

Lena Veretennik

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https://veresmal.github.io/veretennik_lena/

Leuven, Belgium / Last Update: January, 2026 /

Research interests: innovation and technology management, academia-industry linkages, knowledge transfer, networks, economics of science

Past and current positions

since 2022	KU Leuven, Belgium <i>PhD student</i>
2020-2022	Center for Machine Learning, Data Analysis and Statistics (MAST), European University at St. Petersburg, Russia <i>Researcher / Data Analyst</i>
2018-2022	HSE University, St. Petersburg, Russia <i>Research Fellow</i>
2012-2022	HSE University, St. Petersburg, Russia <i>Lecturer</i>

Education

2012	HSE University, St. Petersburg, Russia <i>Master of Science in Financial Management (summa cum laude)</i>
2010	HSE University, St. Petersburg, Russia <i>Bachelor of Science in Management (summa cum laude)</i>

Working Papers

(2025) Harnessing Academic Science for Corporate Technology: The Role of Interpersonal Networks and Absorptive Capacity (with S. Arts & L. Fleming) [link](#)

Revise & Resubmit in Organization Science

(2025) Proximity to Priority: Social Ties and Firms' Early Use of External Science in Innovation (with S. Arts)

Grants and Awards

2026	Commercial potential and commercial value of scientific research in Flanders, VARIO <i>Research fellow, PI: Sam Arts, Reinhilde Veugelers</i>
2025	AOM Conference TIM Division <i>Outstanding Reviewer Award</i>
2025	FWO <i>Travel grant (AOM 2025)</i>

Since 2022	KU Leuven <i>Doctoral Scholarship</i>
2021-2022	Research Project Grant, European University in St. Petersburg <i>Data analyst, PI: Karaseva, A., Gavrilova, K., Vasilyeva, V.</i>
2021-2022	Research Project Grant, Russian Science Foundation <i>Research fellow, PI: Maria Yudkevich and Andrey Lovakov</i>
2020-2021	Research Project Grant, European University in St. Petersburg <i>Co-PI with Karaseva (5,000 EUR)</i>
2020-2022	Russian Science Foundation for Basic Research <i>PI "The impact of social capital in research productivity of university faculty in Russia" (20,000 EUR)</i>
2014-2021	HSE University, St. Petersburg <i>Best Lecturer Award (Teaching Excellence award) (6000 EUR)</i>
2017,2021	HSE University, St. Petersburg <i>Best Course Taught in English (Teaching Excellence award) (1000 EUR)</i>
2017,2019	Academic Travel Grant <i>ECKM 2017, Sunbelt 2019 (1500 EUR)</i>
2013-2015	HSE University, St. Petersburg <i>Interdisciplinary Workshop Grant (1000 EUR)</i>
2013	Educational Studies Moscow / Voprosy Obrazovaniya <i>Best Junior Research Paper for Grouping University Students Using Social Network Analysis (with Pronin, A. & Semyonov, A.) (500 EUR)</i>
2013	Student Research Paper Competition - Best Master Thesis <i>"The decision making process in financial management: stakeholder approach"</i>
2010	Student Research Paper Competition - Best Bachelor Thesis <i>"The evaluation and optimization of corporate service standards"</i>
2010,2012	Best Student of the Year (Bachelor, Master), Government of St. Petersburg

Teaching activities

2025,2026	Strategic management (undergraduate), KU Leuven role: course assistant (correcting exams)
2022-2026	Master Theses supervision, KU Leuven role: daily coach, 32 students
2019-2022	Introductory Research Seminar (undergraduate), HSE University 3 ECTS, 6-10 groups of students, 180-270 students (yearly total) role: course curriculum designer and instructor I have designed teaching materials, lectures, evaluation techniques & online tutorials, delivered all lectures and seminars. I organized a series of guest lectures with successful HSE graduates and industry experts. Organized 5 case championships with industry partners of the university. This course received multiple awards ("Best applied course", "Best course in terms of career development", "Best course taught in English").
2021	Social Network Analysis in Educational Research (master), HSE University 2 ECTS, 1 group of students, 20 students role: course curriculum designer and instructor

