



Human Capital
Multidisciplinary
Research Center



UNESCO Chair
on Future Studies



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XIII

INTERNATIONAL ACADEMIC CONFERENCE

**FORESIGHT AND SCIENCE,
TECHNOLOGY AND
INNOVATION POLICY**

**November
9 and 16**

**NATIONAL RESEARCH UNIVERSITY
HIGHER SCHOOL OF ECONOMICS**

2023

PROGRAMME

WORKING LANGUAGES:
RUSSIAN, ENGLISH
(SIMULTANEOUS TRANSLATION)

HYBRID
EVENT

CONFERENCE IS ORGANISED IN THE FRAMEWORK OF A RESEARCH GRANT
FUNDED BY THE MINISTRY OF SCIENCE AND HIGHER EDUCATION
OF THE RUSSIAN FEDERATION (GRANT ID: 075-15-2022-325)

RUS ENG

November 9, 10:00–11:30 (Moscow time)

Room 518, Myasnitskaya str., 11, Moscow

[Link](#)

Session 1: Roundtable «The role of neural networks and AI in the future of fintech and marketing: to leave or not to leave, that is the question»

Chair: Konstantin Vishnevsky, HSE, Russia

With Unisender, Zerocoder and other companies/experts

Issues to be discussed:

- Global and Russian trends in the field of fintech and marketing - the view of industry experts
- Landscapes of global trends in fintech and martech - results of big data analysis
- Russian startups - is there the potential for growth?
- What competencies of the marketer and financier of the future will become basic?
- What skills should you develop now?

10:00-10:20	Mariia Antasheva <i>HSE, Russia</i> Thematic Landscape Mapping and Trend Identification through Big Data Analysis (Case of Internet-Marketing)
10:20-10:40	Anton Shigapov <i>Unisender, Russia (CBDO)</i> Marketing Technologies: Shaping Future Trends
10:40-11:00	Kirill Pshinnik <i>Zerocoder, Russia (CEO and co-founder)</i> Thriving in the AI Era: Skills to Cultivate Now
11:00-11:20	Georgii Dimov <i>HSE, Russia</i> Opportunities for Intelligent Big Data Analysis for Identifying Trends in High-Tech Industries
11:20-11:30	Discussion and Wrap-up
11:30-11:45	Coffee break

RUS ENG

November 9, 11:45–13:15 (Moscow time)

Room 518, Myasnitskaya str., 11, Moscow

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Session 2: New Methods and Best Practices of Foresight Studies

Chair: **Mikhail Goland**, *HSE University, Russia*

11:45-12:05	Olesya Maibakh <i>HSE University, Russia</i> Timelines – an Instrument for Identification of Trends in Foresight Studies
12:05-12:25	Mohamed Ramadan A. Rezk <i>Egyptian Science, Technology and Innovation Observatory (ESTIO), Academy of Scientific Research and Technology, Egypt</i> Challenges and Opportunities for Future Scenarios of Green Hydrogen in the MENA Countries: The Case of Egypt
12:25-12:45	Jose Cordeiro <i>Millennium Project, Venezuela</i> Technological Convergence, the Singularity and the "Energularity"
12:45-13:05	Surachai Sathitkunarath <i>APEC Center for Technology Foresight, Thailand</i> Foresight for Strengthening Thailand's Higher Education Resilience
13:05-13:15	Discussion and Wrap-up
13:15-14:00	Lunch

RUS ENG November 9, 14:00–16:10 (Moscow time)

Room 518, Myasnitskaya str., 11, Moscow

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Special Workshop: Prospects of Science and Technology in BRICS Countries

Chair: **Alexander Sokolov**, *HSE University, Russia*



14:00-14:40	Yuan Like <i>Chinese Academy of Science and Technology for Development, China</i> Identification and Evaluation of S&T Trends in Key Technology Fields
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14:40-15:00	Gautam Goswami <i>Technology Information, Forecasting and Assessment Council, Department of Science and Technology, India</i> Future Technology Landscape of India
15:00-15:20	Yulia Milshina <i>HSE University, Russia</i> Which Megatrend will Define the Future of Global Science?
15:20-15:40	Mlungisi Cele <i>National Advisory Council on Innovation, Republic of South Africa</i> Towards South Africa's Science Technology Innovation Enabled Inclusive and Sustainable Socioeconomic Development
15:40-16:00	Valdir Ermida <i>Oswaldo Cruz Foundation FioCruz, Brazil</i> Scenario Planning as the Realisation of a Collective Wish
16:00-16:10	Discussion and Wrap-up
16:10-16:25	Coffee break

