

Egor Krivosheya

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Assistant Professor, Head of Research (since 2014, Research Associate before 2018)
Moscow School of Management SKOLKOVO, Moscow, Russia

Teaching:

National Research University Higher School of Economics

Future of fintech and financial services (original course joint with E. Semerikova, 2017-2020)

Future of digital economy (original course joint with E. Semerikova, 2020)

Research Project Seminar (all years BSc & MSc, joint with E. Semerikova, 2020-2021, topics: Analysis of FinTech Ecosystems, Tariffs in the digital platforms, Educational preferences of individuals in the digital age)

Development Economics (BSc 3rd year, practice sessions teacher, 2015-2020; co-lecturer, 2018)

International Economics (BSc, 4th year, 2015-2016)

Derivatives (MSc 2nd year, 2015-2016)

Moscow School of Management SKOLKOVO

Strategic management, Strategic entrepreneurship

FIIT: financial innovations ideation training

I. Research Fields:

Business models

Strategic management and entrepreneurship

Sustained competitive advantage

External enablers

Digital economy & digital transformation

Financial Technology, distributed ledgers and Web3

Digital consumer platforms & ecosystems

II. Education:

2020 National Research University Higher School of Economics, Russia

Ph.D, Economics

2016 National Research University Higher School of Economics, Russia

M.Sc., Financial Economics

2014 National Research University Higher School of Economics, Russia

B.Sc., Economics

2014 University of London, UK

B.Sc., Banking & Finance

III. Awards and Grants:

2015-2017 Best teacher awards, ICEF, NRU HSE

2016 Best paper of the conference award, GIKA 2016, Valencia

2019-2020 Best teacher awards, ICEF, NRU HSE

IV. Professional Experience:

2016 Chair, 9th EuroMed Conference, Warsaw, Poland

2016-2018 Legate, Global Innovations and Knowledge Academy (GIKA)

2016-2017 Consultant, Transit Oriented Development in Moscow Region, Central Passenger Transit Company (ЦППТК)

2014-Present Head of research, Centre for research in Financial Technologies and Digital Economy SKOLKOVO-NES, Moscow School of Management SKOLKOVO

2017-2020 Ad-hoc Reviewer, AOM Annual Meeting, Journal of Banking and Finance, European Journal of International Management, Journal of Business Research

V. Work in progress

Academic papers

Krivosheya, E. & Semerikova, E. Trend-proofing: A Strategic Framework for Decision-making Regarding Trends

Krivosheya, E. & Semerikova, E. Taxonomy of Consumer Internet Companies Business Models

Krivosheya, E. & Semerikova, E. How Entrepreneurs Turn External Enablers Into Ventures

Krivosheya, E. & Semerikova, E. Chief Activism Officer: Ensuring Positive Outcomes When Responding to the New Normal

Krivosheya, E. & Semerikova, E. How Strategic Entrepreneurs in Incumbent Organizations Sense Digital Transformation Opportunities

Krivosheya, E. & Semerikova, E. Consumer Internet Companies: Taxonomy of Business Models and the Role of Managers in Value Creation

Krivosheya, E. & Semerikova, E. Convenience & speed, financial benefits, or security? Explaining the use of modern payment instruments by Russian consumers

Krivosheya, E. & Semerikova, E. The Balancing View on Sustained Competitive Advantage

Semerikova, E. & Krivosheya, E. Success factors of interorganizational foresight practices: the case of the Russian cashless economy

Practice-oriented research:

Semerikova, E. & Krivosheya, E. (*upcoming*). Retail payments in Russia 2021: merchants. Moscow School of Management SKOLKOVO report.

Semerikova, E. & Krivosheya, E. (*work in progress*). MIR vs International payment systems: Russian consumers perceptions. Moscow School of Management SKOLKOVO report.

Krivosheya, E. & Semerikova, E. (*work in progress*). Digital Businesses: Strategies for Effective Development

VI. Conference Papers:

<u>Paper</u>	<u>Conferences</u>
Benefits of the retail payments card market: Russian cardholders' evidence	GIKA 2016, Valencia, Spain (2016)
Benefits of the retail payments card market: Evidence from Russian merchants	9 th EuroMed conference, Warsaw, Poland (2016) XVIII International Academic conference on social and economic development NRU HSE, Moscow, Russia (2016) 9 th European business research conference, Paris, France (2017) 2 nd international academic research conference, New York, USA (2017) 32 nd IISES international academic research conference, London, United Kingdom (2017)

