

ELENA VERETENNIK

HIGHER SCHOOL OF ECONOMICS – SAINT-PETERSBURG

LECTURER, RESEARCHER

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EDUCATION

2006 – 2010	NATIONAL RESEARCH UNIVERSITY – HIGHER SCHOOL OF ECONOMICS, ST PETERSBURG, RUSSIA Diploma (summa cum laude), bachelor's degree in management
2010 – 2012	NATIONAL RESEARCH UNIVERSITY – HIGHER SCHOOL OF ECONOMICS, ST PETERSBURG, RUSSIA Diploma (summa cum laude), master's degree in financial management
2017 - 2019	ST PETERSBURG STATE UNIVERSITY, POST-GRADUATE STUDIES Faculty of philology, Department of lifelong philological education and educational management Thesis: "Integrated assessment of intellectual capital in secondary schools of St Petersburg, Russia"

EMPLOYMENT

SINCE 09/2012	NATIONAL RESEARCH UNIVERSITY – HIGHER SCHOOL OF ECONOMICS ST PETERSBURG SCHOOL OF ECONOMICS AND MANAGEMENT Lecturer, tutor at the department of management
11/2012 – 11/2016	NATIONAL RESEARCH UNIVERSITY – HIGHER SCHOOL OF ECONOMICS – SAINT-PETERSBURG The presidential program of preparation of the Russian enterprises' young managers "Educational Management", Study Office Manager, Coordinator
SINCE 10/2012	NATIONAL RESEARCH UNIVERSITY – HIGHER SCHOOL OF ECONOMICS ST PETERSBURG SCHOOL OF ECONOMICS AND MANAGEMENT Alumni club manager

TEACHING

COURSES	I've designed teaching materials, lectures, evaluation techniques & online tutorials for several courses, as well as delivered lectures and seminars – "Organizational theory and behavior" (160 undergraduate students on average, 36 classroom hours per study group), "Scientific research seminar for managers" (160 undergraduate students on average, 40 classroom hours per study group; 20 postgraduate or master students on average), "SPSS for managers" (90 students, 30 classroom hours per study group; 20 postgraduate or master students on average). I've received Best Teacher of HSE award 4 times (2014-2017) and Students' Choice Award twice (2016-2017).
SUPERVISION OF STUDENTS	COURSE PAPER (second and third year of study), undergraduate study program "Management"- 15 students per year. Several papers under my supervision received annual award at Student Research Paper Competition held by HSE. THESIS (DIPLOMA), UNDERGRADUATE STUDY PROGRAM "MANAGEMENT" – 7 students per year.
FIELDWORK, BUSINESS TRIPS	As a part of my courses students usually conduct applied projects in for-profit and non-for-profit companies and do business trips (so called visits to the companies, for example, Dell-EMC, BUSHE Bakery, UKROP - vegetarian restaurants, etc)

ADMINISTRATION

SUPERVISION OF PROSPECTIVE STUDENTS	<ul style="list-style-type: none">- Delivered lectures/workshops for prospective undergraduate students- Planned and organized special events for prospective undergraduate students (fairs, foresights, workshops)- Represent Management and other BA programs at education fairs or assessment events (or similar events) abroad – Vietnam, Kyrgyzstan, Kazakhstan.
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ALUMNI CLUB MANAGEMENT

- Responsible for design and conduction of the HSE St Petersburg alumni feedback, career track research (quantitative survey, semi structured interviews) in 2015-2017
- Organized "Alumni for students" business games, seminars, lectures, trainings (which includes finding an interesting speaker, topic and event agenda negotiation, creating promotion instruments, engaging students to participate, organizing and providing feedback)
- Managed "Successful career stories" project (a series of interviews with recent & decent management graduates for HSE promotion campaign)

PRESIDENTIAL PROGRAM OF MANAGEMENT TRAINING

Administered the program on "Innovative educational management" (target audience – deans, directors, managers and owners of the educational institutions in St Petersburg) in 2012-2016. I was responsible for:

- creating basic curriculum & workshop plan
- calculating budget estimates, controlling rewards and payments during the study year
- full cycle of negotiation with experts & program tutors: study plan, reward agreements, timetable, course feedback
- fulltime client (student) support and care: study contract maintenance, information support, regular satisfaction surveys, resolution of conflicts and claims
- research methods and design consultant for several applied projects conducted by program students;

I have received a letter of appreciation in July, 2015. This letter certifies my contribution to the implementation of the Presidential program of preparation of the Russian enterprises' young managers (also known as the "Presidential program") in 2014/2015. The letter was presented by A.N. Govorunov, head of the Administration of the Governor of St. Petersburg.

