



Human Capital  
Multidisciplinary  
Research Center



UNESCO Chair  
on Future Studies



**unesco**  
Chair

**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”

**Chair: Konstantin Vishnevskiy, HSE University, Russia**

With Unisender, Zerocoding 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 potential for growth?
- What competencies of the marketer and financier of the future will become basic?
- What skills should you develop now?

11:30-11:45 | **Coffee break**

RUS ENG

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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**

*HSE University, Russia*

Timelines – an Instrument for Identification of Trends in Foresight Studies

12:05-12:25 | **Mohamed Ramadan A. Rezk**

*Egyptian Science, Technology and Innovation Observatory (ESTIO),  
Academy of Scientific Research and Technology, Egypt*

Challenges and Opportunities for Future Scenarios of Green Hydrogen in the MENA Countries: The Case of Egypt

12:25-12:45 | **Ozcan Saritas**

*HSE University, Russia*

12:45-13:05 | **Surachai Sathitkunararat**

	<i>APEC Center for Technology Foresight, Thailand</i> Foresight for Strengthening Thailand's Higher Education Resilience
13:05-13:15	<b>Discussion and Wrap-up</b>
13:15-14:00	<b>Lunch</b>

**RUS ENG**                      **November 9, 14:00–16:10 (Moscow time)**  
**Room 518, Myasnitskaya str., 11, Moscow**  
[Link](#)

**Special Workshop: Prospects of Science and Technology in BRICS Countries**

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



14:00-14:40	<b>Yuan Like</b> <i>Chinese Academy of Science and Technology for Development, China</i> Identification and Evaluation of S&T Trends in Key Technology Fields
14:40-15:00	<b>Gautam Goswami</b> <i>Technology Information, Forecasting and Assessment Council, Department of Science and Technology, India</i> Future Technology Landscape of India
15:00-15:20	<b>Yulia Milshina</b> <i>HSE University, Russia</i> Which Megatrend will Define the Future of Global Science?
15:20-15:40	<b>Mlungisi Cele</b> <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	<b>Valdir Ermida</b> <i>Oswaldo Cruz Foundation FioCruz, Brazil</i> Use of Generative Models in the Scope of a Delphi Survey
16:00-16:10	<b>Discussion and Wrap-up</b>

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 | **Jose Cordeiro**  
*Millennium Project, Venezuela*  
Technological Convergence, the Singularity and the "Energularity"

16:45-17:05 | **Alexander Chulok**  
*HSE University, Russia*  
The Future of Foresight through the Eyes of Stakeholders: Results of Empirical Survey

17:05-17:25 | **Ibon Zugasti**  
*Global Futures Studies and Research Center "The Millennium Project", Spain*  
Anticipatory Global Governance of Artificial General Intelligence

17:25-17:45 | **Jonathan Calof**  
*University of Ottawa, Canada; HSE University, Russia*  
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**

[Link](#)

**Session 4: STI Policy Evaluation: New Approaches and Practices**

**Chair: Dirk Meissner, HSE University, Russia**

10:00-10:20 | **Jinwon Kang**  
*Korea Institute of S&T Evaluation and Planning (KISTEP), Korea*  
R&D Evaluation System in Korea

10:20-10:40	<b>Mikhail Gershman</b> <i>HSE University, Russia</i> “Doing Science” Approach to Science Policy Evaluation: The Case of Russia
10:40-11:00	<b>Jungwon Lee</b> <i>Science &amp; Technology Policy Institute, Korea</i> Diagnoses of STI Policy with Ecosystem Perspective: A Korean Case
11:00-11:20	<b>Marina Evseeva</b> <i>HSE University, Russia</i> Impact Assessment of Technology Policy Measures: Specificities of Quantitative Approaches
11:20-11:30	<b>Discussion and Wrap-up</b>
11:30–11:45	<b>Coffee break</b>

**RUS ENG                      November 16, 11:45–13:15 (Moscow time)**

**Room 518, Myasnitskaya str., 11, Moscow**

[Link](#)

### **Session 5: New Global Geography of Innovation**

**Chair: Evgeny Kutsenko, HSE University, Russia**

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

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	<b>Pierre Luigi Giardino</b> <i>Trento University, Italy</i> Where from and How Unicorns Emerge?
14:30-14:50	<b>Tatiana Ostashchenko</b> <i>HSE University, Russia</i> Global Study of Unicorn Founders' Migration
14:55-15:15	<b>Evgeniy Kutsenko</b> <i>HSE University, Russia</i> Where do Unicorns Live? Study of Global Innovation Centers
15:20-15:40	<b>Tripathi Sabyasachi</b> <i>HSE University, Russia</i> What Attracts S&T Leaders to Cities?
15:45-16:00	<b>Discussion and Wrap-up</b>