

# Innovations in Russian Higher Education as Baseline to Modernization of Russian Economy

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**Background**

**Challenge: innovations in Russia are losing speed?**

**Innovations resources and output**

**5 top 100 Project to boost Innovations**

**Open Doors Project. Changing of recruitment focus and results**

**Open Doors Project. Trends**

# Background

**20+ years in Marketing and Innovations**

**PhD Student in Innovations at ITMO University**

**Field of studies: Marketing innovations in Higher education**

**Target – to implement digitalization to innovation ecosystems of universities**

# Challenge: innovations in Russia are losing speed?

## GLOBAL INNOVATION INDEX 2018



Negative trend of Russian innovation system

# Innovation resources – positive

**8<sup>th</sup>**

for gross expenditures  
on R&D in the world

**Top-25**

for main resources education,  
enrollment, market size)

**Russia has sufficient resources for innovations**

# Innovation output

Number of hi-tech manufacturers

IT Spending

Number of patent applications

Citable documents

Directly influenced by output of Russian Higher Education

# Innovation output – not sufficient

## Number of patent applications, 2017

Russia, 13<sup>th</sup> 1097

China, 2<sup>nd</sup> 56113

## Citable documents, 2017

Russia, 12<sup>th</sup> 49893

China, 2<sup>nd</sup> 80796

Speed of output growth is not sufficient to keep up with world's

# 5 top 100 Project to Boost Innovations

## Results

- Increasing of number of publications
- Increasing of international recruitment
- Improving students' mobility

## Problems

- Low rate of publications per researcher
- International recruitment to Bachelor programs
- Russian Students go to corporate sector

# Open Doors Project: changing of recruitment focus

- **Competition for Master degree students**
- **Total digitalization of promotion and process**
- **Transparence of selecting process**
- **Focus on STEM fields**
- **Talent's transfer from CIS, India, Bangladesh Pakistan**
- **Focusing and coordinating Russia universities' promotion**

# Open Doors Project-2018. Results

## REACH

**12** million, **8,600** applicants, **160** countries

## WINNERS

**94** people from **20** countries

## R&D PROJECTS

**20%** of the winners involved in

## START OF PUBLICATIONS IN ITC FIELD

**32%** of the winners

# Open Doors Project. Trends

- **Increasing of reach and fields**
- **Competition to local students from talented foreign ones**
- **New brand awareness of Russian Higher Education**

# Results and Expectations

- **Open Doors and 5 top 100 are first attempts to implement unified innovative strategy to Russian Higher Education**
- **Both projects showed positive results, but did not get synergetic effect**
- **Required changes – to coordinate both projects with Innovation Strategy of Russia**

# Discussion

- Questions
- Objections
- Examples
- Thoughts

**Are warmly welcome!**

**Thank you!**

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