

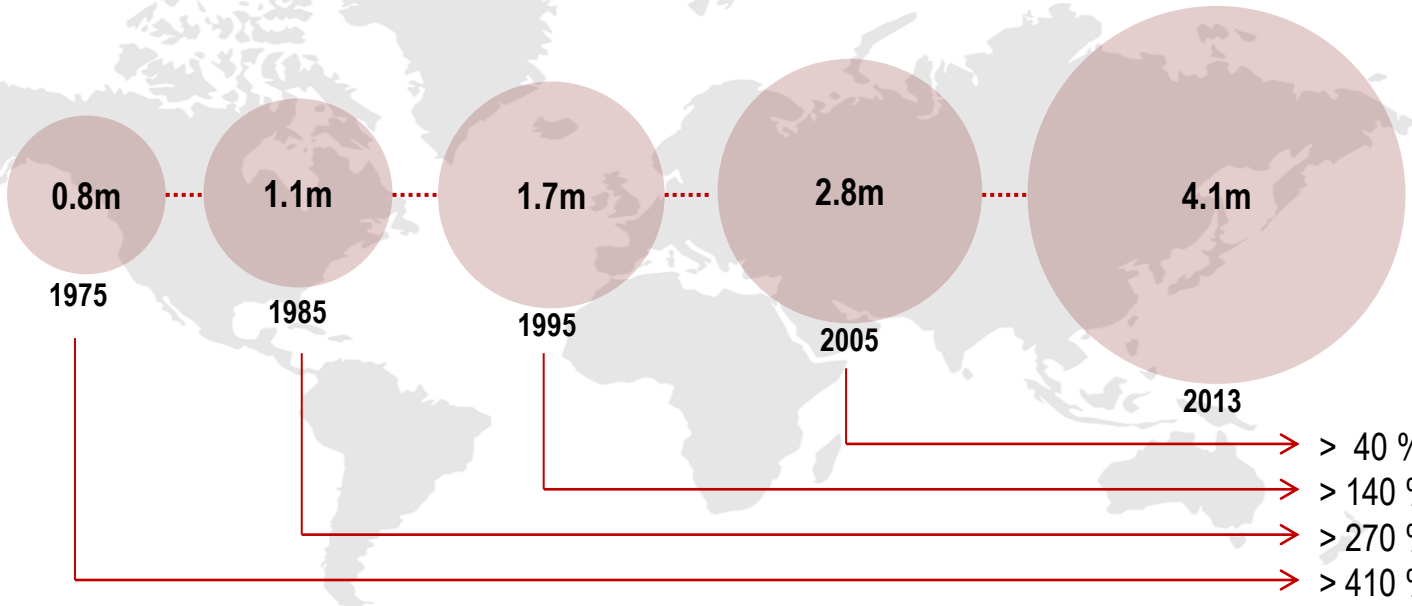
Map of CIS Business Schools Internationalization

Tatyana Lopatina,
Project Manager,
Executive Director of Analytical Center “Expert”

St. Petersburg, 2018

International student mobility growth

Long-term growth of tertiary-level international students worldwide, 1975–2013

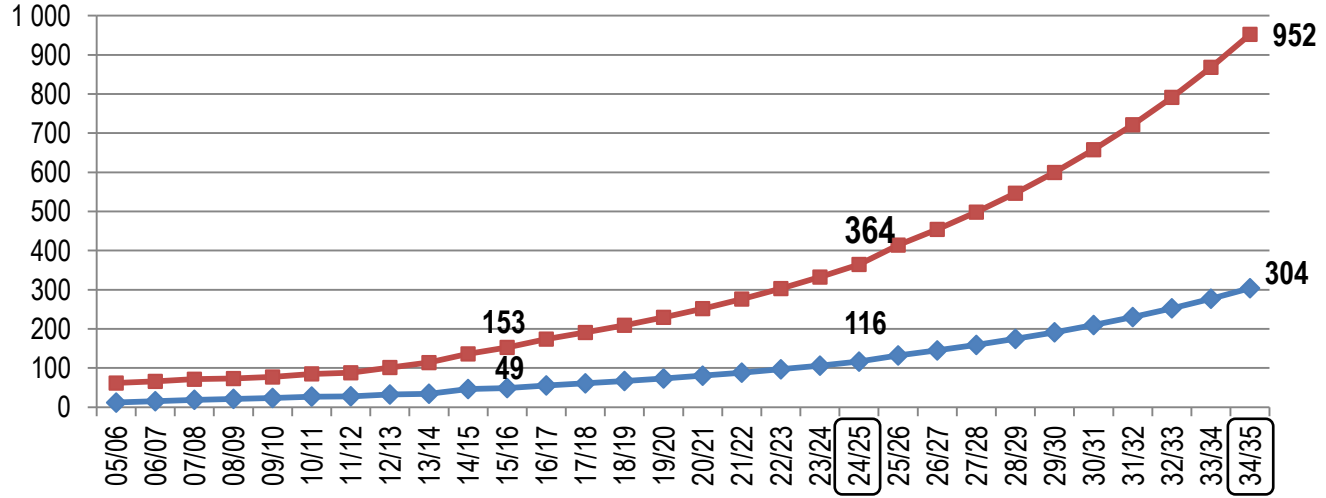


Forecast:
 Number of students enrolled in universities abroad could double to 8 million by 2025.