2016-2021	Research Seminar “Quantitative and Qualitative methods” (undergraduate, master), HSE University 4-6 ECTS, 1-10 groups of students, 20-270 students (yearly total) role: course curriculum designer and instructor I have designed teaching materials, lectures, evaluation techniques & online tutorials, delivered lectures and seminars on topics related to planning and executing research in academic and industry domains. This course was later integrated into bachelor thesis preparation pipeline. This course received multiple awards (‘Best course taught in English’)
2016-2022	Data Analysis for managers (undergraduate, master), HSE University 3-6 ECTS, 1-6 groups of students, 20-130 students (yearly total) role: course curriculum designer and instructor I have designed teaching materials, lectures, evaluation techniques & online tutorials, delivered lectures and seminars on topics of statistical analysis and econometrics in SPSS, Stata, NLP in R, Python, visualization of data in R, Tableau, Python (among others). This course received multiple awards (“Best applied course”, ‘Best course taught in English’)
2018-2020	International Business (undergraduate), HSE University 1 ECTS, 2 groups of students, 20-40 students (yearly total) role: course instructor
2017	Market Analytics (undergraduate), HSE University 1 ECTS, 1 group of students, 25 students role: course instructor
2012-2017	Organizational Theory and Behavior (undergraduate), HSE University 3-8 ECTS, 4-8 groups of students, 110 – 200 students (yearly total) role: course curriculum designer and instructor I have designed teaching materials, lectures, evaluation techniques & online tutorials, delivered all lectures and seminars. I organized a series of guest lectures with industry experts. This course received multiple awards (“Best applied course”, “Best course taught in English”).
2016-2017	Strategic Management (undergraduate), HSE University 2 ECTS, 4 group of students, 110 students role: course instructor
2017	Organizational Design (undergraduate), HSE University 2 ECTS, 4 group of students, 110 students role: course instructor
2016	Theory and History of Management (undergraduate), HSE University 3 ECTS, 2 groups of students, 60 students role: course instuctor
2012-2014	Client-oriented organization (undergraduate), HSE University 2 ECTS, 4 groups of students, 100-120 students role: teaching assistant, later – course instructor, designed teaching materials, lectures, evaluation techniques
2012-2022	Bachelor and Master Theses supervision, HSE University role: daily coach and main supervisor, over 100 students. Multiple students groups won Best Thesis award

Teaching qualifications

2023	Start to Teach, KU Leuven
2016	Teaching Skills for Non-Native English Speakers, CERGE-EI
2015	Educational Neighborhood: Experience the Finnish Education System (Savonlinna)
2014	Project Facilitation Expert, Grape People Inc.

Presentations

2025	WOEPS 2025 (Strasbourg); AOM 2025 (Copenhagen); 10th Summer School on Data and Algorithms for ST&I Studies at KU Leuven (Leuven); 8th Research on Innovation, Science and Entrepreneurship (RISE) Workshop, Max Planck Institute for Innovation and Competition (Munich)
2024	REGIS (online); 9th Summer School on Data and Algorithms for ST&I Studies at KU Leuven (Leuven); 7th Research on Innovation, Science and Entrepreneurship Workshop (RISE), Max Planck Institute for Innovation and Competition (Munich)

