

Lena Veretennik

elena.veretennik@kuleuven.be

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
PhD student

2020-2022 Center for Machine Learning, Data Analysis and Statistics (MAST), European University at St. Petersburg, Russia
Researcher / Data Analyst

2018-2022 HSE University, St. Petersburg, Russia
Research Fellow

2012-2022 HSE University, St. Petersburg, Russia
Lecturer

Education

2012 HSE University, St. Petersburg, Russia
Master of Science in Financial Management (summa cum laude)

2010 HSE University, St. Petersburg, Russia
Bachelor of Science in Management (summa cum laude)

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
Research fellow, PI: Sam Arts, Reinhilde Veugelers

2025 AOM Conference TIM Division
Outstanding Reviewer Award

2025 FWO
Travel grant (AOM 2025)

Since 2022 KU Leuven
Doctoral Scholarship

2021-2022 Research Project Grant, European University in St. Petersburg
Data analyst, PI: Karaseva, A., Gavrilova, K., Vasilyeva, V.

2021-2022 Research Project Grant, Russian Science Foundation
Research fellow, PI: Maria Yudkevich and Andrey Lovakov

2020-2021 Research Project Grant, European University in St. Petersburg
Co-PI with Karaseva (5,000 EUR)

2020-2022 Russian Science Foundation for Basic Research
PI "The impact of social capital in research productivity of university faculty in Russia" (20,000 EUR)

2014-2021 HSE University, St. Petersburg
Best Lecturer Award (Teaching Excellence award) (6000 EUR)

2017,2021 HSE University, St. Petersburg
Best Course Taught in English (Teaching Excellence award) (1000 EUR)

2017,2019 Academic Travel Grant
ECKM 2017, Sunbelt 2019 (1500 EUR)

2013-2015 HSE University, St. Petersburg
Interdisciplinary Workshop Grant (1000 EUR)

2013 Educational Studies Moscow / Voprosy Obrazovaniya
Best Junior Research Paper for Grouping University Students Using Social Network Analysis (with Pronin, A. & Semyonov, A.) (500 EUR)

2013 Student Research Paper Competition - Best Master Thesis
"The decision making process in financial management: stakeholder approach"

2010 Student Research Paper Competition - Best Bachelor Thesis
"The evaluation and optimization of corporate service standards"

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 19th European Conference on Knowledge Management, University of Padua (Padua); 3rd International Conference Theory and Application in the Knowledge Economy, Poznan University of Economics & Business (Poznan)

2017 18th European Conference on Knowledge Management, Universitat Internacional de Catalunya (Barcelona); 2nd 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)