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

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Contents

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?

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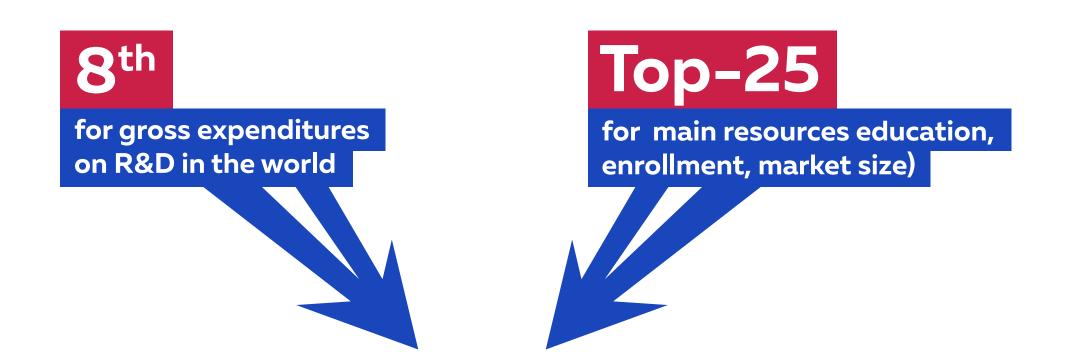


Negative trend of Russian innovation system



Innovation resources – positive

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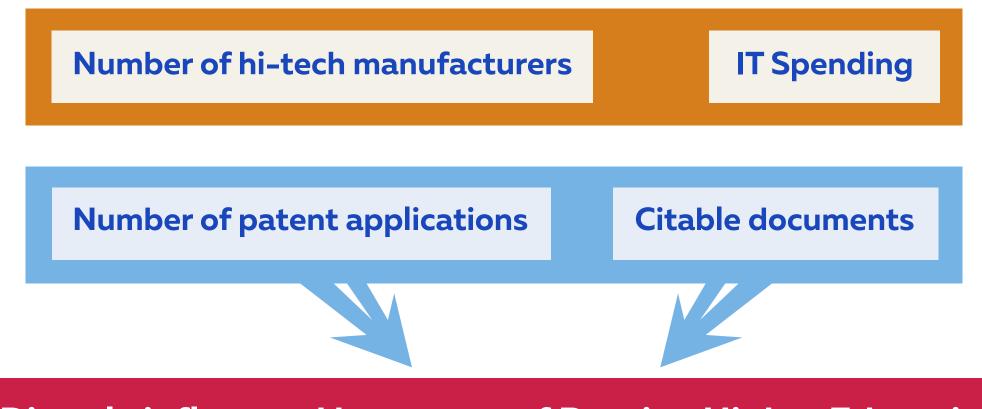


Russia has sufficient resources for innovations



Innovation output

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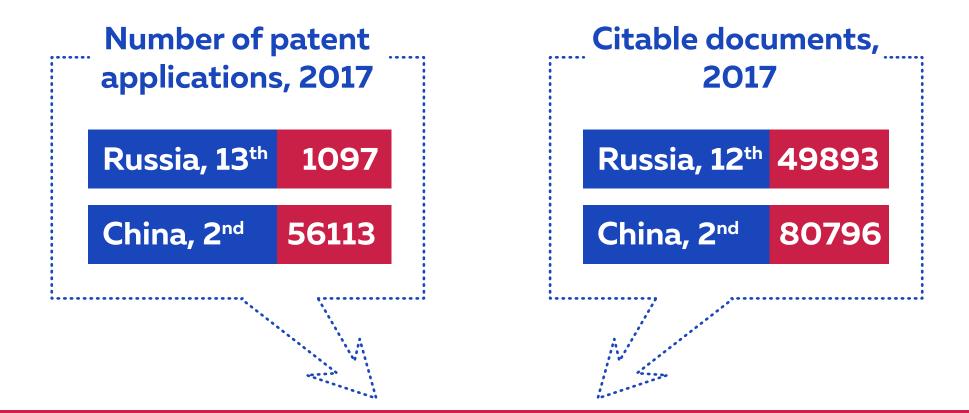


Directly influenced by output of Russian Higher Education



Innovation output — not sufficient

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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



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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

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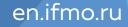


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Open Doors Project. Trends

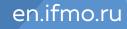
Increasing of reach and fields

- 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





Questions Objections

Discussion

- Examples
- Thoughts

Are warmly welcome!



Thank you!

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