	Empirical research in financial services research seminar, Moscow, Russia (2017) GIKA 2017, Lisbon, Portugal (2017)
Success of the Projects with High Public Usage: The Role of Benefits in Global TOD Initiatives	2 nd BUID Academic Conference, Dubai, UAE (2016)
Evaluating Efficient Multilateral Interchange Fees: Evidence from End-User Benefits	Empirical research in financial services research seminar, Moscow, Russia (2017) XIX International Academic conference on social and economic development NRU HSE, Moscow, Russia (2017) CINST Research Seminar, NRU HSE, Moscow, Russia (2017) 8 th Annual CInSt Banking Workshop “Banking in Emerging Markets: Challenges and Opportunities”, NRU HSE, Moscow, Russia (2018) Empirical research in banking research seminar, Moscow, Russia (2018)
Network externalities at retail payments market: Evidence from Russian individuals	8 th RSEP multidisciplinary research conference, Barcelona, Spain (2018) 10 th IISES Economics & Finance conference, Rome, Italy (2018)
Network externalities at retail payments market: Evidence from Russian merchants	8 th RSEP multidisciplinary research conference, Barcelona, Spain (2018) 10 th IISES Economics & Finance conference, Rome, Italy (2018) XX International Academic conference on social and economic development NRU HSE, Moscow, Russia (2019)
Determinants of benefits at retail payments market: evidence from Russian end-users	INEKA 2019, Verona, Italy (2019); IARMEA, Brussels, Belgium (2019)
Perception of Acceptance Barriers And Cashless Payments Value: Evidence From Russian Merchants	12 th IISES Economics & Finance conference, Dubrovnik, Croatia (2019)
Financial Innovations Role in Consumer Behavior at Russian Retail Payments Market	12 th IISES Economics & Finance Conference, Dubrovnik, Croatia (2019), ACIEK Virtual Conference (2020)
Stimulating Cashless Economy: the Roles of Tariff Regulations & National Payment Systems Creation	XXI International Academic conference on social and economic development NRU HSE, Moscow, Russia (in a distributed format) (2020)
Convenience & speed, financial benefits or security? Explaining the use of modern payment instruments by Russian consumers	ACIEK Virtual Conference (2021)
Success Factors of Interorganizational Foresight Practices: the Case of the Russian Cashless Economy	ACIEK Virtual Conference (2021)
Trend-proofing: A Strategic Framework for Decision-making Regarding Trends	SMS Annual Meeting (2021)

VII. Publications:

Books:

Krivosheya, E., Semerikova, E., Korolev, A. & Tarusova, E. (2017). Cashless Economy in Russia 2030: Scenarios for market and industry. Moscow school of management SKOLKOVO. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/1359-2017-002-ru/>

Krivosheya, E. (2021). Network Effects at retail payments market: Evidence from Russian Individuals. Available online: https://link.springer.com/chapter/10.1007%2F978-3-030-69748-8_18

Refereed Journal Articles:

Krivosheya, E., & Korolev, A. (2016). Benefits of the retail payments card market: Russian cardholders' evidence. *Journal of Business Research*, 69(11), 5034-5039.

Krivosheya, E., & Korolev, A. (2018). Benefits of the retail payments card market: Evidence from Russian merchants. *Journal of Business Research*, 88, 466-473.

Krivosheya, E. (2020). Determinants of Benefits in the Retail Payments Market: Evidence from Russian Consumers, *Journal of Promotion Management*, 26(5), 634-653.

Krivosheya, E. (2020). The role of financial innovations in consumer behavior in the Russian retail payments market. *Technological Forecasting and Social Change*, 161, 120304.

Refereed working papers:

Krivosheya, E. (2018). Evaluating Efficient Multilateral Interchange Fees: Evidence from End-User Benefits. Higher School of Economics Research Paper No. WP BRP 66/FE/2018. Available online: <https://ssrn.com/abstract=3210455>

Conference Papers:

Krivosheya, E., & Korolev, A. (2016). Benefits of the retail payments card market: Russian cardholders' evidence.

Krivosheya, E., & Korolev, A. (2018). Benefits of the retail payments card market: Evidence from Russian merchants.

Krivosheya, E. (2018). Evaluating Efficient Multilateral Interchange Fees: Evidence from End-User Benefits.

Krivosheya, E. & Semerikova, E. (2018). Network externalities at retail payments market: Evidence from Russian individuals.

Krivosheya, E. (2018). Network externalities at retail payments market: Evidence from Russian merchants.

Krivosheya, E., Betschinger, M.-A. & Bertrand, O. (2018). Bilateral political relationships and international cross-listings.

