

## CURRICULUM VITAE

**Elena Serova**  
(PhD in Economics)  
Associate Professor

Date of CV: November 2017

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### EDUCATION

2013 - 2016 Postdoctoral Program, St. Petersburg State University of Economics  
2009 Managing IT for Increasing Business Value. EFMD (Brussels, Belgium)  
2008 Strategic Management Education Training Program. Haas School of Business, University of California at Berkeley (Berkeley, USA)  
2004 PhD in Economics, St. Petersburg State Marine Technical University, Faculty of Economics  
1989 - 1993 Post-graduate course Faculty of Naval Architecture and Ocean Engineering, Ocean Engineering Department, St. Petersburg State Marine Technical University  
1975 - 1981 M. Sc. in Applied Mathematics, St. Petersburg State Marine Technical University

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### PROFESSIONAL EXPERIENCE

2016 – Current Associate Professor, National Research University Higher School of Economics St. Petersburg Branch, St. Petersburg School of Economics and Management, Management Department  
2011 – 2016 Associate Professor, St. Petersburg State University of Economics  
2003 – 2011 Lecturer, Graduate School of Management, St. Petersburg State University  
2007 – 2010 Lecturer, School of International Relations, St. Petersburg State University  
1990 – 2003 Associate Professor, St. Petersburg State Marine Technical University

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### CURRENTLY TEACHING COURSES

27 years (since 1990) in bachelor, master, MBA and further education programs.

Strategic Management  
Business Analysis and Decision Making  
Organization Theory  
Innovation Economics and Knowledge Management  
Business Models in Global Environment  
Business Strategy: Decision Making in Capstone® (Business Simulation Game)  
Enterprise Information Systems  
Business Process Management

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### RESEARCH INTERESTS

Business Analysis and Decision Making  
Architectural Design of Spatial Marketing System  
Economics of Innovation and Knowledge Management  
Business Modeling and Business Models

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### INTERNSHIPS AND PROFESSIONAL DEVELOPMENT (main)

2017 – Program «Activated didactics focusing on Problem Based Learning». Avans School of International Studies, Avans University of Applied Science, NRU HSE – SPb.  
2017 – Program «Agile Software Development». ScrumTrek, NRU HSE - SPb.  
2016 – British Academy of Management Strategy SIG Workshop “The Relevance of Strategy-as-Practice for Strategic Management”, MediaCity UK University of Salford, (Manchester, UK).

- 2015, 2016, 2017 – International Week “Saimaa is calling”, Saimaa University of Applied Sciences (Saimaa UAS), Finland
- 2013 – Education Technologies: Enterprise Information Systems Based on SAP Solutions. SAP Academic Competence Centre, (St. Petersburg, Russia)
- 2013 - British Academy of Management E-business & E-government SIG & Newcastle University Business School in collaboration with the Centre for Knowledge, Innovation, Technology and Enterprise and the Institute of Social Renewal Workshop “Digital Innovation in Turbulent Times”, Newcastle University Business School, (Newcastle, UK)
- 2012 – Professor Scholarship Challenge 2012. Capsim Management Simulation, Inc.®, (St. Petersburg, Russia - USA)
- 2009 – English for Academic Purposes. Faculty of Philology, St. Petersburg State University, (St. Petersburg, Russia)
- 2008 – Modern Technologies of Effective Business Building. Business – Engineering Group, (St. Petersburg, Russia)
- 2007 – Best Practices in Finland. VTT Technical Research Centre of Finland, (Helsinki, Finland)
- 2007 – Financial and Managerial Accounting. Faculty Development Program, Columbia Business School — Graduate School of Management St. Petersburg State University (St. Petersburg, Russia)
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#### **MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS AND SOCIETIES (main)**

- 2012 – Current Member of British Academy of Management (BAM)
- 2011 – Current Conference Track Chair and Committee Member of ECMLG - European Conference on Management, Leadership, and Government; Committee Member: ECSM - European Conference on Social Media
- 2008 – Current IBM Academic Initiative member
- 2003 – Current SAP University Alliance member
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#### **OTHER PROFESSIONAL ACTIVITIES**

- 2013 – Current Editorial Board Member of the International Journal of Information Systems Evaluation
- 2007 – 2010 – Deputy Chair of Information Technologies in Management Department, Graduate School of Management Saint-Petersburg State University, St. Petersburg
- 2001 – 2003 – Information Technology Center “Mebius”, Marketing Manager, St. Petersburg
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#### **LANGUAGES**

1. Russian (native) 2. English (fluent)
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#### **PAPERS AND PUBLICATIONS (Books, Monographs, Textbooks, Papers in Academic and Professional Journals)**

Total number – above 80, including the publications indexed by Web of Science, Scopus, EBSCO; 3 Cases and 2 Teaching Notes are published in The Case Centre (ECCH - The European Case Clearing House)

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#### **SCIENTIFIC PROJECTS (main)**

- 2010 – “Research Methodology and Indicators of Higher School Scientific-Innovative Complex Development in the Innovation Economics of Russia”, Departmental Special-purpose Program “Development of Higher School Scientific Potential (2009-2010)”
- 2007 – “Information Resources Management (Experience of Russian Enterprise)”, Faculty of Management St. Petersburg State University
- 2006 – “State and Developmental Tendencies Research of Information Technologies in Russian Economics: Regional Aspect”, Ministry of Economic Development and Trade of the Russian Federation, St. Petersburg State University
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