



Dr. Petr Parshakov

Associate Professor
Petr_Parshakov@skolkovo.ru

Digital Transformation

Petr Parshakov is an Associate Professor at the SKOLKOVO School of Management. Petr earned a PhD degree from the University of Vigo and a Candidate of sciences degree (equivalent to a Ph.D.) from the National Research University Higher School of Economics (HSE) and is currently an Associate professor in the Department of Applied Economics and Data Analysis of HSE, where he continues his research and teaching activities.

Petr's professional interests lie in the field of business analytics, data analysis, applied economics, machine learning, and sports economics. His work is published in reputable academic journals, such as the European Journal of Operational Research, Journal of Business Ethics, and Journal of Economic Behavior and Organization, and is valued for its interdisciplinary approach. Data analysis and the models he applies can be considered in various industries. For instance, Petr explores the topic of aggregating individual ratings in crowdsourcing using football data as an example.

Another area of data analysis he explores is the review of digital technology adoption by companies and how it relates to the demand for relevant specialists in the labor market, the timing of investments in employees and technology, and the resulting financial impact for the company. A new and interesting project for Petr is researching a model that uses textual data from internet sites to predict a company's ESG (Environmental, Social, and Governance) risks.

Petr is a member of the Data Council of the Federal Service for Labor and Employment, whose activities are aimed at addressing challenges within the "National Strategy for the Development of Artificial Intelligence until 2030.