



Dr. Vladimir Korovkin

Associate Professor, Associate Director of the
Center for Communications and Digital Solutions

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Digital transformation
Marketing

Education

Highest degree

2024 **DBA**
International School of Management
France

Degrees

1995 **Ma. Sc., Engineering**
Bauman Moscow State Technical
University
Russia

1994 **B. Sc., International business**
Moscow Institute of International
Business
Russia

Awards & Honours

2021 **PwC Business Book
of the Year Award
(for Rhinoceros to Unicorn)**
PwC
Russia

2017 **CEEMAN Case Competition**

2016 **Global Innovations
and Knowledge Academy
Award**

Professional experience

Academic experience

since
2024 **Associate Director, Center
for Communications
and Digital Solutions**
SKOLKOVO School of Management
Russia

2020 —
2023 **Senior Lecturer,
Associate Professor**
SKOLKOVO School of Management
Russia

since
2014 **Head of Innovation and Digital
Technologies Lab**
SKOLKOVO School of Management
Russia

Professional experience

2012 —
2014 **Chief business architect**
Asteros Consulting
Russia

2010 —
2012 **VP for Innovation
and Development**
JSC KB Poidem!
Russia

2003 —
2010 **Director for Strategic Planning,
VP for Innovative Marketing**
Group of Companies "Media Ants"
Russia

1995 —
2003 **Director of Strategic Planning,
Founder of an Interactive Division**
Group of Companies
"Video International"
Russia

Articles in international peer-reviewed journals

- 1 Korovkin, V., Park, A., Kaganer, E. (2023). **Towards conceptualization and quantification of the digital divide.** Information, Communication & Society, 26 (11).
- 2 Korovkin V. (2022). **International Regulation in Cyber Space: Is Effective Mutual Understanding Possible?** Social Novelties and Social Sciences, 18.
- 3 Hartwell, C. A., Korovkin, V. (2021). **Contracting in a Void: The Role of the Banking Sector in Developing Property Rights in Russia.** The Quarterly Review of Economics and Finance, 82, pp. 113–127.
- 4 Panibratov, A., Korovkin, V., Kalinin, A., Zhang, Y., Ermolaeva, L., Nefedov, K., Selivanovskikh, L. (2020). **The belt and road initiative: a systematic literature review and future research agenda.** Eurasian Geography and Economics.
- 5 Shapenko A., Korovkin V., Leleux B. (2018). **ABBY: the digitization of language and text.** Emerald Emerging Markets Case Studies 8 (2).
- 6 Korovkin V. (2018). **Business Education in Russia: Opportunities and Challenges.** Journal of Management & Entrepreneurship 12 (4).
- 7 Kabakova O., Plaksenkov E., Korovkin V. (2016). **Strategizing for financial technology platforms: findings from four Russian case studies.** Psychology & Marketing 33 (12).

Articles in reputable business journals

- 1 Khasis L., Orlovsky V., Korovkin V. (2018). **Platform of the Future.** Harvard Business Review
- 2 Korovkin V., Golovin A., Hartwell C., Hasan Agha M. (2023). **Running a Red Ocean Strategy.** Ivey Business Journal.

Papers in Academic Conferences

1. Hasan Agha M., Korovkin V., Mironyuk S. (2024) **Empowering Digital Entrepreneurship: Regulatory Governance in Platform Ecosystems.** Sinergie-SIMA 2024 Management Conference.

Books

- 1 Korovkin, V., Orlovsky, V. (2020). **Rhinoceros to Unicorn (1st ed.).** Moscow: Bombora.
- 2 Korovkin V. **Future of Russia after COVID-19.** Litres. 2020

Chapters in Books

- 1 **IT and Internet Business in Russia and India** (2015). In: N Unnikrishnan, A Kamalakaran, M Guruswamy (eds.) **A New Era: India-Russia Ties in 21st Century.**
- 2 **Evolution of India-Russia Partnership** (2017). In: Rajeswari Pillai, Raja Gopal, Annarayan Prasad Nagendra (eds.). **Space India 2.0: Commerce, policy, security and governance perspectives.**
- 3 Smirnova O., Korovkin V., Plaksenkov E. (2018). **Inclusive Disruption: The Role of Financial Technologies in Filling Financial Inclusion Gaps in Russia** In: Zhuplev A. (ed.) **Disruptive Technologies for Business Development and Strategic Advantage.**
- 4 **Chief Digital Officers and Their Roles, Agendas, and Competencies** (2020) In: Encyclopedia of Organizational Knowledge, Administration, and Technology.