

# THE PROGRAMME OF SIBERIAN FEDERAL UNIVERSITY INTERNATIONAL COMPETITIVENESS IMPROVEMENT

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# ❁ THE MODEL OF COMPETITIVE UNIVERSITY

- 🔍 World-Class Scientific Research
- ★ International Recognition
- 🤝 Collaboration with Enterprises
- © High Rate of Revenue from Intellectual Property
- 📍 Key Role in Social and Economic Development of the Region

## ❁ VISION OF THE FUTURE

International recognition of Siberian Federal University as a leading research university in the field of forestry and rational exploration, development and preservation of the unique natural reserves

## RESEARCH & TECHNOLOGY UNIVERSITY



# STRATEGIC GOAL



## Forestry

The competitive advantage

## Environmental Sciences

Interdisciplinary approach

## Technical & Engineering

Technological and technical support

## Social & Economic Studies

Hypermarket of the wide range  
of educational programmes

# TARGET MODEL

## THE WORLD LEADERS IN ENVIRONMENTAL SCIENCES

University  
of Alberta



10-th ecological scientific  
and research stations

University  
of Alaska  
Fairbanks



11-th place  
in the number  
of article citations  
on climate changes

University  
of British  
Columbia








12-th place  
in QS-Agriculture & Forestry








Siberian  
Federal  
University



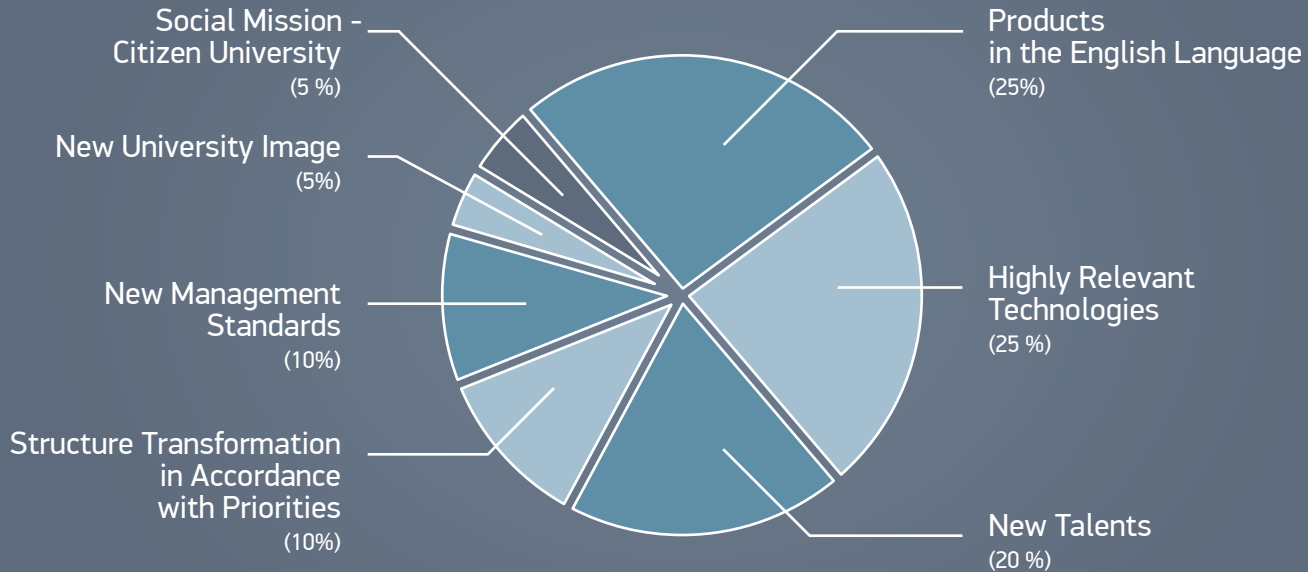
# THE BASIC GAPS

-  Low awareness of the University at the international scientific and educational market (relatively new university)
-  Shortage of competitive products in the English language
-  Deficit of highly cited scholars
-  Poor academic mobility
-  Small number of international students

## INITIATIVES

-  Development of the pool of competitive scientific and educational products
-  Quality increase of the key personnel and growth of expertise
-  Market expansion of scientific and educational services
-  Product management policy
-  Transformation of the architecture of scientific and educational structure of the University, oriented at quality leap
-  Development of the open educational system (Citizen University)
-  Expert support of the global geopolitical and economic processes - Open Siberian Forum (Expert & Social Mission)

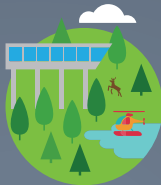
# SUCCESS FORMULA





# MARKETING STRATEGY

Technologies and expert support of the subject of sustainable development of the unique natural areas and rational use of natural resources



Unique scholarship and summer schools in pristine forest area, based on state-of-the-art research facilities



Establishment of the R&D network



Involvement into the programmes of innovative development of territories



Expansion in the territories of perspective influence



Capitalization of the brand of sports capital of Siberia

# ❁ MANAGEMENT STRATEGY



# STAR PROJECTS

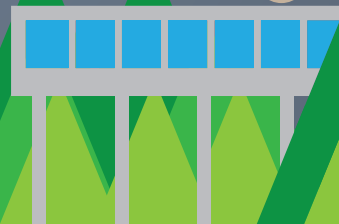
## TAIGA



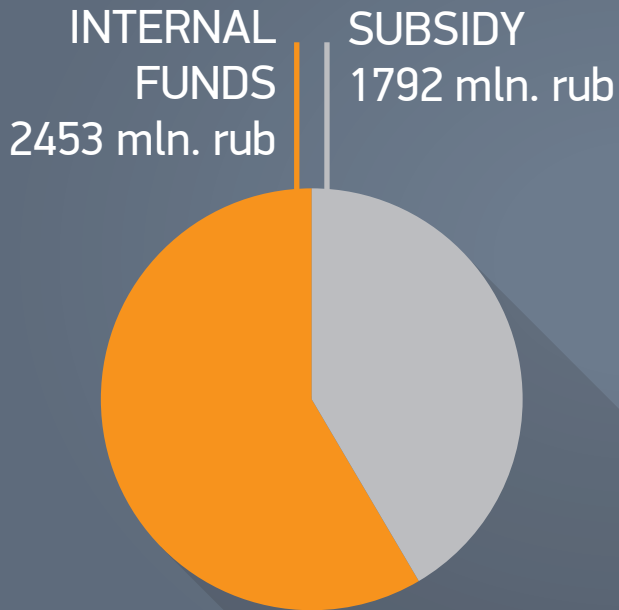
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the field research  
stations network



# ❁ FINANCIAL STRATEGY




SHARE  
OF EXTRA BUDGETARY  
REVENUES TO 2020





# SIBERIAN FEDERAL UNIVERSITY

-  Top-20 of Russian universities («steady elite»)
-  Progressive growth of publishing activity (for the period of 5 years the number of publications in Scopus has grown 3.5 times)
-  Unique successful experience of strategic partnership with the leading corporations (collaboration with industrial partners)
-  Long lasting cross partnership of the University with the Russian Academy of Science
-  Great number of students from the other regions
-  Krasnoyarsk is the host city of the 29th World Winter Universiade in 2019

THE ONLY ONE WHO IS CHANGING  
HIMSELF AND BECOMING BETTER  
DAY BY DAY  
WILL BE A WINNER

