

## Petr Parshakov

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E-MAIL	parshakov.petr@gmail.com
RESEARCH INTERESTS	Marketing and consumer behavior NLP for economic modelling Discrimination and inequality
BIBLIOMETRIC INDICATORS	1. H-index WoS – 10 (ResearcherID: G-7651-2015) 2. H-index Scopus - 10 (Scopus AuthorID: 55881045400) 3. H-index Google Scholar – 15 (Google Scholar Profile) 4. Journal lists: FT50, ABS 4
EDUCATION	PhD, Economics, 2019, University of Vigo  PhD, Finance, 2014, HSE University (Candidate in Science, belongs to ISCED level 8 - "doctoral or equivalent")
POSITION	<b>Head of the lab</b> 2023 to present International Laboratory of Intangible-driven Economy HSE University, Perm  <b>Associate Professor of Data and Economics</b> 2022 to present Moscow School of Management SKOLKOVO  <b>Associate professor</b> 2016 to present HSE University, Perm  <b>Senior researcher</b> 2010 to 2022 International Laboratory of Intangible-driven Economy HSE University, Perm  <b>Master in Finance Program Director</b> 2015 to 2018 HSE University, Perm
REFEREED JOURNAL PUBLICATIONS	1. Shenkman E., Mariia Molodchik, Parshakov P. Online Versus Offline eSports Tournaments: Prize Structure and Individual Performance // Journal of Sports Economics. 2025. [WoS Q1] 2. Naidenova I., Parshakov P., Tylkin I., Vasiliev G. Choking under pressure in online and live esports competitions // Journal of Economic Behavior and Organization. 2024. Vol. 227. Article 106760. [WoS Q1, ABS AJG 3] 3. Parshakov, P., Barajas, A. (2024). Esports Business and Finance. In Routledge Handbook of Esports (pp. 284–291). Routledge. 4. Parshakov P., Thadeu Gasparetto, Votintseva N., Shakina E. Beyond the pitch: Exploring the role of beauty in soccer player salaries // Journal of Economic Psychology. 2024. Vol. 101. Article 102709. [WoS Q2, ABS AJG 2]

5. Nessler C., Gasparetto T. M., Parshakov P. Field-based validation of penalty shooting recommendations: An experiment with elite youth football players // *Managerial and Decision Economics*. 2024. [WoS Q2, ABS AJG 2]
6. Parshakov P., Schöber T., Stadtmann G., Tylkin I. Survival of Professional Counter-Strike: Global Offensive Teams: What Matters? A Research Note // *Journal of Electronic Gaming and Esports*. 2024. Vol. 2. No. 1. P. 1-8.
7. Nessler C., Gomez-Gonzalez C., Parshakov P., Dietl H. Examining Discrimination against Jews in Italy with Three Natural Field Experiments *Journal of Behavioral and Experimental Economics*, 2023 [WoS Q2, ABS AJG 2]
8. Sitovskaya D., Zbrodskaya Y., Parshakov P., Sokolova T., Kudlay D., Starshinova A., Samochnykh K. Expression of Cytoskeletal Proteins (GFAP, Vimentin), Proapoptotic Protein (Caspase-3) and Protective Protein (S100) in the Epileptic Focus in Adults and Children with Drug-Resistant Temporal Lobe Epilepsy Associated with Focal Cortical Dysplasia *International Journal of Molecular Sciences*, 2023. Vol. 24. No. 19. Article 14490 [WoS Q1]
9. Parshakov, P. A., and Teplykh, G. V. (2023) Network board capital and performance of international companies *St Petersburg University Journal of Economic Studies*, 39 (2), pp. 198–216.
10. Kirpishchikov D., Parshakov P., Zaveritiaeva M. A. Team Masculinity and Performance: Evidence from Major League Soccer *International Journal of Sport Finance*. 2023. Vol. 18. No. 2. P. 84-96. [WoS Q4, ABS AJG 1]
11. Parshakov P., Naidenova Iu., Gomez-Gonzalez C., Nessler C. Do LGBTQ-supportive corporate policies affect consumer behavior? Evidence from the video game industry *Journal of Business Ethics*, 2022 [WoS Q1, ABS AJG 3, FT50]
12. Naidenova Iu., Parshakov P., Suvorov S. Air Pollution and Individual Productivity: Evidence from the Ironman Triathlon Results *Economics and Human Biology*, accepted [WoS Q1, ABS AJG 2]
13. Parshakov P., Naidenova Iu., Assanskiy A., Nessler C. Obesity and individual performance: the case of eSports *International Journal of Obesity*, 2022 [WoS Q1]
14. Shnkman E., Coates D. C., Chadov A. L., Parshakov P. Team vs. individual tournament: An organizer's dilemma *Journal of Economic Behavior and Organization* 2022. Vol. 198. P. 476-492 [WoS Q1, ABS AJG 3]
15. Parshakov P., Coates D. C. The wisdom of crowds and transfer market values *European Journal of Operational Research*, 2022. Vol. 301. No. 2. P. 523-534. [WoS Q1, ABS AJG 4]
16. Shakina E., Parshakov P., Alsufiev A. Rethinking the corporate digital divide: The complementarity of technologies and the demand for digital skills *Technological Forecasting and Social Change*. 2021. Vol. 162. P. 120405. [WoS Q1, ABS AJG 3]
17. Molodchik M., Paklina S., Parshakov P. Peer Effects on Individual Performance in a Team Sport *Journal of Sports Economics*. 2021. Vol. 22. No. 5. P. 571-586 [WoS Q2, ABS AJG 2]
18. Parshakov P., Paklina S., Coates D. C., Chadov A. L. Does video games' popularity affect unemployment rate? Evidence from macro-level analysis *Journal of Economic Studies* 2021. Vol. 48. No. 4. P. 817-835 [ABS AJG 1]