- > 40 % for 8 years
- > 140 % for 18 years
- > 270 % for 28 years
- > 410 % for 38 years

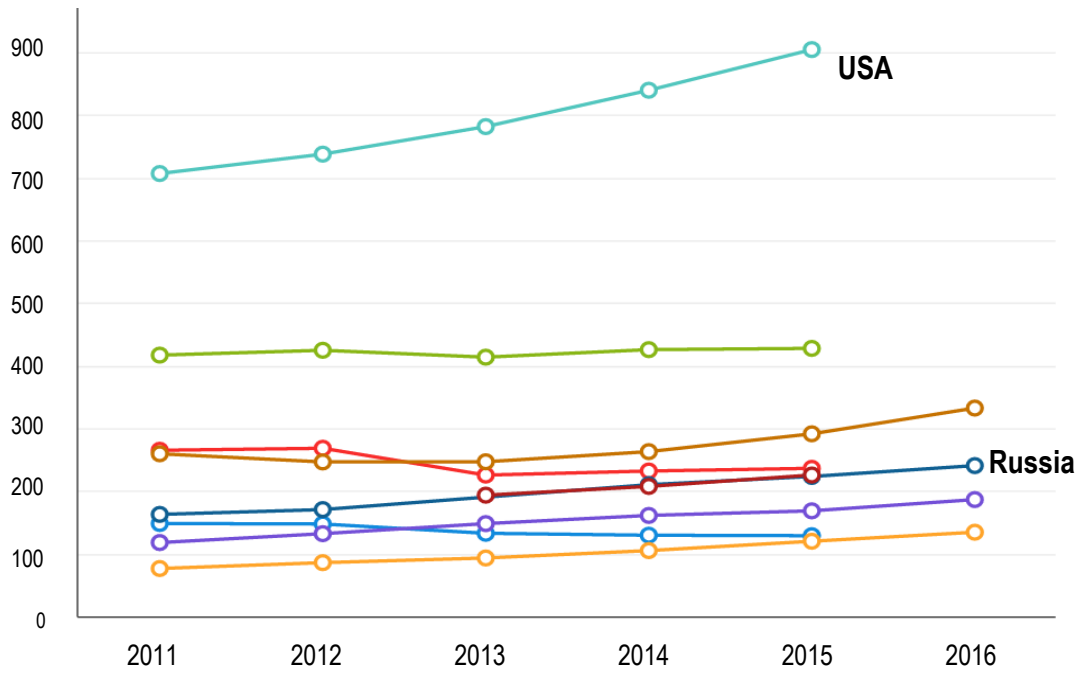
Source: UNESCO

Number of foreign full-time students forecast by 2034/2035 academic year in Russia, in thousands



Source: Center for Social Forecasting and Marketing, Moscow, 2017

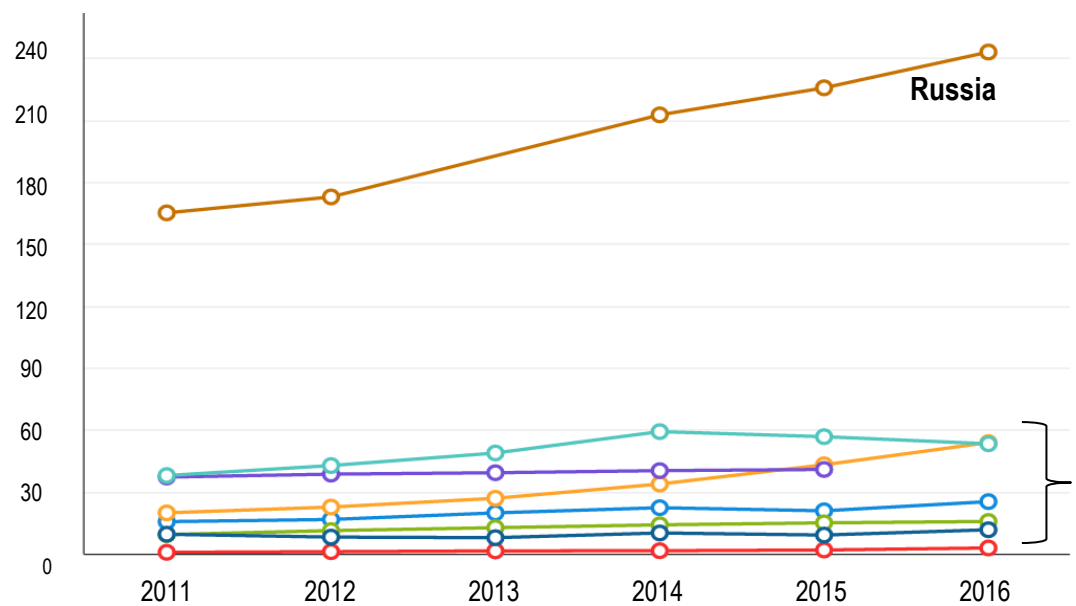
Russia among other countries in terms of incoming students mobility



Total inbound internationally mobile students between 2011 and 2016, in thousands of persons (Russia among leaders)

- USA
- UK
- Australia
- France
- Germany
- Russia
- Canada
- Japan
- China

Source: UNESCO



Total inbound internationally mobile students between 2011 and 2016, in thousands of persons (Russia, CIS, and Eastern Europe)