COMMITTEES

Member of HSE SPb campus Academic Council in 2013-2015

Member of Undergraduate program "International management" academic council in 2016-2018

RESEARCH

GRANTS AND FUNDING

- 1) Won 3 individual grants at HSE to conduct interdisciplinary workshops (50-100 participants from business and academia engaged) - "Social network analysis in Russian companies" (2014), "Case study design for applied studies" (2013), "Project management in education" (2015)
- 2) Won individual grant for course syllabus in English (Organization theory and design), HSE, 2017
- 3) Took part in the realization of university (collective) grant (Implementation of the federal target program "Russian Language" for 2016-2020): analyzed data, designed report and materials, conducted lectures in Bishkek (Kyrgyzstan) on October 24-25, 2016, in Hanoi (Vietnam) on November 9-10, 2016

AWARDS

- 1) Best master's thesis on the subject of management issues ("Financial strategic decision-making: towards stakeholder theory"). Award was received for the best master's research paper (Subject: Management issues) at HSE Student Research Paper Competition among master's students and 2012 graduates.
- 2) Letter of appreciation (issued by the Governor of St. Petersburg): Best university graduate award – 2010 (undergraduate), 2012 (master).
- 3) 2nd Place in a Competition of Young Scientists' Research Papers of 2013 (Pronin, A.S., Veretennik, E.V., Semenov, A.S. (2014) "Grouping University Students Using Social Network Analysis", Educational studies, #4, p. 54-73)

CONFERENCES, SPEAKER

- 1) Sunbelt XXXIV // International Sunbelt Social Network Conference (TradeWinds Island Resorts, St. Pete Beach, FL, February 18 – 23, 2014)
A. Semenov, A. Pronin, E. Veretyonnik "Application of social network analysis to the reorganization of study groups"
- 2) XV April International Academic Conference on Economic And Social Development (1-4 April 2014, Moscow, Russia)
A.Pronin, E. Veretennik "Study Group Reformation: Social Network Analysis Approach"
- 3) XVII April International Academic Conference on Economic And Social Development (19-21 April, 2016, Moscow, Russia)
E. Veretennik "Designing intellectual capital measurement instrument for secondary schools"
- 4) Second International Conference "Theory and Applications in the Knowledge Economy" (TAKE – 2017, 12-14 July, 2017, Zagreb, Croatia)
E. Veretennik, N. Khazieva "Analysing Intellectual Capital in Secondary Schools of St Petersburg"
- 5) 18th European Conference on Knowledge Management ECKM – 2017 (7-8 September, 2017, Barcelona, Spain)
E. Veretennik, A. Pronin, S. Baronene, N. Khazieva "Perception of the Learning Organization Concept: the Case of Professional College in Russia"

