



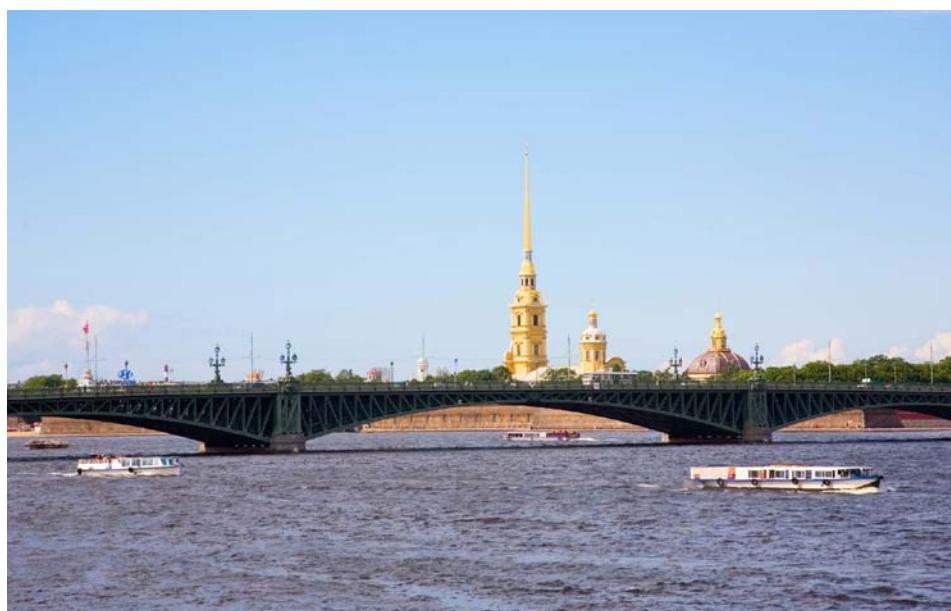
UNIVERSITY OF
NORDLAND

BODØ GRADUATE SCHOOL OF BUSINESS
High North Center

International Conference

Synergies: Industry, Education and Research

*Challenges and Opportunities in the light of 20 Years'
Cooperation between Norway and Russia*



Saint-Petersburg 2011
September 29th – October 2nd

Contributors and sponsors



The Government of Saint-Petersburg



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NORDLAND

BODØ GRADUATE SCHOOL OF BUSINESS
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International Conference

Synergies: Industry, Education and Research *Challenges and Opportunities in the light of 20 Years' Cooperation between Norway and Russia*

**September 29 – October 2
St. Petersburg, Russia**

General information

The conference aims to stimulate the dialog about opportunities for Norwegian-Russian cooperation. The focus is on business, education and research cooperation, with emphasis especially on energy, logistics, and sustainability. The conference is organized as a part of celebrating the 20-years anniversary of cooperation between Bodø Graduate School of Business at University of Nordland and Russian universities (Baltic State Technical University, Moscow State Institute of International Relations (MGIMO University), Murmansk State Technical University, Northern Arctic State Federal University, Tyumen State University, and Ukhta State Technical University).

As a result of the 20 years of cooperation there has been educated more than 3500 students, established 5 joint master programs as well as an international PhD program, and published more than 700 scientific articles/books. More than 300 graduates from Russia have continued their higher business education in Norway; six of them have defended their PhD theses in business studies at Bodø Graduate School of Business.

The conference starts with a plenary session on September 29th with key note speakers representing the Governments, Enterprises, and Education and Research institutions in Russia and Norway. The next day, on September 30th, there will be parallel sessions focusing on logistics, energy, sustainability, higher education and research, and business cooperation.

We are also happy to offer the conference participants and accompanying persons a cultural program and sightseeing in the beautiful city of St. Petersburg.

Conference organizers and sponsors

The conference organizers are: Baltic State Technical University “Voenmekh” (St. Petersburg, Russia), and the High North Center at Bodø Graduate School of Business, University of Nordland (Norway). The conference is organized with financial support from The Norwegian Barents Secretariat. Co-sponsors of the conference activities are Sparebank1 Nord-Norge, Statoil, Nordlandsbanken, The County of Nordland, The Government of Saint-Petersburg, and Russian Railways.

PROGRAM

September 28th:

Arrival to Saint-Petersburg

20.00 - Reception at Hotel Moscow (main restaurant on the ground floor)

September 29th at BSTU:

9.00 – Travel from Hotel Moscow to Baltic State Technical University (BSTU)

Visit to the BSTU museum

10.00 - 11.00 – Registration

11.00 - 13.30 - Plenary Session part 1

Chairs: Georgina Nevzorova, Dean of the International Business and Communication Institute, BSTU, Prof., and Frode Mellemvik, Director of the High North Center for Business, University of Nordland, Prof.

