

Lena Veretennik

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Leuven, Belgium / Last Update: September 16, 2025 /

Research interests: Networks, Technology adoption and transfer, Organizational Learning

Past and current positions

since 2022	KU Leuven, Belgium <i>PhD student</i>
2020-2022	Center for Machine Learning, Data Analysis and Statistics (MAST), European University at St. Petersburg, Russia <i>Researcher / Data Analyst</i>
2018-2022	HSE University, St. Petersburg, Russia <i>Research Fellow</i>
2012-2022	HSE University, St. Petersburg, Russia <i>Lecturer</i>

Education

2012	HSE University, St. Petersburg, Russia <i>Master of Science in Financial Management (summa cum laude)</i>
2010	HSE University, St. Petersburg, Russia <i>Bachelor of Science in Management (summa cum laude)</i>

Research

Working papers

(2025) Harnessing Academic Science for Corporate Technology: The Role of Interpersonal Networks and Absorptive Capacity (with S. Arts & L. Fleming) [link](#)
R&R in Organization Science

(2025) Proximity to Priority: Social Ties and Firms' Early Use of External Science in Innovation (with S. Arts)

Other peer-reviewed publications

Veretennik, E. & Shakina, E. (2024) [Beyond borders: Achieving research performance breakthrough with academic collaborations](#). Higher Education Quarterly, 78(1), pp. 212-235.

This work, on behalf of the Society For Research Into Higher Education, is among the top 10 most-cited papers published by the Higher Education Quarterly in 2023

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.

Grants and Awards

2025	AOM Conference TIM Division <i>Outstanding Reviewer Award</i>
2025	FWO <i>Travel grant (AOM 2025)</i>
Since 2022	KU Leuven <i>Doctoral Scholarship</i>
2021-2022	Research Project Grant, European University in St. Petersburg <i>Data analyst, PI: Karaseva, A., Gavrilova, K., Vasilyeva, V.</i>
2021-2022	Research Project Grant, Russian Science Foundation <i>Research fellow, PI: Maria Yudkevich and Andrey Lovakov</i>
2020-2021	Research Project Grant, European University in St. Petersburg <i>Co-PI with Karaseva (5,000 EUR)</i>
2020-2022	Russian Science Foundation for Basic Research <i>PI "The impact of social capital in research productivity of university faculty in Russia" (20,000 EUR)</i>
2014-2021	HSE University, St. Petersburg <i>Best Lecturer Award (Teaching Excellence award) (6000 EUR)</i>
2017,2021	HSE University, St. Petersburg <i>Best Course Taught in English (Teaching Excellence award) (1000 EUR)</i>
2017,2019	Academic Travel Grant <i>ECKM 2017, Sunbelt 2019 (1500 EUR)</i>
2013-2015	HSE University, St. Petersburg <i>Interdisciplinary Workshop Grant (1000 EUR)</i>
2013	Educational Studies Moscow / Voprosy Obrazovaniya <i>Best Junior Research Paper for Grouping University Students Using Social Network Analysis (with Pronin, A. & Semyonov, A.) (500 EUR)</i>
2013	Student Research Paper Competition - Best Master Thesis <i>"The decision making process in financial management: stakeholder approach"</i>
2010	Student Research Paper Competition - Best Bachelor Thesis <i>"The evaluation and optimization of corporate service standards"</i>
2010,2012	Best Student of the Year (Bachelor, Master), Government of St. Petersburg <i>Merit-based award</i>

Presentations

2025	WOEPS 2025 (Strasbourg); AOM 2025 (Copenhagen); 10th Summer School on Data and Algorithms for ST&I Studies at KU Leuven (Leuven)
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	19 th European Conference on Knowledge Management, University of Padua (Padua); 3 rd International Conference Theory and Application in the Knowledge Economy, Poznan University of Economics & Business (Poznan)
2017	18 th European Conference on Knowledge Management, Universitat Internacional de Catalunya (Barcelona); 2 nd 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)

Teaching activities (*course curriculum designer and instructor)

2024	Strategic management (undergraduate), KU Leuven (correcting exams)
2019-2022	*Research Seminar "Introduction to Profession" (undergraduate), HSE University
2021	*Social Network Analysis in Educational Research (master), HSE University
2016-2022	*Research Seminar "Quantitative and Qualitative methods" (undergraduate, master), HSE University
2016-2022	*Data Analysis for managers (undergraduate, master), HSE University
2018-2020	International Business (undergraduate), HSE University
2017	Market Analytics (undergraduate), HSE University
2012-2017	*Organizational Theory and Behavior (undergraduate), HSE University
2016-2017	*Strategic Management (undergraduate), HSE University
2017	*Organizational Design (undergraduate), HSE University
2016	Theory and History of Management (undergraduate), HSE University
2012-2014	Client-oriented organization (undergraduate), HSE University

Teaching qualifications

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.

Professional Service and Experience

(researcher) KU Leuven 600 anniversary, KU Leuven's impact on global innovation (presentation)

(consulting) SNA 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, Kybernetes

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.

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)