Krivosheya, E. (2019). Determinants of benefits at retail payments market: evidence from Russian end-users.

Krivosheya, E. (2019). Perception of Acceptance Barriers and Cashless Payments Value: Evidence From Russian Merchants.

Krivosheya, E. (2020). Financial Innovations Role in Consumer Behavior at Russian Retail Payments Market.

Krivosheya, E. & Mital, M. (2020). Stimulating Cashless Economy: the Roles of Tariff Regulations & National Payment Systems Creation.

Krivosheya, E. & Semerikova, E. (2021). Convenience & speed, financial benefits or security? Explaining the use of modern payment instruments by Russian consumers.

Semerikova, E. & Krivosheya, E. (2021). Success Factors of Interorganizational Foresight Practices: the Case of the Russian Cashless Economy.

Krivosheya, E. & Semerikova, E. (2021). Consumer Internet Companies: Taxonomy of Business Models and the Role of Managers in Value Creation.

Krivosheya, E. & Semerikova, E. (2021). Trend-proofing: A Strategic Framework for Decision-making Regarding Trends.

Other peer-reviewed academic publications:

Krivosheya E. (2020). Multilateral interchange fee efficiency evaluation: the case of the Russian retail payment cards market. NRU HSE PhD Thesis. Available online: <https://www.hse.ru/sci/diss/346378619>

Media Publications:

Krivosheya, E. & Semerikova E. (2016). Fintech is not a threat to banks. PLUS journal
Available online: https://www.plusworld.ru/journal/section_1712/section_198697/art198688/

Krivosheya, E. & Semerikova E. (2016). Cashless economy in Russia: specifics of the next period. PLUS journal
Available online: http://www.plusworld.ru/journal/section_1712/section_262811/art262795/

Krivosheya, E. & Semerikova E. (2016). Clothing, biometrics and cars. VC.ru
Available online: <https://vc.ru/20586-payment-future>

Krivosheya, E. & Semerikova E. (2017). Will Russia become a Cashless Country? Forbes Russia.
Available online: <http://www.forbes.ru/kompanii/341953-stanet-li-rossiya-stranoy-bez-nalichnyh>

Krivosheya, E. & Semerikova E. (2017). Economics: why do industries need "uberization"? Retail & Loyalty journal
Available online: http://www.retail-loyalty.org/journal_retail_loyalty/read_online/art266107/

Krivosheya, E. & Semerikova E. (2017). Fantastic payments and where they live. Sravni.ru
Available online: <https://www.sravni.ru/text/2016/12/16/fantsticheskie-plateji-i-gde-oniobetaut/>

Krivosheya, E. (2018). Without notes: How will Russia cover the costs of FIFA 2018? Forbes Russia.
Available online: <http://www.forbes.ru/finansy-i-investicii/365477-bez-kupyr-kak-rossiya-okupit-provedenie-chempionata-mira>

Shibanov, O., Krivosheya, E. & Semerikova, E. (2019). Interchange fees: international regulatory experience and Russian specifics. ECONS Online. Available online: <https://econs.online/articles/finansy/mezhdunarodnyy-opyt-regu/>

Krivosheya E. (2020). Regulation of Interchange Fees: Evaluating efficiency and searching for alternatives? PLUS journal. Available online: <https://plusworld.ru/journal/2020/plus-8-2020/gosregulirovanie-beznalichnyh-platezhej-otsenivaem-effektivnost-i-ishhem-alternativy-2/>

Krivosheya E. (2020). The FinTech Way in Different Markets: What can we learn from China, USA, Europe and Russia? PLUS journal. Available online: <https://plusworld.ru/daily/tehnologii/put-finteha-na-otdelno-vzyatom-rynke-chemu-mozhno-nauchitsya-u-kitaya-ssha-evropy-i-rossii/>

Semerikova E. & Krivosheya E. (2020). Online living: how did the COVID-19 pandemics change perception of e-commerce by Russians? Retail & Loyalty. Available online: https://retail-loyalty.org/journal_retail_loyalty/read_online/art2915573/

Krivosheya, E. & Semerikova, E. (2021). Blockchain can create new perfect market. Vedomosti. Available online: <https://www.vedomosti.ru/opinion/articles/2021/04/06/864700-blokchein-idealnim>

Krivosheya, E. & Semerikova, E. (2021). The Empowered Consumer. BRICS Management Journal, 1(27). <http://bricsmagazine.com/ru/articles/potrebitel-vsemoguschiy>

Practice-oriented Research Reports:

Krivosheya, E. & Korolev, A. (2015). Retail payments in Russia 2014.