19. Shakina E., Barajas A., Parshakov P. Testing the contestable market theory in eSports *Economic Research-Ekonomska Istraživanja*. 2021 [WoS Q2]
20. Parshakov P., Zavertiaeva M. A., Baidina K. Uncertainty of Outcome and Attendance: Evidence from Russian Football *International Journal of Sport Finance*. 2021. Vol. 16. No. 1. P. 33-43. [WoS Q4, ABS AJG 1]
21. Naidenova I. N., Nessler C., Parshakov P., Chusovliankin A. After the Crimea crisis: Employee discrimination in Russia and Ukraine *Plos One*. 2020. Vol. 15. No. 10. P. 1-17. [WoS Q2]
22. Parshakov P., Naidenova I. N., Barajas A. Spillover effect in promotion: Evidence from video game publishers and eSports tournaments *Journal of Business Research*. 2020. Vol. 118. P. 262-270. [WoS Q1, ABS AJG 3]
23. Coates D. C., Parshakov P., Paklina S. Do Managers Matter: Evidence from Esports *Contemporary Economic Policy*. 2020. Vol. 38. No. 2. P. 304-312. [WoS Q2, ABS AJG 2]
24. Naidenova I. N., Parshakov P., Sofia Paklina. Determinants of Football Fans' Happiness: Evidence from Facial Emotion Recognition *Journal of Happiness Studies*. 2020. Vol. 21. P. 1103-1116. [WoS Q1, ABS AJG 1]
25. Parshakov P., Shakina E. A. Do Companies Disclose Intellectual Capital in Their Annual Reports? New Evidence from Explorative Content Analysis *Journal of Intellectual Capital*. 2020. P. 1-15. [WoS Q1, ABS AJG 2]
26. Coates D. C., Naidenova I. N., Parshakov P. "Determinants of governmental support of Russian companies: lessons on industrial policy, rent-seeking and corruption" *Constitutional Political Economy*. 2019. Vol. 30. No. 4. P. 438-466. [ABS AJG 1]
27. Zavertiaeva M. A., Parshakov P. "Determinants of Performance in eSports: A Country-Level Analysis" *International Journal of Sport Finance*. 2018. Vol. 13. No. 1. P. 34-51. [WoS Q4, ABS AJG 1]
28. Paklina S., Parshakov P., Molodchik M. "Digital relational capital of a company" *Meditari Accountancy Research*. 2018. Vol. 26. No. 3. P. 443-462. [ABS AJG 1]
29. Parshakov P., Zavertiaeva M. A., Coates D. C. "Is diversity good or bad? Evidence from eSports teams analysis" *Applied Economics*. 2018. Vol. 50. No. 47. P. 5064-5075. [WoS Q2, ABS AJG 2]
30. Zavertiaeva M. A., Parshakov P., Naidenova I. N. "No confidence—no glory? Coach behavioral bias and team performance" *International Journal of Sports Science and Coaching*. 2018. Vol. 13. No. 6. P. 863-873. [WoS Q4]
31. Parshakov P., Shakina E. A. "With or without CU: A comparative study of efficiency of European and Russian corporate universities" *Journal of Intellectual Capital*. 2018. Vol. 19. No. 1. P. 96-111. [WoS Q1, ABS AJG 2]
32. Parshakov P., Zavertiaeva M. A. "Companies intangibles: Unique versus generic" *International Review of Economics and Finance*. 2017. Vol. 49. P. 266-275. [WoS Q2, ABS AJG 2]
33. Coates D. C., Naidenova I. N., Parshakov P. "Determinants of Russian Football Club Brands" *International Journal of Sport Finance*. 2017. Vol. 4. No. 12. P. 321-341. [WoS Q4, ABS AJG 1]