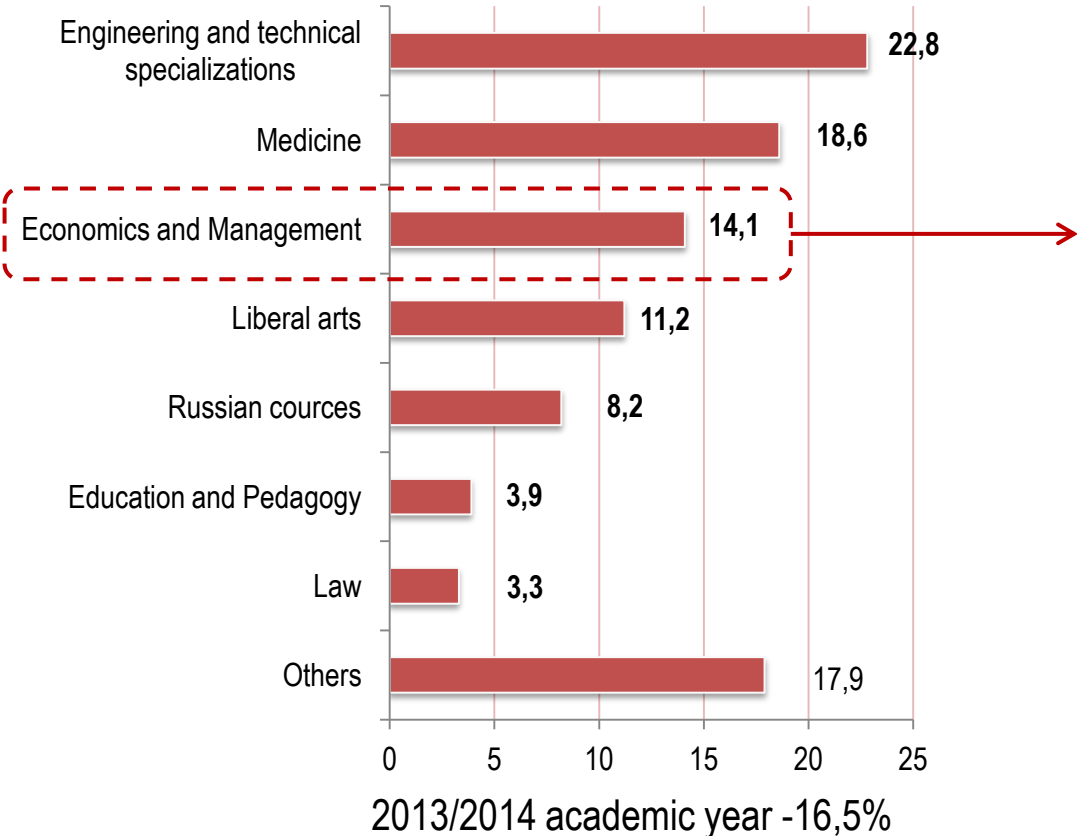
- Russia
- Ukraine
- Czechia
- Poland
- Hungary
- Belarus
- Kazakhstan
- Republic of Moldova

CIS and Eastern European countries

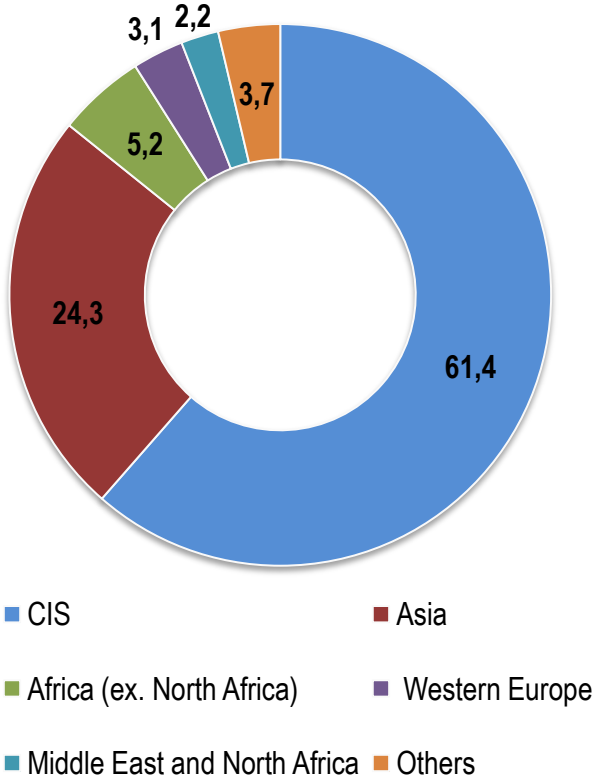
Source: UNESCO

Incoming students in Russia: profile

Structure of incoming students in Russia according to specialization in 2015/2016 academic year, %



Structure of incoming students of "Economics and Management" specialization in Russia according to country of origin in 2015/2016 academic year, %



Source: Center for Social Forecasting and Marketing, Moscow, 2017

Rating research in the field of business education

	Financial Times <i>European business school</i>	Bloomberg Businessweek	Forbes <i>(The Best International MBAs: One-Year Programs)</i>	QS <i>(Business & Management)</i>	Narodny Ranking of business schools - MBA.su
Rating purpose	Comprehensive assessment: level / growth of graduates' income, level of internationalization, research component	The effectiveness of training graduates for employment evaluation	The rate at which investment in education pays off	Integrated assessment of business schools from the point of view of the scientific community, employers, scientific productivity	Integral assessment of the increase in income, career growth, business ties, personal and professional development
Geography	Europe	World	World	World	Russia
Data sources	Results of FT ratings, based on surveys of schools, graduates, data on publication activity	Surveys of employers, students, alumni, data of business schools	Surveys of graduates	Surveys of employers and scientists, data on publication activity	Surveys of graduates
Russia and CIS BS	St Petersburg State University Graduate School of Management (57) ↑, Grenoble Ecole de Management (IBS-Moscow, RANEP), Stockholm School of Economics (SE / RU / LV)	n/a	n/a	MSU (151-200) ↑, HSE (151-200), SpbSU (201-250) ↓	Russian business schools only

«International visibility» determinants

Key determinants of the «international visibility» of business schools

Supranational program and institutional accreditations

AACSB, EQUIS/EPAS, AMBA

Publications in top journals

50 FT, Q1-Q2 SciMago, ABS and ABDC top lists

Partnership with foreign business schools with «first level accreditations»

QTEM, CEMS, double degree programs, etc.

Other determinants of the «international visibility» of business schools

Other international institutional / program accreditation

CEEMAN, ACBSP, ECBE, etc.

Institutional membership

AACSB, EFMD, CEEMAN

Case development

Case Center, HBR, emeraldgroupublishing

Professional accreditation

ACCA, CIMA, CIM, RICS, etc.