2022	AMEC Junior Conference, HSE University (St. Petersburg)
2021	EURAM Doctoral Colloquium (online); Russian Summer School on Institutional Analysis (RSSIA), HSE University (online)
2020	AMEC International Conference, HSE University (online); Russian Summer School on Institutional Analysis (RSSIA), HSE University (online)
2019	XXXIX Sunbelt Social Networks Conference of the International Network for Social Network Analysis, Université du Québec à Montréal (Montreal); EFMD Bachelor Programs Conference, BI Norwegian Business School (Oslo)
2018	19 th European Conference on Knowledge Management, University of Padua (Padua); 3 rd International Conference Theory and Application in the Knowledge Economy, Poznan University of Economics & Business (Poznan)
2017	18 th European Conference on Knowledge Management, Universitat Internacional de Catalunya (Barcelona); 2 nd International Conference Theory and Application in the Knowledge Economy, University of Zagreb (Zagreb); Emerging Markets Conference, GSOM (St. Petersburg); International BRICS global business and innovation conference, HSE University (St. Petersburg)
2016	XVII April International Academic Conference on Economic And Social Development, HSE University (Moscow)
2014	XXXIV Sunbelt Social Networks Conference of the International Network for Social Network Analysis, INSNA (St. Pete Beach, FL); XV April International Academic Conference on Economic And Social Development, HSE University (Moscow)

Professional Service and Experience

(admin) MSI Computational server / SQL Server, KU Leuven

(researcher) KU Leuven 600 anniversary, KU Leuven's impact on global innovation (presentation)

(consulting) SNA and performance analytics projects for educational and commercial institutions

(manager) Management alumni society, HSE University

(organiser) Brown Bag Research Seminar, School of Economics and Management, HSE University

(co-organiser, lecturer) Outreach and Recruitment Activities (Vietnam, Kazakhstan, Kyrgyzstan), HSE University

(co-organiser) Interdisciplinary Research Seminars across campuses, HSE University

Journal Review Activity

Management Science, Scientometrics, Higher Education Quarterly, Studies in Higher Education

Online projects and articles

2022	“Overtime Work in Public Procurement” What do timestamps on contracts reveal about the lives of procurement specialists? This study uses big data to uncover the untold story of late nights, weekends, and hidden overtime shaping public procurement practices.
2022	+3 Non-obvious difficulties in working with open data on public procurement / Habr.com Let the Country Wait: Maintenance Work on the Unified Information System / Habr.com
2021	"Can a machine be taught to feel like a teenager?" Thanks to the ' Prozhito ' project, our team accessed a unique archive of teenage diary entries written in Russian. We created a sentiment dataset from these texts and trained the ruGPT3 LLM to generate texts that were indistinguishable from authentic diary entries of young men and women.

Pre-doctoral publications in peer-reviewed journals

Veretennik, E. & Shakina, E. (2024) [Beyond borders: Achieving research performance breakthrough with academic collaborations](#). Higher Education Quarterly, 78(1), pp. 212-235.

Veretennik, E. & Okulova, O. (2023) [Of performance and impact: How AACSB accreditation contributes to research in business schools](#). Higher Education Policy, 36(4), pp. 758-780.

Veretennik, E. & Yudkevich, M. (2023) [Inconsistent quality signals: evidence from the regional journals](#). Scientometrics, 128(6), pp. 3675-3701.

Karaseva, A., Gavrilova, K., Vasilyeva, V. & **Veretennik, E.** (2023) [E-procurement and Arctic infrastructural geography: challenges of e-governance in the Russian Arctic](#). Polar Geography, 46(2-3), pp. 120-138.

Veretennik, E. & Kianto, A. (2020) [The impact of trust and innovation networks on teachers' job satisfaction](#). Kybernetes, 49(1), pp. 200-228.

Pronin, A., **Veretennik, E.** & Semyonov, A. (2014) [Grouping University Students Using Social Network Analysis](#). Voprosy Obrazovaniya / Educational Studies Moscow, 3(October), pp. 54-73.

Analytical Toolkit

R, Python, SQL, shell/bash, Stata, SPSS, Tableau, Git, Google Cloud Platform, Tableau, Flourish Studio, Datawrapper, Gephi, Social Network Analysis (SNA), Organisational Network Analysis (ONA), Natural Language Processing (NLP)

Languages

English (fluent), Ukrainian (native), Russian (native), Dutch (elementary)