



RANEPA
THE RUSSIAN PRESIDENTIAL ACADEMY
OF NATIONAL ECONOMY
AND PUBLIC ADMINISTRATION

IBS MOSCOW
INSTITUTE OF BUSINESS STUDIES



Transition to the Ecosystem of Future:

a brief review of management education trends

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Disruption of Ecosystem

Emmanuel Wallerstein: *polyloglog, sociologist, father of neoliberalism.*

His value system that dominated since mid 70-es is under revision. As well as universality of global world principles, free trade, existing economic relations and agreements.



From Management of Change to Chaos Management

- Rapid FLOOD of change + growing uncertainty + turbulence of ecosystem
- Difficult SWOT analysis of Interruptive technologies: what dominates – threats or opportunities
- SBERBANK approach - **“Run – Change – Interrupt”**
- ROSATOM top-executive training: ***“Leaning how to manage chaos”***
- Generation change and formation of the new system of values
- Re-thinking of L-L-L concept and the role of “the young senior generation”

The growing counter productivity of the previous experience and assessments grows

1. Business Schools and Universities: *"We still have time!"*



"It won't happen to us."
Newspaper publishers



"It won't happen to us."
Bookstores



"It won't happen to us."
Telephone utilities



"It won't happen to us."
Stockbrokers



"It won't happen to us."
Record companies



"It won't happen to us."
Travel agencies



"It won't happen to us."
Big box retailers



"It won't happen to us."
The next industry to

"It won't happen to us"

4th Industrial Revolution with the human face

- Interruptive technologies: Big data, data science management, block chain, artificial intelligence, robotics, 3D printing, Internet of things, smart cities, etc. **HOW TO APPLY to CURRICULAR?**
- **Neuropsychology** based on neurobiology, agile project method, emotional intelligence, service design, management of chaos: **WHERE TO FIND MULTI-SKILL FACULTIES? Synergy of new hard skills and new soft skills.**
- Neurolinguistics: *"In the beginning was the word..."*

Social responsibility and sustainability



Ben Nelson is the founder, chairman, and CEO of Minerva University, a company whose goal is to provide an Ivy League education at a fraction of the price. 20% of the USA Undergraduate market. What is the share of BSs in the Graduate market? Is it growing?

Change or be changed

- Program portfolio change (business + global alliances). Consortia and mergers
- Curricular change (Interruptive technologies + social responsibility)
- Programs duration change
- Faculty and staff change (Human capital)
- Methods of teaching change (Internet + augmented reality, etc.)
- Quality and faculty assessment change + ranking KPI revision
- **Applied research of the new clients needs to stay custom-driven**
- Alliances with the Government. Lego approach in education (certificate + certificate = degree)
- Revision of traditions, beliefs and values.

**We develop the leaders and designers of the future, successful and ethical
business**

Thank you very much!

RANEPA and IBS-Moscow

- **RANEPA** – largest Russian Humanity University with specialization in management and Public Policy (54 campuses across Russia, 200 000 students, 60 percent - graduates).
- **IBS-Moscow** – leading business school of Russia. Full-Sycle: BBA-MSc-MBA-EMBA-DBA-ExRetraining.
 - About 1000 MBA students, premium-price niche, 2/3 – from B2C market (open market enrollment),
 - **AACSB and AMBA accredited,**
 - **two MBA/EMBA strategic partnership programs in top-100 “FT” ranking of 2018, 17 double degree programs with top world Universities and BSs.**
 - For 9 years – top line in the Russian rankings for income and career growth of grads, the grads work at more than 340 companies out of Fortune-500 list.



Sergey Myasoedov

PhD (Economics); PhD (Sociology); Professor

Sergey Myasoedov was born in Moscow, Russia on the 1st October 1954. He graduated (1977) and got PhD in Economics (1980) at the Moscow University of International Relations (MGIMO). He studied at Durham Business School, Great Britain (1991); Wharton Business School, University of Pennsylvania, USA (1992) and Harvard Business School, USA (1993). In 2000 he got his second PhD in Sociology at the Moscow State University.

Since 2011 Sergey Myasoedov is **Vice-Rector** of the Russian Academy of National Economy and Public Administration (**RANEPA**), the biggest Russian University with more than 200 thousand students and 58 campuses. Since 1996 - **Dean of IBS-Moscow** – the leading management school of Russia, the only Russian business school accredited by AACSB (2019); since 2010 - **President of RABE** (Russian Association on Business Education); since 2015 - **Deputy Chair of NACBE** (National Accreditation Council of Business and Management Education).

Sergey participates on the volunteer basis in the activities and he is a Board member of several international educational associations and business schools:

- **AACSB International Board of Directors - since 2017 till now.**
- **Central and Eastern Europe management association (CEEMAN) – since 2010 till now;**
- **Antwerp School of management, Belgium – since 2013 till now;**
- **ETS – Educational Testing Service (GRE, TOEFL) – 2015 – 2017;**
- **EMEA AACSB International – since 2015 till 2018 and was the Chairman of the European Advisory Council (EAC EMEA) in 2017;**
- **Chair of Expert Council on National management educational reform of the Russian Government - since 2009 till 2018.**

He published 9 research and text-books and more than 150 articles, hundreds of conference presentations and interviews in the field of cross-cultural management, leadership; business and management education in Russia and the world; economic reforms in Russia and emerging economies. He teaches cross-cultural management and leadership at IBS RANEPA and several leading business schools of Russia (Master-classes). He has experience of teaching at the undergraduate, graduate and executive-retraining programs as a visiting professor at several foreign business schools and training centers.

Sergey speaks Russian (native language); English (fluent); French (communication level).

Sergey is married and has 3 children (two daughters and a son) and 1 grandson.

Hobby: travelling, mountain skiing, snowmobiling, reading and classic music.