

**National Research University Higher School of Economics**  
**The Second International Networking Workshop**  
**"Measurement for Non-Financial Reporting"**

**Program**  
**September 25, 2017**

*Simultaneous translation/Синхронный перевод*

<b>Time</b>	<b>Sessions</b>
<b>9:30 – 10:00</b>	<b>Registration</b>
<b>10:00 – 10:15</b>	Workshop welcome <i>Sergey Kuzubov</i> , associate professor, HSE, School of finance (Russia) <i>Stefano Zambon</i> , professor, University of Ferrara, Chair of World Intellectual Capital Initiative (Italian branch)  Introduction of participants
<b>10:15-12:00</b>	<b>Session 1 “Intangible assets and intellectual capital measurement: Russian and European experience”</b> “European experience and initiatives in measuring intellectual assets” <i>Stefano Zambon</i> , professor, University of Ferrara, Chair of World Intellectual Capital Initiative (Italian branch)  “Digital Relational Capital of a Company” <i>Mariya Molodchik</i> , associate professor, HSE-Perm (Russia)  <b>Discussion</b>
<b>12:00-12:30</b>	<b>Coffee Break</b>
<b>12:30-14:50</b>	<b>Session 2 “Value creation through intangibles and disclosure of information about intellectual capital”</b> “Value creation through intangibles: hedonic pricing approach” <i>Elena Shakina</i> , associate professor, HSE- St. Petersburg (Russia) <i>Angel Barajas</i> , professor, HSE- St. Petersburg (Russia)  “Voluntary R&D disclosure and intellectual property rights protection: The case of Russian and European public pharmaceutical companies” <i>Juliia Naidenova</i> , senior lecturer, HSE-Perm (Russia)  "Does intellectual capital matter for Russian electric companies in the year of crisis?" <i>Natalia Feruleva</i> , intern, Research Center of Corporate Finance, HSE-Moscow (Russia)  <b>Discussion</b>
<b>14:50-15:00</b>	<b>Close of the workshop</b> <i>Irina Ivashkovskaya</i> , professor, HSE, School of finance (Russia)