11.00 – 11.15 Cultural event

11.15 – 11.20 Welcome addresses by the chairs

11.20 – 11.30 Welcome addresses by Rector of Baltic State Technical University, Professor Konstantin Ivanov, and Rector of University of Nordland, Professor Pål Pedersen

11.30 – 11.50 Tora Aasland, Norwegian Minister of Research and Higher Education

11.50 – 12.10 Andrey Fursenko, Minister of Education and Science of the Russian Federation

12.10 – 12.30 Nikolay Vinnichenko, Plenipotentiary Presidential Envoy to the Northwestern Federal District of the Russian Federation

12.30 – 12.50 Odd Eriksen, President of Nordland County Government, Norway

12.50 – 13.10 Valery Serdyukov, Governor of Leningrad Oblast, Russia

13.10 – 13.30 Time for questions

13.30 – 14.30 – Lunch at BSTU

14.30-16.30 - Plenary Session part 2

Chairs: Georgina Nevzorova and Frode Mellemvik

14.30 – 14.50 Liv Signe Navarsete, Minister of Regional Development and Local Government, Norway

14.50 – 15.10 Barbara Czarniawska, Professor, University of Gothenburg, Sweden
"In defense of management"

15.10 – 15.30 Benedikt Henriksen, Head of Industrial Relations and Procurement, Statoil Russia
"Creating a technology cradle and synergies for education, science and industry"

- 15.30 – 15.50 Andrey Krivorotov, Deputy Head of Department, Shtokman Development AG
"Prospects for Russian-Norwegian Cooperation in Exploration and Development on Arctic Shelf"
- 15.50 – 16.10 Mikhail Magrilov, Partner, PricewaterhouseCoopers, Russia
"Business to work closer with future graduates: professional services firm view"
- 16.10 – 16.30 Håkon Skretting, Regional Director, INTSOK
"Russian – Norwegian Oil and Gas Industry Partnership in the High North – A Strategic Industry Project"
- 16.30 – 16.50 Time for questions
- 17.00 – Bus to Hotel Moscow
- 20.00 – Conference Gala Dinner (invitations only). NB! Departure from Hotel Moscow at 19.30.
Restaurant Amrotz, Address: Nevsky Avenue, 176A.



September 30th at Hotel Moscow:

09.00 – 09.30 – Registration

09.30 – 15.30 – Parallel sessions (please see a detailed plan below)

11.00 – 11.15 – Coffee break

12.30 – 13.30 – Lunch

15.30 – 16.00 – Coffee break

16.00 – 16.30 – Reports from the sessions, closing of the conference

10.00 – 14.00 – Boat trip for accompanying persons (pre-bookings apply)

19.30 – Swan Lake ballet at the Mikhailovsky Theatre (pre-bookings apply)

Bus departure at 18.00 from Hotel Moscow

Saturday, October 1st:

10.00 – 13.00 – City sightseeing with bus from Hotel Moscow (pre-bookings apply)

Sunday, October 2nd:

Travel to Norway

Parallel sessions on September 30th

09.30- 12.30	International cooperation in Higher Education and Research (Room "Kremlin") <i>Chairs: Sigbjørn Eriksen and Georgina Nevzorova</i>	Norwegian-Russian Business seminar (Room 1-2) <i>Chairs: Andrey Kazakov and Arne O.Holm</i>	
12.30- 13.30	Lunch		
13.30- 15.30	Energy management (Room "Kremlin") <i>Chairs: Anatoli Bourmistrov and Sergey Vasiliev</i>	Logistics (Room 1) <i>Chairs: Nadezhda Surovtseva and Hans Nordgård</i>	Sustainability and Waste management (Room 2) <i>Chairs: June Borge and Marina Volkova</i>
15.30 – 16.00 - Coffee break		16.00 – 16.30 - Reports from the sessions (Plenary meeting in "Kremlin")	

PARALLEL SESSIONS, SEPTEMBER 30TH

INTERNATIONAL COOPERATION IN HIGHER EDUCATION AND RESEARCH (09.30 – 12.30, ROOM “KREMLIN”)

The goal of this session is to discuss the experience of international cooperation in education and research. Presentations in this session will cover issues of knowledge development needs, relevance as well as quality assessment of education and research projects/institutions. Particular focus will be placed on presentations of experience gained in Norwegian-Russian education and research cooperation projects.