Krivosheya, E., Korolev, A., & Plaksenkov, E. (2015). Measures for stimulating a cashless economy in Russia. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/574-2015-004-ru>

Plaksenkov, E., Korovkin, V., & Krivosheya, E. (2015). Cashless economy in Russia: Tendencies, perspectives, opportunities. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/285-2015-002-ru>

Krivosheya, E., Semerikova E., Smirnova, O. & Korolev, A. (2018). Retail payments in Russia 2017. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/1653-2018-08-ru>

Krivosheya, E., Semerikova, E. & Korolev, A. (2018). Digital Russia Index. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/1779-2019-04-22>

Kabakova, O., Krivosheya, E. & Semerikova, E. (2018). Financial inclusion beyond access. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/1810-2018-11-15>

Krivosheya E. & Semerikova, E. (2018). Russian merchants and cashless retail payments: attitudes, strategies, preferences. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/1833-2018-11-28>

Semerikova, E. & Krivosheya, E. (2018). Digital wallets classification. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/1836-2018-11-29>

Semerikova, E. & Krivosheya, E. (2018). Payments ecosystems. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/1852-2018-12-13>

Krivosheya, E. & Semerikova, E. (2018). Measures for stimulating cashless economy in Russia: results & new approaches. Available online: https://finance.skolkovo.ru/ru/sfice/research-reports/1861-2018-12-20_1861

Semerikova, E. & Krivosheya, E. (2018). Russian consumers of cashless payments: behavior, customer journey & types of payments. Available online: https://finance.skolkovo.ru/ru/sfice/research-reports/1862-2018-12-20_1862

Krivosheya, E. (2018). Technologies in cryptoindustry: state, strategies & effects. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/1865-2018-12-21>

Semerikova, E. & Krivosheya, E. (2019). Payment instruments: perception of Russian consumers. Moscow School of Management SKOLKOVO report. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/2019-12-11>

Krivosheya E., Semerikova E. & Fursova A. (2019) Data-driven cities: what is needed for their creation. Moscow School of Management SKOLKOVO report. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/2136-2019-11-14>

Semerikova E. & Krivosheya E. (2019) Skills & knowledge: how to prepare for a job in financial services industry of the future? Moscow School of Management SKOLKOVO report. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/2136-2019-12-13>

Yusufov R., Chalenko E., Perderau A. & Krivosheya E. (2019) Blockchain in energy: projects & investors landscape. Moscow School of Management SKOLKOVO & Mindsmith report. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/2165-2019-12-30/>

Krivosheya E. & Semerikova E. (2019) Digital transformation of financial services: models and strategies for industry participants. Moscow School of Management SKOLKOVO report. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/2123-2019-11-06>

Semerikova E. & Krivosheya E. (2019) Payment instruments: perception of Russian consumers Moscow School of Management SKOLKOVO report. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/2019-12-11/>

Krivosheya E. & Semerikova E. (2019) Financial awareness: the effect of cognitive biases on the financial services participants. Moscow School of Management SKOLKOVO report. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/2123-2019-11-06>

Semerikova E. & Krivosheya E. (2020) Payment instruments: perception of Russian consumers. Moscow School of Management SKOLKOVO report. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/2019-12-11/>

Semerikova E., Krivosheya E. & Shibanov O. (2020) Measures for stimulating tourist industry amid COVID-19 pandemics: global experience. Moscow School of Management SKOLKOVO report. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/2019-12-11/>

Krivosheya E. & Semerikova E. (2020) Russian consumers of e-commerce: new consumer habits after the big reset. Moscow School of Management SKOLKOVO report. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/2020-09-09>

Semerikova, E. & Krivosheya, E. (2020). Analysis of tourists' payment behavior during trips: qualitative and quantitative research. Moscow School of Management SKOLKOVO report. Available online: <https://finance.skolkovo.ru/ru/sfice/research-reports/2020-05-25>

Krivosheya, E. & Semerikova, E. (2021). Central Bank Digital Currencies: Taxonomy, Design and Russian Specifics. Moscow School of Management SKOLKOVO report. Available online: <https://www.skolkovo.ru/researches/cifrovye-valyuty-centralnyh-bankov-tipologiya-dizajn-i-rossijskaya-specifika/>

Semerikova, E. & Krivosheya E. (2021). Retail payments market 2021: consumer. Moscow School of Management SKOLKOVO report. Available online: <https://www.skolkovo.ru/researches/rynok-beznalichnyh-roznichnyh-platezhnyh-uslug-v-rossii-2021-potrebitel/>