Availability of online courses

Platforms Coursera, EdX, etc.

Description of the research

- **Goal:** to identify business schools that set and successfully implement internationalization tasks

- **Geography:** CIS countries

- **Entry criteria:**

- Institutional accreditation: EQUIS, CEEMAN, AACSB and / or

- Program accreditation: EPAS, AMBA and / or

- Publication activity: Over 25 publications in journals of *ABDC Journal Quality List*, excluding predatory publishing for the period 2015-2017

- **Sources:** websites of accreditation organizations, websites of business schools, Scopus

- **Participants in terms of geography:**



26 (22 in 2017)



3 (2 in 2017)



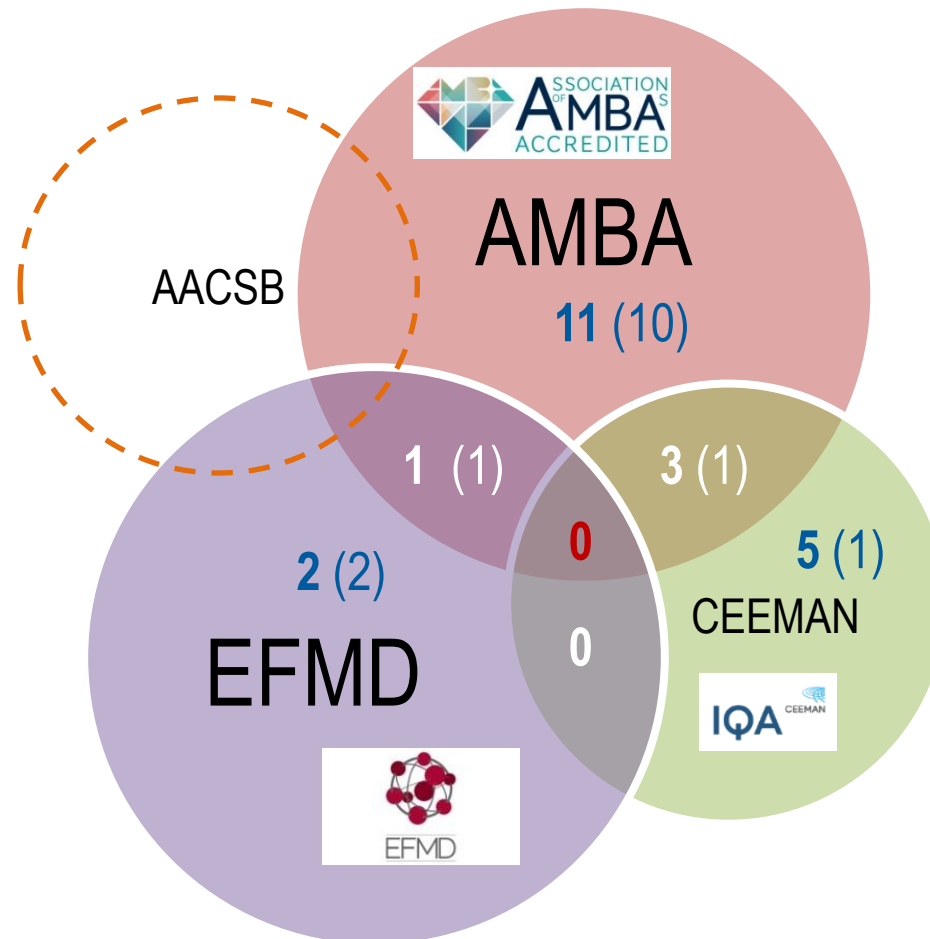
5 (5 in 2017)



1 (1 in 2017)

Business schools' accreditations: CIS region

22 CIS business schools (15 business schools from Russia)



Exclusion of predatory publications: Analytical Center “Expert” approach*

Exclusion in Liberal arts, Economics, Social sciences

Principles

1. Non-indexed or inactive journals in Scopus

2. Discrepancy of origin between the journal and majority of its articles

3. Dramatic changes in publication activity

Examples of excluded journals

1. Campus-Wide Information Systems
2. Cross Cultural Management
3. Academy of Marketing Studies Journal
4. Asian Social Science
5. International Journal of Ecological Economics and Statistics
6. International Journal of Economic Perspectives
7. International Journal of Economic Research
8. International Journal of Economics and Financial Issues
9. Journal of Derivatives and Hedge Funds
10. Journal of Internet Banking and Commerce
11. Journal of Socio-Economics

* <http://www.acexpert.ru/analytics/ratings/predmetniy-reyting-nauchnoy-produktivnosti-vuzov---1.html>
The list of predatory journals was made up within the «University rating of scientific productivity»

Publication activity

ABDC (Australian Business Deans Council) list of journals:
2927 were written by Russian authors from 2015 to 2017,
almost 50% (1453 publications) fell on top-15 journals
913 publications were made in **predatory** journals

2017:
2508 publications,
886 in BEALL'S LIST OF PREDATORY JOURNALS
AND PUBLISHERS

TOP-15 ABDC journals for Russia

1. **Asian Social Science** (363)*
2. **International Journal Of Economics And Financial Issues** (292)*
3. Journal Of Applied Economic Sciences (152)
4. **International Journal Of Economic Research** (83) *
5. Theory Of Probability And Its Applications (82)
6. Applied Econometrics (71)
7. **Journal Of Internet Banking And Commerce** (68) *
8. **International Journal Of Economic Perspectives** (63) *
9. International Journal Of Energy Economics And Policy (61)
10. **Academy Of Marketing Studies Journal** (44)*
11. Technological Forecasting And Social Change (38)
12. Journal Of Optimization Theory And Applications (31)
13. Australian Journal Of Political Science (30)
14. Bioinformatics (30)
15. Statistics And Probability Letters (27)