“Experiences from the Norwegian module house in Arkhangelsk – An international cooperation project between NUC and NArFU” - Bjørn R. Sørensen, Professor, Narvik University College, Norway

“The Accounting profession in the context of transitional economy” - Elena Dybtsyna, Research fellow, Bodø Graduate School of Business, University of Nordland (Norway)

“Coordination of Knowledge Flows in the Corporate University of Transnational Corporation”
Victoria Konovalenko, Research fellow, Bodø Graduate School of Business, University of Nordland (Norway)

“From metrics to knowledge – quality assessment in higher education” - Inger Johanne Pettersen, Professor, Trondheim Business School, Norway

“PhD education – personal ambition and collective knowledge production” - Jan Mouritsen, Professor, Copenhagen Business School, Denmark

“Analysis of students’ motivation studying at the Russian-Norwegian program” - Professor Georgina D.Nevzorova, and professor Marina M.Volkova, BSTU (Russia)

“Innovations in oil and gas sector based on examples developed at USTU” - Vladislav Kuleshov, Dean of the Faculty of Petroleum & Gas, Ukhta State Technical University (Russia)

BUSINESS SEMINAR: NORWEGIAN- RUSSIAN COOPERATION, CHALLENGES AND OPPORTUNITIES (09.30 – 12.30, ROOM “1-2”)

The Norwegian-Russian Business Seminar aims to discuss achievements, experiences, challenges and opportunities for Norwegian-Russian business cooperation in various industries. Practical questions covering many aspects of the cooperation such as international business projects, new cooperation opportunities, and possibilities for foreign investors in both countries will be discussed. The seminar speakers represent Norwegian and Russian governmental and business organizations. There will also be time for discussions which gives an excellent opportunity for the seminar participants to exchange ideas and experience.

“The Barents co-operation in the Norwegian High North Policy” - Rune Rafaelsen, Head of the Norwegian Barents Secretariat, Norway

“Current status and perspectives of investment for development big oil & gas projects in the Russian Arctic area” - Mikhail Grigoriev, Director, Gecon (Russia)

“Sparebanken Nord-Norges experience of establishing a bank in Northwest-Russia”
Oddmund Åsen, General Manager Sales & Service, SpareBank 1 Nord-Norge, Norway

“Russian banking sector recovery path during and after the recent financial crisis” - Artem Zonov, Head of Corporate Sales, Barclays Bank,

“Strategic Alliances in the High North” - Kjell Giæver, Project manager, Petro Arctic, Norway

“Adapting to new markets: case of Posten Norge” - Veronika Afanasieva, Advisor, Posten Norge AS, Norway

“To sustainable energy through “Green” power machines” - Artem Kovats, Strategic marketing group leader at OJSC "Power Machines"

“Start-up of global manufacturing business in Russia: experience, opportunities and challenges. Case of TPV CIS” - Evgeny Kuznetsov, TPV CIS, Russia

“Cooperation opportunities for Russia and Norway within space industry”

Odd Roger Enoksen, Head of Andøya Rocket Range

ENERGY MANAGEMENT

(13.30-15.30, ROOM “KREMLIN”)

The goal of this section is to present and discuss current research related to opportunities and challenges for development of energy resources in the Arctic on the Norwegian and Russian sides. Particular focus will be placed on issues of Norwegian-Russian cooperation from a multidisciplinary approach, including science fields of management, technology, education and politics.

“Management Accounting Practices at the Russian Oil and Gas Company” - Elena Panteleeva, PhD student, Bodø Graduate School of Business, University of Nordland

“Management control in emerging network organizations: the case of the supply industry in the Barents Region” - Andrei Mineev, Associate professor, High North Center, University of Nordland

“Russian Norwegian Cooperation in the Barents Sea - New Challenges” - Johan Petter Barlindhaug, Chairman of the Board, Barlindhaug AS, Norway

“First results and perspectives for professional competence development program for oil and gas sector between NARFU and Statoil” - Marsell G. Gubaidullin, Professor at Northern Arctic Federal University, Arkhangelsk, Russia

“Drilling complex of XXI century for horizontal well drilling the extent of which up to 15000 m in Arctic regions” - George Buslaev, Assistant of Rector in the field of science & innovation, Ukhta State Technical University (Ukhta, Russia)

“The State and Business in Russia’s Fuel and Energy Sector” - Sergey Vasiliev, Director at MGIMO University (Russia)

LOGISTICS

(13.30 – 15.30, ROOM “1”)

This section aims to discuss various aspects of logistics development with special focus on new opportunities in the High North areas, logistic corridors between West and East, and cooperation between universities and industrial enterprises in the sphere of logistics and transport.