34. Parshakov P. "Observing Unobservable: Estimating the Time-Varying Efficiency of Intellectual Capital" *Measuring Business Excellence*. 2017. Vol. 21. No. 4. P. 377-387. [ABS AJG 1]
35. Shakina E. A., Barajas Alonso A. A., Parshakov P., Chadov A. L. "Status-Quo vs New Strategy in Intangibles" *Journal of Economic Studies*. 2017. Vol. 44. No. 1. P. 138-153. [ABS AJG 2]
36. Naidenova I. N., Chhykhov A. S., Parshakov P. "Does football sponsorship improve company performance?" *European Sport Management Quarterly*. 2016. Vol. 16. No. 2. P. 1-19. [WoS Q2, ABS AJG 3]
37. Iuliia Naidenova, Petr Parshakov, Marina Zavertiaeva, Eduardo Tome "Look for People, Not for Alpha: Mutual Funds Success and Managerial Intellectual Capital" *Measuring Business Excellence*. 2015. Vol. 4. No. 19. P. 57-71. [ABS AJG 1]
38. Iuliia Naidenova, Petr Parshakov "Intellectual capital investments: evidence from panel VAR analysis" *Journal of Intellectual Capital*. 2013. Vol. 14. No. 4. P. 634-660. [WoS Q1, ABS AJG 3]

FUNDING RAISED Principal investigator

1. Development of a machine learning model for classifying cybersecurity system alerts *Funded by PJSC Sberbank, 2023 – 2024*
2. Development of a HR recommendation system for profession based on user queries *Funded by HSE University, 2023 – 2024*
3. Development of a toolkit for monitoring the typical ICT portfolios of Russian companies using machine learning methods *Funded by HSE University, 2023 – 2024*
4. AI models of natural language processing: Identification of risks based on textual information *Funded by PJSC Sberbank, 2021 – 2022*
5. Luck vs. Skills of Russian Mutual Funds *Funded by HSE University, 2013 – 2014*

Co-investigator

1. Competitiveness of Russian Companies in the condition of import substitution: the role of intellectual resources *Funded by Russian Scientific Foundation, 2016 – 2018*
2. Competitiveness and Leapfrogging Capabilities of Russian Business through Intangibles *Funded by Russian Scientific Foundation, 2017 – 2022*
3. Annual grants from HSE University Basic Research Program (2015 – ongoing)
4. AI-based ethics index of Russian banks (2021 – ongoing)

TEACHING  
EXPERIENCE

Data and Analytics in Finance (Master)  
 Microeconomics (MBA)  
 Business research methods (Master )  
 Text mining for management purposes (Master)  
 Introduction to R (Master)  
 Contemporary issues in applied economics (Postgraduate)  
 Econometrics (Postgraduate)

REFERENCES

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SOFTWARE

R, Python, SQL, Stata