



The International BRICS
Global Business & Innovation
Conference



HIGHER SCHOOL OF ECONOMICS
NATIONAL RESEARCH UNIVERSITY
SAINT PETERSBURG



St. Petersburg School of Economics and Management kindly invites you to

THE INTERNATIONAL BRICS GLOBAL BUSINESS & INNOVATION CONFERENCE

September 14–15, 2017, St. Petersburg, Russia

CALL FOR PARTICIPATION

14 September

ROUNDTABLE "THE DIGITAL TRANSFORMATION OF BUSINESS: NEW BUSINESS SCENARIOS IN DATA-DRIVEN ECONOMY"

Ideas:

- Data is enabling information and knowledge, moreover, precise predictions and prescription
- Data is becoming a key factor of production for new business models: UBER, ARBNB
- Companies embrace the new digital trends to develop new business models, discover new sources for revenues and cash flows or decreasing of operational costs
- Technological and managerial innovations get new shape and implications of in the digital era
- Human-computer interaction and internet of things play pivotal role for business in new economy

Keynote speakers:

Slava Nesterov – Russia CoE General Manager, DELL EMC

German Epshtein – Vice-President for Informational Technologies in Eastern Europe, Carlsberg Group

Vitaliy Nedelskiy – President, Russian Association of Robotics

Inga Petryaevskaya – Vice-President for Business Development, Tra Robotics

Anna Pleshakova – Director for Business Development, Beltel

Mikhail Tarasov – Director for Marketing Projects, Lenta

CONTACTS

Venue: HSE St. Petersburg,
3, Kantemirovskaya ulitsa,
Saint-Petersburg, Russia

**Organizing
Committee:**
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**Registration
and details at:**
mbi.spb.hse.ru