“Logistics in the High North dimension” - Felix Tchudi, Chairman, Tchudi Shipping, Norway

“A land bridge for Co-operation” - Edel Storelvmo, Director, Futurum, Norway

"Creation of common competence arena in the North in the sphere of logistics and transport" - Anastasia Zaitsevskaya (Manager, NArFU), Natalya Polyvyannaya (Researcher, BSTU), Natalia Ostapchenko (Manager, MSTU)

"The Navigation on the Northern Sea Route Today and in the Future" - Mikhail Belkin, Assistant to Director General/ROSATOMFLOT, Russia

"What should one know and take into consideration for successful planning and arrangement of work in the Arctic?" - Sergey Balmasov, Manager at the Centre for High North Logistics (Norway)

"The role of Russian railways in development of remote areas" - Representative of Russian Railway

SUSTAINABILITY AND WASTE MANAGEMENT: PERSPECTIVES ON NORWEGIAN–RUSSIAN COOPERATION" (13.30 – 15.30, ROOM "2")

The Round Table Conference "Sustainability and Waste Management: Perspectives on Norwegian – Russian Cooperation" aims to identify differences and similarities regarding waste management in Norway and Russia, and to discuss cooperation opportunities between the countries. Waste management will be addressed at three levels: federal governmental framework, counties' regulation, and economic perspectives of the industry. There will be a special focus on the subjects recycling, landfills and industrial waste.

"From waste to secondary raw materials" - Anders Mjaaland, Managing Director, Østbø, Norway

"Why does the waste management industry need a strong voice?" - Stein Lorentzen, Advisor at Waste Management Norway

"Sustainable Management: Trends of a Category Formation in Russian Science" - Irina Liman, Director of the Business School at Ukhta State Technical University (Russia)

"Sustainability reporting in a large Russian oil company" - Natalia Tronkina, Research fellow, Bodø Graduate School of Business, University of Nordland (Norway)

"Experience of Saint-Petersburg State University from participation in European Lidar Network" - Sergey Viktorov, Professor, Saint-Petersburg State University (Russia)

"Waste management in Russia: status, market potential and framework conditions" - Sergey Bochkov, Director, Ecostroy (Russia), Alexander Moiseev, Director, Krasny Bor landfield (Russia)

Practical information

Shuttle bus and taxis upon arrival and departure

Upon arrival to Saint-Petersburg, on Wednesday, September 28th, there will be a shuttle bus for the groups coming from Oslo and Bodø (arrival time 13.25 from Oslo, and 16.30 from Bodø). If you arrive at a different time we recommend that you use the taxi service offered at Pulkovo 2 airport. The taxi should be booked at the counter in the arrival hall only - not outside. Payment for taxi is in Russian roubles only. Approximate payment is 900 Roubles. You may withdraw roubles from one of the many ATM machines in the arrival hall.

There will be a shuttle bus for the groups leaving for Oslo and Bodø on Sunday, October 2nd (departure time for the Oslo group is 13.20, and for the Bodø group is 17.15). If you depart at a different time you may travel to the airport by taxi. We recommend to use the taxi service offered at Hotel Moscow (taxi counter is located in the reception). We advise you to book well in advance.

Conference transportation in Saint-Petersburg

Day	Time	Buses From - To
28.09	Upon arrival from Oslo (13:25) Upon arrival from Bodø (16:30)	<ul style="list-style-type: none">• Pulkovo 2 airport – Hotel Moskva• Pulkovo 2 airport – Hotel Moskva
29.09	09:00 17:00	<ul style="list-style-type: none">• Hotel Moskva – BSTU• BSTU – Hotel Moskva hotel
30.09	18:00 22:30	<ul style="list-style-type: none">• Hotel Moskva – Mikhalovsky Theatre• Mikhalovsky Theatre – Hotel Moskva
01.10	10:00 – 13:00	<ul style="list-style-type: none">• Sightseeing (Hotel Moskva – city center – Hotel Moskva)
02.10	10:30 (flight departure 13.20) 14:30 (flight departure 17.15)	<ul style="list-style-type: none">• Hotel Moskva - Pulkovo 2• Hotel Moskva - Pulkovo 2

Cultural program

(Pre-bookings apply)

September 30th:

10.00 – 14.00 - Boat trip for accompanying persons (please meet at the reception desk in Hotel Moscow at 9.50)

18.00 – Swan Lake ballet at Mikhalovsky theatre

(The ballet starts at 19.30, buses depart from Hotel Moscow at 18.00)

October 1st:

10.00 – 13.00 – City Sightseeing

(Bus departs from Hotel Moscow at 10.00)

Conference places

Baltic State Technical University (plenary session on September 29th), address: 1st Krasnoarmeyskaya st. 1.