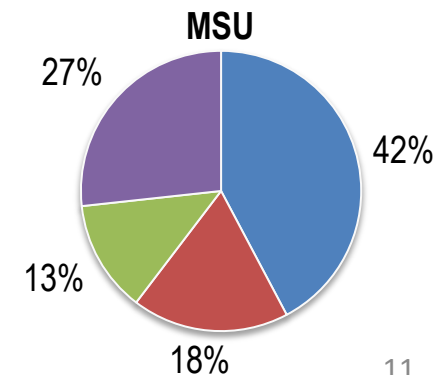
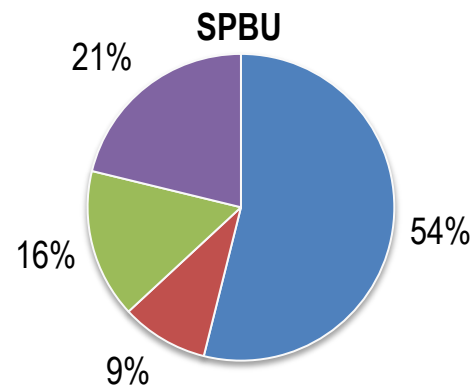
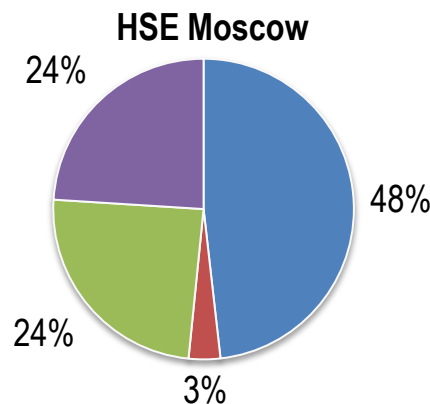
* Predatory journals (Analytical Center “Expert” approach)

Top-10 organizations (participants of the project) by publication activity

2018	2017	School	Publications	Citations	Authors	Field-Weighted Citation Impact	Citations per Publication	International collaboration
1.	1.	Higher School of Economics, Moscow (4 faculties, 5 institutes, 1 school, 1 chair)	550 (499)	967	484	1.16	1.8	48.2%
2.	2.	St. Petersburg State University (3 faculties, 1 institute)	216 (179)	582	173	1.59	2.7	53.9%
3.	3.	Moscow State University (3 faculties, 6 schools)	116 (119)	152	106	0.65	1.3	42.2%
4.	—	Higher School of Economics, Spb (2 schools)	61	57	64	0.81	0.9	39.3%
5.	6.	Kyiv National Taras Shevchenko University (2 faculties)	58 (39)	110	44	1.12	1.9	56.9%
6.	4.	St. Petersburg National Research University of Information Technologies, Mechanics and Optics (ITMO) (2 faculties)	54 (51)	266	35	2.36	4.9	77.8%
7.	—	Nazarbayev University (3 schools)	54	104	50	1.09	1.9	77.8%
8.	5.	Novosibirsk State University (1 faculty)	53 (44)	66	58	0.95	1.2	33.3%
9.	7.	Ural Federal University (1 school)	52 (38)	101	40	1.36	1.9	61.5%
10.	10.	Plekhanov Russian University of Economics (1 institute, 7 faculties)	49 (30)	55	69	1.73	1.1	10.2%

The values of the previous year are given in parentheses

- International collaboration
- Only national collaboration
- Only institutional collaboration
- Single authorship (no collaboration)



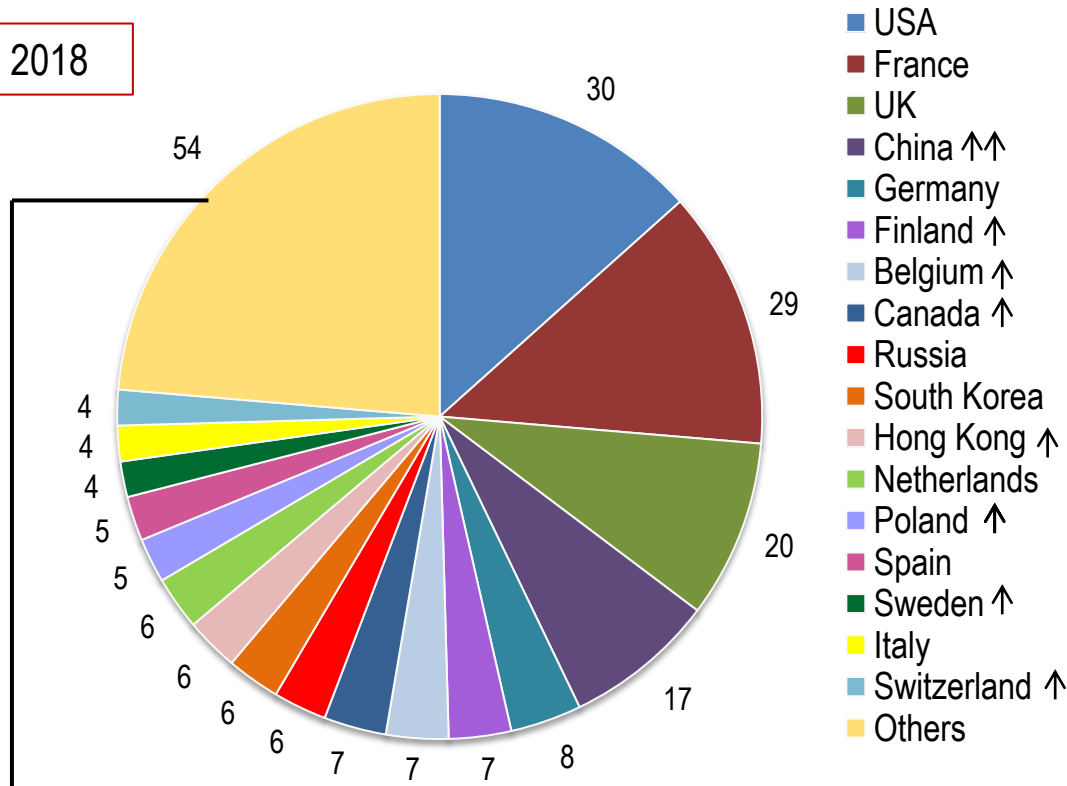
Participants' partnership network

225 foreign business-school — partners with «first-level accreditations»