RUS ENG **November 9, 16:25–17:55 (Moscow time)**

Room 518, Myasnitskaya str., 11, Moscow

[Link](#)

Session 3: New Methods and Best Practices of Foresight Studies

Chair: Ozcan Saritas, HSE University, Russia

16:25-16:45	Ozcan Saritas <i>HSE University, Russia</i> The Future of the Space Economy: Trends & Scenarios
16:45-17:05	Alexander Chulok, Yadviga Radomirova, Asemota Maryann <i>HSE University, Russia</i> The Future of Foresight through the Eyes of Stakeholders: Results of Empirical Survey
17:05-17:25	Ibon Zugasti <i>Global Futures Studies and Research Center "The Millennium Project", Spain</i>

	Anticipatory Global Governance of Artificial General Intelligence
17:25-17:45	Jonathan Calof <i>University of Ottawa, Canada; HSE University, Russia</i> Extending the Reach of the UNB-UNESCO Anticipatory Chair Program
17:45-17:55	Discussion and Wrap-up

RUS ENG **November 16, 10:00–11:30 (Moscow time)**
Room 518, Myasnitskaya str., 11, Moscow
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Session 4: STI Policy Evaluation: New Approaches and Practices

Chair: Dirk Meissner, HSE University, Russia

10:00-10:20	Jinwon Kang <i>Korea Institute of S&T Evaluation and Planning (KISTEP), Korea</i> R&D Evaluation System in Korea
10:20-10:40	Mikhail Gershman <i>HSE University, Russia</i> “Doing Science” Approach to Science Policy Evaluation: The Case of Russia
10:40-11:00	Jungwon Lee <i>Science & Technology Policy Institute, Korea</i> Diagnoses of STI Policy with Ecosystem Perspective: A Korean Case
11:00-11:20	Marina Evseeva <i>HSE University, Russia</i> Impact Assessment of Technology Policy Measures: Specificities of Quantitative Approaches
11:20-11:30	Discussion and Wrap-up
11:30–11:45	Coffee break

RUS ENG **November 16, 11:45–13:15 (Moscow time)**
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Session 5: New Global Geography of Innovation

Chair: Evgeny Kutsenko, HSE University, Russia

11:45-12:05	Joe Ravetz <i>University of Manchester, UK</i> Sustainable Solutions for Development of Urban Ecosystems
12:05-12:25	Lin Chen <i>Tsinghua University, China</i> Global Innovation Hubs: Results of a Rating and Further Development
12:25-12:45	Kirill Tyurchev <i>HSE University, Russia</i> What do Innovative Cities Look Like? Configurations of Urban Innovation Systems
12:45-13:05	Kristina Boyakova <i>HSE University, Russia</i> Success Secrets of Small Innovation Centers
13:05-13:15	Discussion and Wrap-up
13:15-14:00	Lunch

RUS ENG November 16, 14:00–16:00 (Moscow time)

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Session 6: Competition for S&T Leaders. How to Win?

Chair: Gustavo Salati, University of Campinas, Brazil

14:05-14:25	Pierre Luigi Giardino <i>Trento University, Italy</i> Where from and How Unicorns Emerge?
14:30-14:50	Tatiana Ostashchenko <i>HSE University, Russia</i> Global Study of Unicorn Founders' Migration
14:55-15:15	Evgeniy Kutsenko <i>HSE University, Russia</i> Where do Unicorns Live? Study of Global Innovation Centers
15:20-15:40	Tripathi Sabyasachi <i>HSE University, Russia</i>

What Attracts S&T Leaders to Cities?

15:45-16:00

Discussion and Wrap-up