Conference dinner September 29th (invitations only), Reataurant Amrotz, Nevsky avenue, 176A

Hotel Moscow (Conference hotel), 2, Alexandra Nevskogo Sq.

Dinner on Friday, September 30th – restaurant suggestions

If you would like dinner after the theatre on Friday, September 30th there are many good restaurants close to the Mikhalovsky theatre. Please find a map below with suggested restaurants. This dinner is not part of the conference and has to be arranged and paid by the participants on their own. NB: If you go for that option you will have to take care of the transportation back to the hotel by yourself. The conference buss will be going straight back to the hotel after the theatre.

Restaurant Gold Ostap – Italian st., 4, tel. 8 (812) 303-88-22 - west, east cuisine

Restaurant Vesna (Spring) - Konyushennaya pl., 2, tel. 8 (812) 913-45-45 – Russian cuisine

Restaurant Vodopad Zelanii - Bolshaya Konushennaya.11, tel. 8 (812) 449-17-90 - Russian cuisine

Restaurant Pogreeb - nab. Griboedov, 11, tel. 8 (812) 406-90-06 - west, east cuisine, Russian cuisine

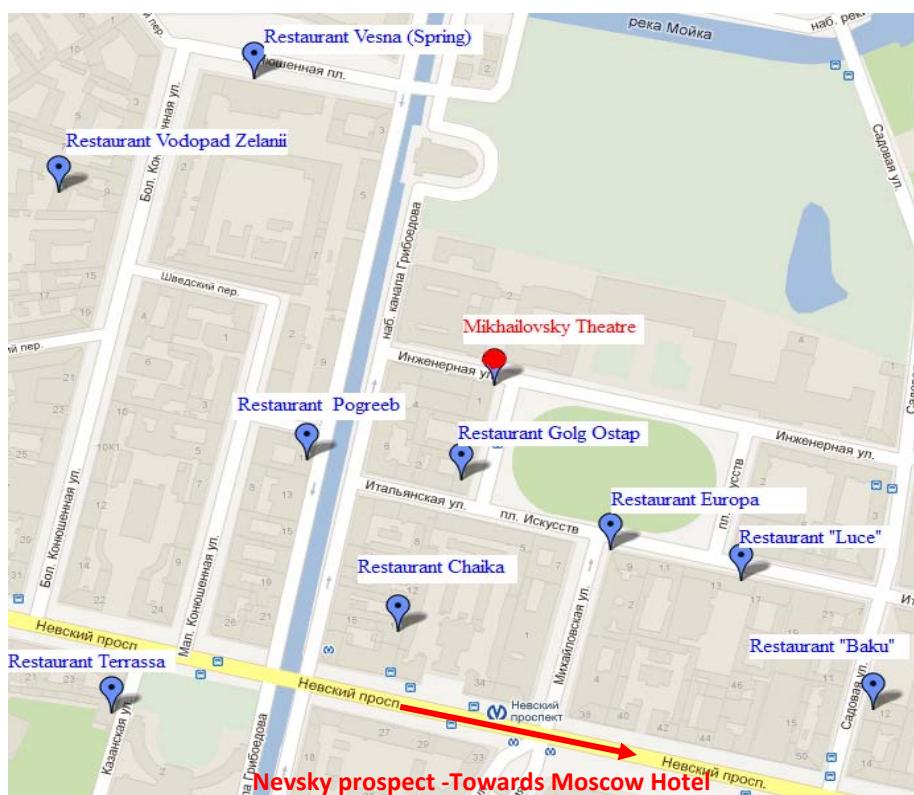
Restaurant Terrassa - Kazan st., 3A, 6th floor , tel. 8 (812) 337-68-37 - west, east cuisine, Russian cuisine

Restaurant Chaika – nab. Griboedov 14 , tel. 8 (812) 312-46-31 - west cuisine

Restaurant "Europa" – Michael's Street. 1 / 7, tel. 8 (812) 329-66-30 - west, cuisine, Russian cuisine

Restaurant "Luce" - Italian st. 15, tel. 8 (812) 449-93-63 - west, cuisine, Russian cuisine

Restaurant "Baku" - Sadovaya Str., 12, tel. 8 (812) 571-91-23 - Center of Azerbaijani cookery



Contact persons

General questions:

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Travel arrangements (visas and tickets):

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