermore, it is a great place for gaining a deeper understanding of how institutions work outside of the typically applied models.

Art Beyond Moscow: Discovering the Avant-Garde in Russia's Regional Museums



In this issue, we present a column by **Angelina Lucento**, Assistant Professor at the School of History, Faculty of Humanities. Her research interests include art history, contemporary art and critical theory.

Having moved to Moscow, most of us have heard that we must visit both branches of the Tret'iakov Gallery, and the Pushkin Museum, and, if we have time, Garage Museum of Contemporary Art. These institutions house, among their many works of fine art, masterpieces of European modernism and most importantly the works of the Russian avant-garde. We are much less likely to be told that we simply must travel to Russia's regional art museums to see some of the most important and impressive works ever produced by the Russian avant-garde. This is, however, surprisingly the case.

In 1918, not long after the formation of the People's Commissariat of Enlightenment (Narkompros), the first Soviet Commissar of Enlightenment, Anatolii Lunacharsky, began funneling money to Russia's regional museums specifically for the purchase of experimental avant-garde works. As a direct result of Lunacharsky's action, the exhibition spaces of the regional museums that span Russia's vast territory began to fill with avant-garde and other modernist works by artists such as Aleksandr Rodchenko, Aleksandr Deineka, Liubov Popova, Varvara Stepanova, David Shterenberg, Natalia Goncharova, Ol'ga Rozanova, Kazimir Malevich, Wassily Kandinsky, and many others. The only way to really see the Russian avant-garde is to plan a visit to some of these museums.

Fortunately, those of us living in Moscow can access two of Russia's most impressive regional museums by train. The Tver' Regional Picture Gallery can be reached via suburban train, and is an ideal day trip destination. The city of Tver' and the ride to the city from Moscow are especially beautiful in deep winter (January or February), when everything appears crystallized under a thin layer of ice. The once crumbling Picture Gallery has been recently renovated. Inside you will find a stunning collection of Soviet avant-garde ceramics, everything from colorful plates decorated with futuristic dirigibles to Thaw-era figurines of women sunning themselves in stylish swimwear, their eyes covered by proto-hipster sunglasses. The Gallery also boasts a one-of-a-kind collection of late avant-garde figurative paintings, which give you an idea of just how complex and disputed the transition to Socialist Realism in the late-1930s actually was. And for those who prefer literature to painting, you

will find a handful of works by largely unknown Russian Futurist artists, whose play with text and image will not disappoint.

The second "must-see" regional museum is the Picture Gallery Named for Aleksandr Deineka, which is located in the avant-garde painter's home city, Kursk, in western Russia. Although a train trip (via RZhD from Kurskii vokzal) to Kursk is not ideal for a day trip, the city is definitely worth an overnight visit. Although one of World War II's most decisive battles, the Battle of Kursk, raged along the city's edge, Kursk itself was protected from destruction. As a result, it offers several well-preserved examples of pre-revolutionary architecture as well as clusters of traditional wooden houses, which are tucked into various nooks and crannies throughout the city center. The city is also home to an excellent regional history museum, which specializes in the display of everyday objects. There, much can be learned about the lives and practices of Russian peasants, as well as about the brutality of the collectivization of agriculture under Stalin. The Deineka Gallery, however, is really the city's cultural gem. Like Tver's Regional Picture Gallery, the Deineka Gallery houses an impressive (but significantly smaller) collection of Soviet avant-garde ceramics and pre-revolutionary modernist paintings. The most impressive avant-garde works in the museum, however, are unsurprisingly the works by Deineka and his colleagues from the Society of Easel Painters (OST). This particular collection reveals how important figurative realist painting was to the Russian avant-garde, and explodes the myth that artists were forced to turn to realism by the Stalinist authorities in a way that the more diverse Moscow collections simply cannot.