50 countries

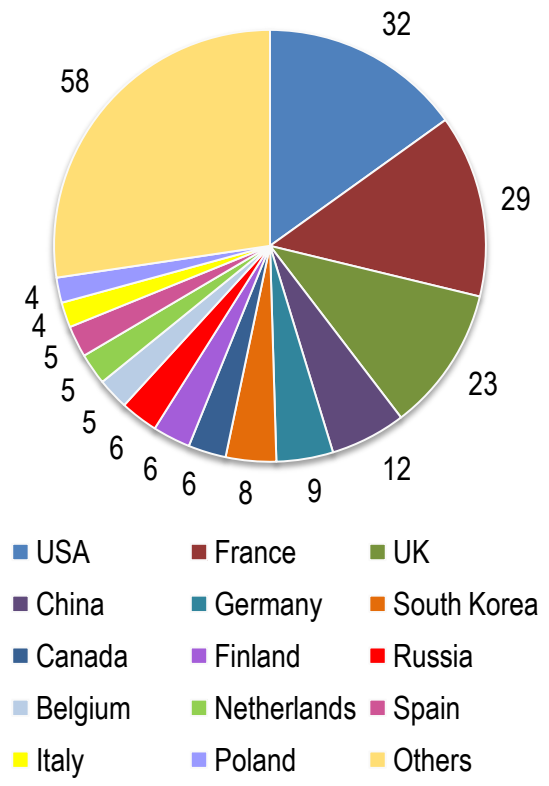
55 partner business schools with “triple crown”

2018



- 3 foreign partners each: Mexico, Portugal, Chile, Turkey.
- 2 foreign partners each: Slovenia, Ukraine, Japan, South Africa, Singapore, Norway, Croatia, Austria, Taiwan, Australia, Brazil, India, Ireland.
- 1 foreign partner each: Latvia, Estonia, Kazakhstan, Monaco, Czech Republic, Greece, Hungary, Denmark, Argentina, Colombia, Lithuania, Peru, Uruguay, Indonesia, Venezuela, Lebanon

2017 212 foreign business-school — partners with «first-level accreditations»



Top-10 business schools by number of partners with «first-level accreditations»

2018	2017	Business school	Number of partners	Number of “triple accredited” partners
1.	1.	Graduate School of Management (SPBU)	70 (66)	27(27)
2.	2.	IBS-Moscow (RANEPA)	47 (45)	15 (14)
3.	4–5.	Almaty Management University	36 (24)	8 (6)
4.	3.	MIRBIS - Moscow International Higher Business School	29 (31)	8 (7)
5.	6.	IBS Plekhanov	28 (22)	15 (13)
6.	—	St. Petersburg School of Economics and Management (HSE SEM)	28	7
7.	4–5.	Lomonosov MSUBS	25 (24)	8 (6)
8.	7.	Graduate School of Economics and Management (UrFU)	18 (14)	3 (2)
9.	8.	Faculty of Business and Management (HSE)	14 (13)	4 (4)
10.	—	School of Public Policy (RANEPA)	13	3

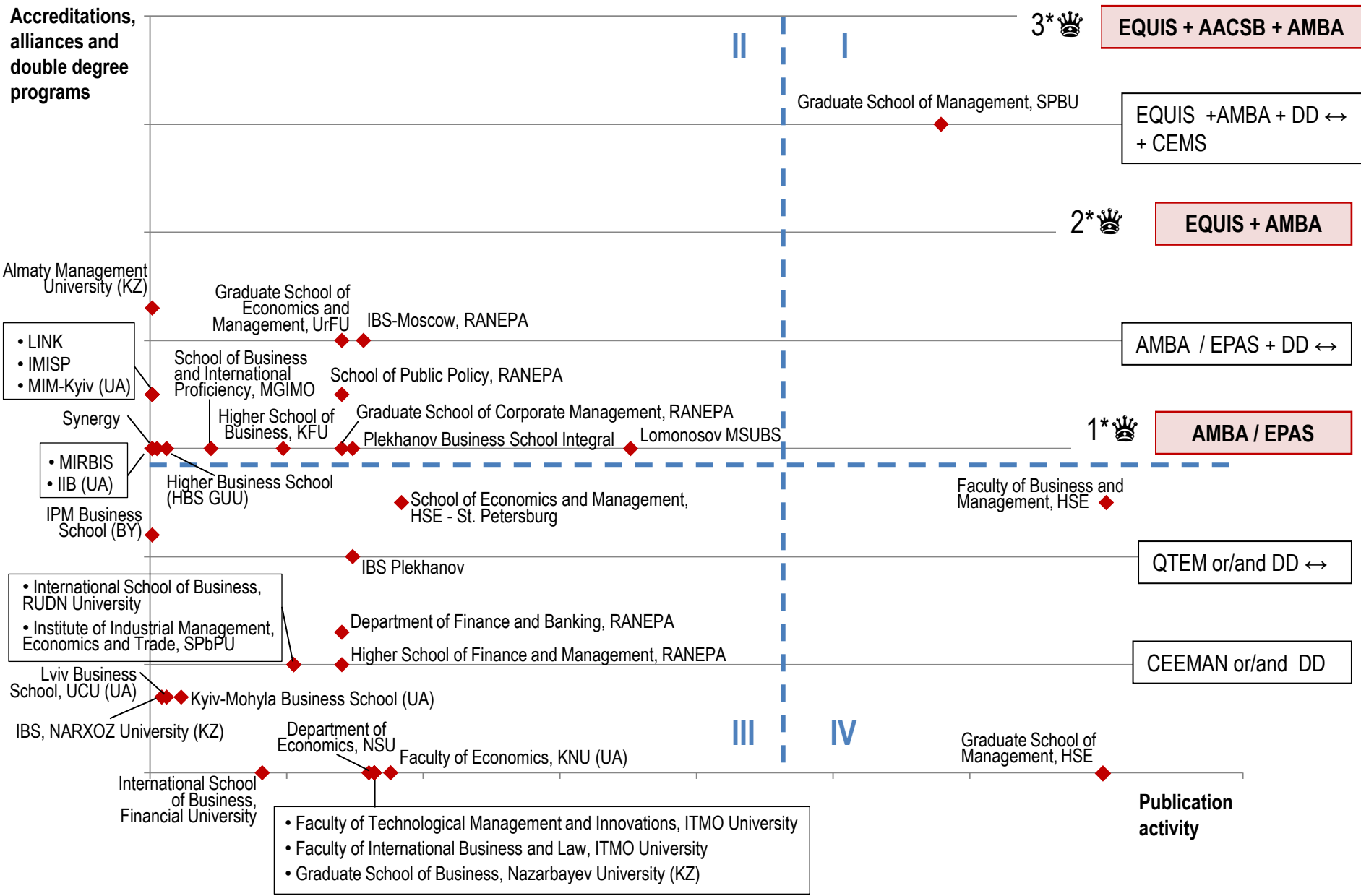
The values of the previous year are given in parentheses

