



Dr. Vladimir Korovkin

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Digital transformation
Marketing

Since 2014, Vladimir Korovkin has been researching and teaching on the digital transformation of corporations, national and regional economies. His courses include Digital Transformation (open enrolment and corporate programmes), IT Management (MBA, International School of Management, Paris), Business Research and Decision-Making (Masters, RANEPA), Introduction to Digital Economy (Bachelor, RANEPA), Management of Advertising Creativity (Masters, HSE, 2008 - 2010), Sociology of Advertising Creativity (Masters, Lomonosov Moscow State University, 2005 - 2007) as well as Innovations Management и Organizational Behaviour (Bachelor, SKOLKOVO).

Vladimir has authored and co-authored two books, nine book chapters, twelve research reports and articles in academic and business media (including the Harvard Business Review, Forbes, BRICS Business Magazine and more). His book, From Rhinoceros to Unicorn, won the PWC Business Book of the Year Award in 2021, and he was winner of the 2017

CEEMAN Case Competition and the 2016 Global Innovations and Knowledge Academy Award. Vladimir has been invited to speak at conferences and round tables in Russia, Germany, Switzerland, Poland, India, China, Hong Kong, Brazil, Morocco, and Myanmar. As an expert for UNDP and UNIDO, he has consulted on the development of national digital strategies in Armenia and Turkmenistan.

Prior to pursuing an academic career, Vladimir spent 20 years in business, including 17 years in executive roles in marketing communications, retail banking, IT and management consulting. His client list includes Russian and international blue-chip corporations (NLMK, Gazpromneft, Aeroflot, Uralsib, Baltika, Bee Line, MTS, Megafon, Kraft Foods, Nike, Toyota, Bridgestone, etc.) as well as innovative start-up companies. He holds an MSc degree in Engineering and a DBA degree from the International School of Management (Paris, France).