

3rd International Summer School on Intangible-Driven Economy

Programme

14th – 18th June 2015

Higher School of Economics

Perm', Russia



Marina Zavertiaeva, PhD
Higher School of Economics, Russia
Summer School Director

Summer School Faculty



Angel Barajas, PhD
University of Vigo, Spain



Dennis Coates, PhD
University of Maryland, USA



Felix Lopez-Itturiaga, PhD
University of Valladolid, Spain



Carlos Jardon, PhD
University of Vigo, Spain



Elena Shakina, PhD
Higher School of Economics, Russia



Mariia Molodchik, PhD
Higher School of Economics, Russia

Summer School Organizing Committee




Iuliia Naidenova
Higher School of Economics, Russia



Ksenia Shirokikh
Higher School of Economics, Russia

14th of June



- 15:00  **Meeting of Participants and Transfer to Ust'-Kachka**
27 Lebedeva Ulitsa, Perm'
- 18:00  **School Opening and Participants' Greetings**
Marina Zavertiaeva, PhD
Higher School of Economics, Russia
- 18:30  **Presentation of IDLab**
Elena Shakina, Head of IDLab
Angel Barajas, Scientific Supervisor of IDLab
- 19:30  **Dinner**
- 20:30  **IDSchool Lego Game**
Mariia Molodchik, PhD
Kseniia Shirokikh, business coach
Higher School of Economics, Russia



15th of June



8:00



Breakfast

9:30



**Acceleration Effect of Intangibles
in After-Crisis Recovery**

Angel Barajas, PhD
Carlos Jardon, PhD
University of Vigo, Spain

11:30



Coffee-break

12:00



Panel Data Analysis

Felix Lopez-Iturriaga, PhD
University of Valladolid, Spain

14:00



Lunch

15:00



Metrics for Measuring Intangibles

Elena Shakina, PhD
Marina Zavertiaeva, PhD
Higher School of Economics, Russia

16:45



Mini-Presentations of Participants' Research

Summer School Faculty

19:30



Dinner

20:30



Teambuilding

Kseniia Shirokikh, business coach
Higher School of Economics, Russia



16th of June



- 8:00 **Breakfast**
- 9:30 **Managerial Self-Confidence and the Results of the Investments in Innovative Activity**
Marina Zavertiaeva, PhD
Higher School of Economics, Russia
- 11:00 **Coffee-break**
- 11:30 **Debt, Dividends and Growth Opportunities**
Felix Lopez-Iturriaga, PhD
University of Valladolid, Spain
- 14:00 **Lunch**
- 15:00 **Impact of Human Capital on the Level of Internationalization: the Case of Russia**
Mariia Molodchik, PhD
Higher School of Economics, Russia
Carlos Jardon, PhD
University of Vigo, Spain
- 16:45 **Work in Small Groups (4-5 participants) with Tutors**
Summer School Faculty
- 18:30 **Individual Sessions with Summer School Faculty**
- 19:30 **Dinner**
- 20:30 **Research Project: Conducting and Getting Published. Feedback on Mini-Presentations**
Angel Barajas, PhD
University of Vigo, Spain



17th of June



- 8:00 **Breakfast**
- 9:30 **Determinants of Brand in Russian Football**
Iuliia Naidenova
Petr Parshakov, PhD
Higher School of Economics, Russia
- 11:00 **Coffee-break**
- 11:30 **Intangibles on Macro-Level: Institutional Environment and Governmental Regulation**
Dennis Coates, PhD
University of Maryland, USA
- 14:00 **Lunch**
- 15:00 **Master-Class on Presentation Skills**
Kseniia Shirokikh, business coach
Higher School of Economics, Russia
- 16:30 **Time for Preparing Presentations for the Final Discussion**
- 19:30 **Dinner**



18th of June



8:00



Breakfast

9:30



**Final Discussion of Participants' Research:
2 Parallel Sessions**

Summer School Faculty

11:00



Coffee-break

11:30



**Final Discussion of Participants' Research:
2 Parallel Sessions**

Summer School Faculty

14:00



Lunch & Closing Remarks

17:00



**Departure of Participants.
Transfer to Perm**



Summer School is organised
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