Ranking of business schools by double degree programs with «first-level accredited» partners

Business school	Degrees	Number of programs
<i>IBS-Moscow (RANEPA)</i>	Bachelor / Master / MBA / EMBA	14 (14)
<i>IBS Plekhanov</i>	Bachelor / Master	10 (10)
<i>Faculty of Business and Management (HSE)</i>	Bachelor / Master	6 (5)
<i>Almaty Management University</i>	Bachelor / MBA / DBA	4 (11)
<i>Graduate School of Management (SPBU)</i>	Master	3 (3)
<i>St. Petersburg School of Economics and Management (HSE SEM)</i>	Bachelor / Master	3
<i>School of Public Policy (RANEPA)</i>	Bachelor / MBA / EMBA	3
<i>Graduate School of Economics and Management (UrFU)</i>	Bachelor / Master	3 (0)
<i>IPM Business School (Belarus)</i>	EMBA	1 (1)
<i>International School of Business (RUDN University)</i>	Master	1
<i>Institute of Industrial Management, Economics and Trade (SPbPU)</i>	Master	1
<i>Higher School of Finance and Management (RANEPA)</i>	Bachelor	1 (1)
<i>International Institute of Management LINK</i>	MBA	1 (1)
<i>Department of Finance and Banking (RANEPA)</i>	EMBA	1 (1)

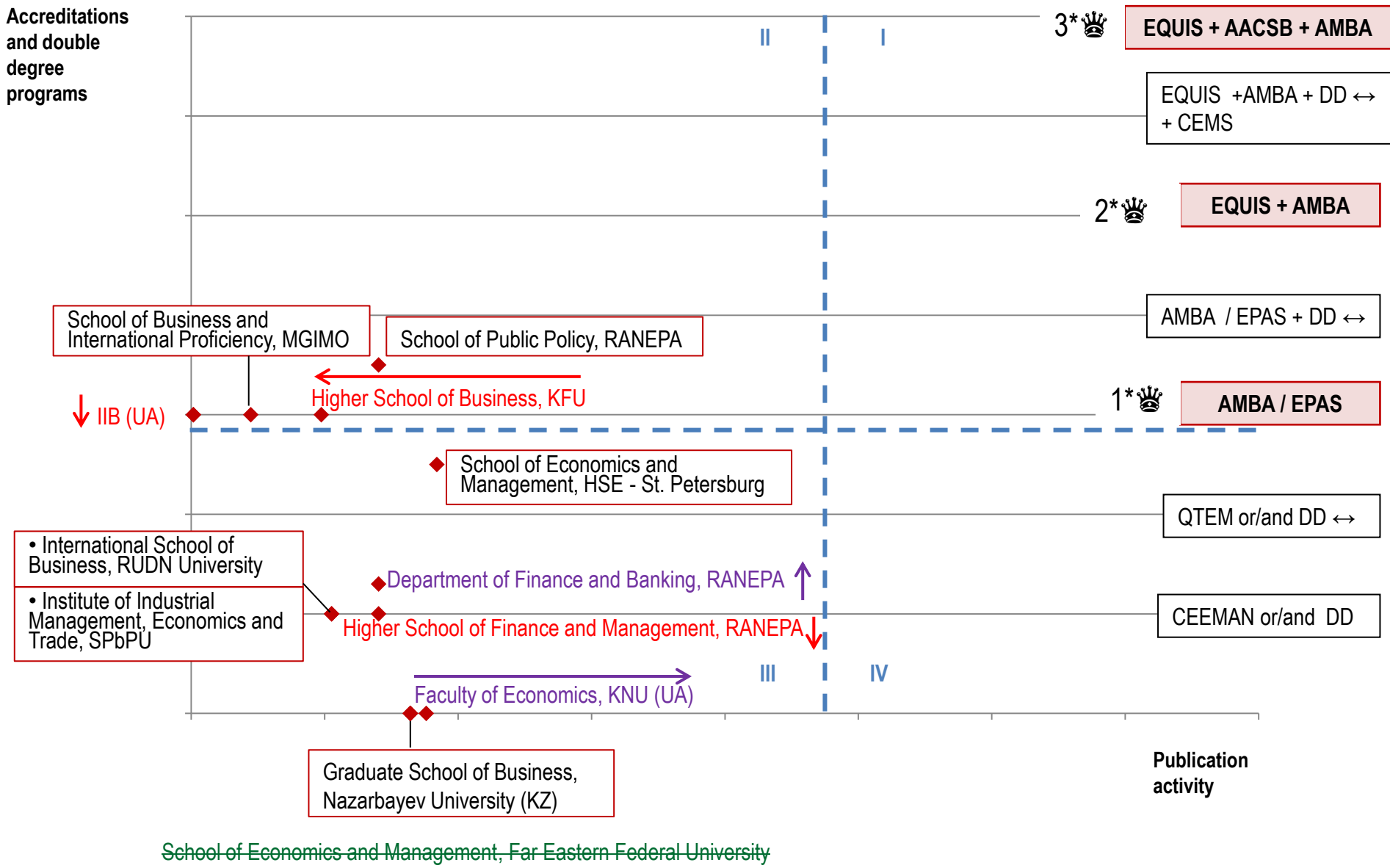
The values of the previous year are given in parentheses

