

## Petr Parshakov

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E-MAIL	<a href="mailto:parshakov.petr@gmail.com">parshakov.petr@gmail.com</a>	
RESEARCH INTERESTS	Marketing and consumer behavior NLP for economic modelling Discrimination and inequality	
BIBLIOMETRIC INDICATORS	1. H-index WoS – 10 (ResearcherID: <a href="#">G-7651-2015</a> ) 2. H-index Scopus - 11 (Scopus AuthorID: <a href="#">55881045400</a> ) 3. H-index Google Scholar – 16 ( <a href="#">Google Scholar Profile</a> ) 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> International Laboratory of Intangible-driven Economy HSE University, Perm	2023 to present
	<b>Professor</b> HSE University, Perm	2026 to present
	<b>Associate Professor of Data and Economics</b> Moscow School of Management SKOLKOVO	2022 to present
	<b>Associate professor</b> HSE University, Perm	2016 to 2024
	<b>Senior researcher</b> International Laboratory of Intangible-driven Economy HSE University, Perm	2010 to 2022
	<b>Master in Finance Program Director</b> 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. [ <b>WoS Q1</b> ] 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. [ <b>WoS Q2</b> ]	

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