

Petr Parshakov

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 – 11 (ResearcherID: G-7651-2015) 2. H-index Scopus - 12 (Scopus AuthorID: 55881045400) 3. H-index Google Scholar – 17 (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	Head of the lab International Laboratory of Intangible-driven Economy HSE University, Perm	2023 to present
	Professor HSE University, Perm	2025 to present
	Associate Professor of Data and Economics Moscow School of Management SKOLKOVO	2022 to present
	Associate professor HSE University, Perm	2016 to 2024
	Senior researcher International Laboratory of Intangible-driven Economy HSE University, Perm	2010 to 2022
	Master in Finance Program Director HSE University, Perm	2015 to 2018
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. Vol. 26. No. 1. P. 115–132. [WoS Q1] 2. Nessler C., Gasparetto T., Iuliia Naidenova, Parshakov P. Playing With Perceptions: Investigating Bias in Soccer Through Skin Tone Manipulation // Social Science Quarterly. 2025. Vol. 106. No. 2. Article e13492. [WoS Q2]	

3. Croucher S., Kelly S., Parshakov P., Permyakova T. M., Zavertiaeva M. A. Health Information Search During COVID-19: Does Culture Matter? // *Journal of Intercultural Communication Research*. 2024. Vol. 53. No. 5-6. P. 200–217. [WoS Q2]
4. 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]
5. Parshakov, P., Barajas, A. (2024). Esports Business and Finance. In *Routledge Handbook of Esports* (pp. 284–291). Routledge.
6. 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]
7. 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]
8. 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.
9. 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]
10. Sitovskaya D., Zabrodskaya Y., Parshakov P., Sokolova T., Kudlay D., Starshinova A., Samochernykh 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]
11. 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.
12. Kirpishchikov D., Parshakov P., Zavertiaeva 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]
13. 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]
14. 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]
15. Parshakov P., Naidenova Iu., Assanskiy A., Nessler C. Obesity and individual performance: the case of eSports *International Journal of Obesity*, 2022 [WoS Q1]
16. Shenkman 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]

17. 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]
18. 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]
19. 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]
20. 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]
21. Shakina E., Barajas A., Parshakov P. Testing the contestable market theory in eSports *Economic Research-Ekonomska Istraživanja*. 2021 [WoS Q2]
22. 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]
23. 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]
24. 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]
25. Coates D. C., Parshakov P., Paklina S. Do Managers Matter: Evidence from E-sports *Contemporary Economic Policy*. 2020. Vol. 38. No. 2. P. 304-312. [WoS Q2, ABS AJG 2]
26. 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]
27. 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]
28. 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]
29. 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]
30. 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]
31. 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]

32. 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]
33. 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]
34. 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]
35. 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]
36. 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]
37. 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]
38. 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]
39. 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]
40. 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. Comparative Analysis of AI-Based Agents and Real Individuals in Economic Decision-Making *Funded by Russian Science foundation, 2025 – 2027*
2. Development of a machine learning model for classifying cybersecurity system alerts *Funded by PJSC Sberbank, 2023 – 2024*
3. Development of a HR recommendation system for profession based on user queries *Funded by HSE University, 2023 – 2024*
4. Development of a toolkit for monitoring the typical ICT portfolios of Russian companies using machine learning methods *Funded by HSE University, 2023 – 2024*
5. AI models of natural language processing: Identification of risks based on textual information *Funded by PJSC Sberbank, 2021 – 2022*
6. 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)

SOFTWARE

R, Python, SQL, Stata