Basic conditions for business schools international visibility: visualization



DD - double degree programs with «first-level accredited» partners;
 DD ↔ - bilateral student mobility

Visualization: dynamics



New participant
Participant dropped out
Negative dynamics
Positive dynamics

Trajectories of CIS business schools advancement

I. International business school

Trajectory of advancement: multidimensional

- Graduate School of Management, SPBU

II. Business schools, actively advancing on the international market

Trajectory of advancement: accreditations / partnership

- Almaty Management University (KZ)
- Institute of Business Studies (IBS-Moscow), RANEPA
- Graduate School of Economics and Management, Ural Federal University
- School of Public Policy, RANEPA
- International Institute of Management LINK
- IMISP, International Management Institute St. Petersburg
- MIM-Kyiv - International Management Institute (UA)
- Lomonosov Moscow State University Business School
- Plekhanov Business School Integral
- Graduate School of Corporate Management, RANEPA
- Higher School of Business (MBA Higher School), Kazan Federal University
- School of Business and International Proficiency, MGIMO
- The Higher Business School (HBS GUU), State University of Management
- Synergy Business School
- MIRBIS - Moscow International Higher Business School
- IIB - International Institute of Business (UA)

Trajectory of advancement: research

- Faculty of Business and Management, National Research University - Higher School of Economics
- Graduate School of Management, National Research University - Higher School of Economics

III. «Internationally visible» business schools

Trajectory of advancement: not defined / forming

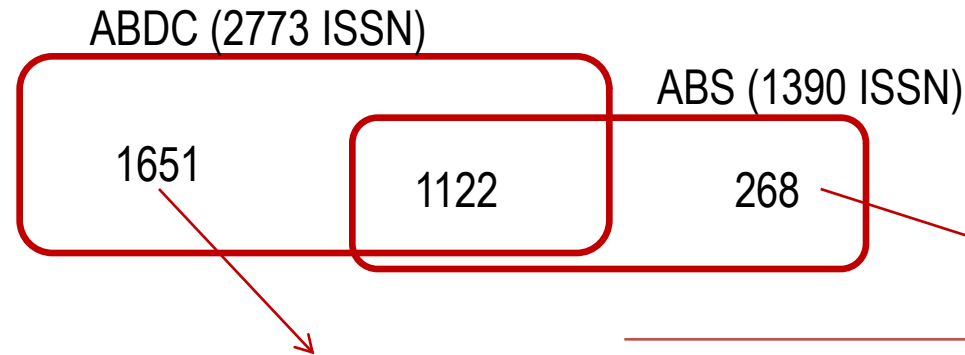
- St. Petersburg School of Economics and Management, HSE - St. Petersburg
- IPM Business School (BY)
- International Business School (IBS Plekhanov), Plekhanov Russian University of Economics
- Department of Finance and Banking, RANEPA
- Higher School of Finance and Management, RANEPA
- International School of Business, RUDN University
- Institute of Industrial Management, Economics and Trade, St. Petersburg State Polytechnic University
- Kyiv-Mohyla Business School
- Lviv Business School, Ukrainian Catholic University
- International Business School (IBS), NARXOZ University
- Faculty of Economics, Kyiv National Taras Shevchenko University
- Faculty of Technological Management and Innovations, ITMO University
- Faculty of International Business and Law, ITMO University
- Graduate School of Business, Nazarbayev University
- Department of Economics, Novosibirsk State University
- International School of Business, Financial University

- More and more business schools tend to be visible on the international market
- Number of foreign partnerships has increased
- First-level accreditations: +2 AMBAs, -1EPAS. Several business schools are on the way to getting AACSB and EQUIS
- More publications during the previous three years; proportional reduction in the number of «bad» publications, despite toughening the criteria (for the whole sample)

Thank you for
your attention!



ABDC and ABS lists comparison



Fields	Number of journals
Business and Management	425
Business and taxation law	278
Applied Economics	258
Information systems	104
Banking, Finance and Investment	94
Other Economics	78
Commercial Services	72
Statistics	67
Marketing	62
Accounting, Auditing and Accountability	53
Other Commerce, Management, Tourism and Services	50
Transportation and Freight Services	45
Tourism	27
Other	16
Econometrics	14
Economic Theory	8
	1651

Fields	Number of journals
Economics, Econometrics, Statistics	38
Psychology (Organizational)	38
Psychology (General)	26
Operations research and management science	24
Information management	22
Operations and technology management	18
Social sciences	14
Accounting	13
Finance	13
Management development and education	12
Sector studies	9
Regional studies, planning and environment	8
Human resource management and employment study	7
International Business and Area studies	5
Public sector and health care	5
Other	16
	268