	<p>6) International BRICS global business and innovation conference (BRICS GBIC – 2017, 14-15 September, 2017, St Petersburg, Russia) E. Veretennik “Measuring intellectual capital in public schools of St Petersburg: strategic analysis”</p> <p>7) International Research Conference “GSOM Emerging Markets Conference-2017” (October 5-7, 2017, St Petersburg, Russia) E. Polozova, E. Veretennik “Structural diagnosis of intellectual capital in the case of educational organisation”</p>
RESEARCH GROUP EXPERIENCE	<p>1) 2008-2010, The Lab of Economics of Culture (LEC) at HSE, research assistant</p> <p>2) 2011-2012, Individual research project (master thesis) “Financial strategic decision-making: towards stakeholder theory”. In this research we take an attempt to extend the balanced scorecard framework by introducing Stochastic Timed Strategy Maps (SSTM), aimed to quantify the strategic value creation process for stakeholders by quantifying the cause and effect relationship between the BSC objectives on strategy maps. We introduced three dimensions for the cause effect relationships: quantity, time phase, and uncertainty. Monte Carlo simulation was utilized to simulate the quantified scorecard and establish a future view of the financial performance of the enterprise. STSM along with balanced scorecard simulation allow translating various operational measures into expected time-phased financial performance. Simulation model output analysis results demonstrated that proposed balanced multistakeholder methodology allows to enlarge net present value of a company’s scenarios.</p> <p>3) 2014, Laboratory for Internet Studies, data analyst assistant for “MAPPING ETHNIC ATTITUDES IN THE RUSSIAN BLOGOSPHERE (2014)” research project</p> <p>4) 2012-2014, Research project group “Social network analysis in educational context”</p>
CURRENT RESEARCH	<p>Thesis “Integrated assessment of intellectual capital in secondary schools of St Petersburg, Russia”</p> <p>Research question #1. Do we have an established language for intellectual capital assessment, reporting and management in secondary education system in Russian Federation?</p> <p>Research question #2. What are the main elements of the intellectual capital embedded in strategic planning of a school organization – on the one hand, and secondary education system – on the other hand?</p> <p>Research question #3. Do knowledge sharing activities (knowledge sharing culture) in school affect intellectual capital management?</p> <p>Research question #4. Does intellectual capital management influence school potential or study results (school efficiency in general)?</p> <p>Research methods (to gather data): semi-structured interviews, online surveys, site content analysis</p> <p>Research methods (to structure and analyze data): structural equation modelling, semantic analysis, content analysis, social network analysis, etc</p> <p>Software: SPSS, MS Excel, ORA, VosViewer, CitNetExplorer</p>
FUTURE RESEARCH INTERESTS	<p>Social network analysis in educational context</p> <p>Intellectual capital structure, assessment, reporting in educational institutions</p> <p>Knowledge sharing, learning organization design</p>
QUALIFICATIONS	
LANGUAGE	<p>Cambridge ESOL Business English Certification, University of Cambridge BEC (Business English certificate) - Vantage, A-level Fluent reading, writing and speaking ability</p>
TEACHING, RESEARCH	<p>Project Facilitation Course, GRAPEPEOPLE INC (RUSSIA, 2014) Academic Writing, My First Preprint, HSE (RUSSIA, 2013-2014) Educational Neighborhood: Experience Finnish Education System, SAVONLINNA (FINLAND, 2015) CERGE-EI Teaching Skills for Non-Native English Speakers, HSE (RUSSIA, 2016) Ii International Summer School (IFKAD – 2017) “Innovations in Knowledge Management Practices”, GSOM St Petersburg (RUSSIA, 2017)</p>
IT, SOFTWARE	<p>SPSS, MS EXCEL, ORA, VosViewer, CitNetExplorer, MS PROJECT</p>

WORKPAPERS AND ARTICLES

1. Veretennik E.V., Kaissarov A.A. Развитие теории ожиданий заинтересованных сторон в контексте ценностно-ориентированного управления // В кн.: Современные исследования в менеджменте: проблемы и перспективы: сборник научных трудов. - Вып. 1. СПб. : Отдел оперативной полиграфии НИУ ВШЭ, 2013. Гл.1. С. 22-35.
2. Pronin A.S., Veretennik E.V. Применение бимодальных сетей для картографии ценностей молодежных сообществ Санкт-Петербурга // В кн.: Современные исследования в менеджменте: проблемы и перспективы: сборник научных трудов. - Вып. 1. СПб. : Отдел оперативной полиграфии НИУ ВШЭ, 2013. Гл. 4. С. 222-239
3. Pronin, A.S., Veretennik, E.V., Semenov, A.S. (2014) "Grouping University Students Using Social Network Analysis", Educational studies, #4, p. 54-73.
4. Veretennik E. V., Pronin A., Baronene S. G., Khazieva N. (2017) Perception of the Learning Organization Concept: The Case of Professional College in Russia, in: Proceedings of the 18th European Conference on Knowledge Management ECKM 2017. UK: Academic Conferences and Publishing International Limited, 2017. P. 1015-1022.
5. Veretennik E. V., Khazieva N. (2017) Analyzing Intellectual Capital in Secondary Schools of St Petersburg, in: Proceedings of the International Conference Theory and Applications in the Knowledge Economy. Faculty of Economics at the University of Zagreb, Zagreb, Croatia;, 2017. P. 342-350.

REFEREES

MANAGEMENT	Svetlana Baronene, PhD, certified trainer/partner of Training Boutique Inc, baronene@yandex.ru
RESEARCH	Elena Rogova, professor, Doctor of Sciences in Economics and National Economy Management, dean of the St Petersburg school of economics and management HSE, Finance program academic supervisor, rogova@hse.ru