

EKATERINA LITAU

*/ Professor, Doctor
/ of Economics*

Expert in the fields of Fundamental Entrepreneurship Theory and Entrepreneurial Aesthetics, founder of BLCONS GROUP.

Creator of the Post Innovative Economy concept and the Entrepreneurial Vitality model.



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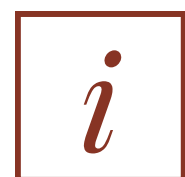




ABOUT

EKATERINA LITAU

Ekaterina Litau is an internationally recognised scholar, professor, and public speaker whose work redefines the understanding of entrepreneurship in the twenty-first century. She is the creator of the Post Innovative Economy concept, the Entrepreneurial Vitality model, and the original methodological framework of Eight Types of Company Potential.



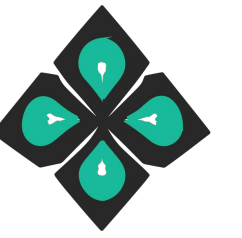
Doctor of Economics. She has taught at Russia's leading universities, including HSE University, ITMO University, and Saint Petersburg State University of Economics. A regular speaker at international academic conferences across Europe and North America, the founder of BLCONS GROUP, an international business group with operations in Russia and Southeast Europe and developing partnerships across Asia.

Her research transforms aesthetics, ethics, and human-centred thinking into foundations for sustainable competitive advantage in entrepreneurial projects.

SPEAKING TOPICS



- / **The power of aesthetics:** why beauty and creative logic are becoming decisive drivers of business growth in the Post Innovative Economy.
- / **Entrepreneurship in the age of AI:** how artificial intelligence and digitalisation are redefining the entrepreneur.
- / **Beyond profit:** human-centred entrepreneurship as a new source of sustainable growth through ethics and innovation.
- / **From local project to global impact:** strategies for scaling businesses across cultural contexts.
- / **The future of entrepreneurship:** trends that will redefine the meaning of commercial success in the decade ahead.



WHY EKATERINA LITAU

- Introduces audiences to an original scientific concept — the Post Innovative Economy. The concept is supported by publications in the *Journal of Organizational Change Management, Entrepreneurship and Sustainability Issues, and ACM International Conference Proceedings (Scopus indexed)*.
- One of the few speakers who seamlessly combines academic depth with extensive practical leadership experience. Twenty-five years in consulting, with speaking engagements at Oxford, Columbia University, and events in Milan, Barcelona, and Paris.
- Expert in the integration of aesthetics, ethics, and strategy. Creator of the Eight Types of Post Innovative Potential model — a methodological framework that enables businesses to be understood as living and evolving systems.
- Partner and adviser to international projects and rapidly growing entrepreneurial teams operating across Central and Southeast Europe, Asia, and Russia.

BLCONS
CONSULTING GROUP

*As founder of BLCONS GROUP,
Ekaterina advises major corporations
and ambitious entrepreneurial teams
on strategic innovation, Post Innovative
development models, and sustainable
business practices.*

KEY IDEAS



01 Entrepreneurship is a form of creativity.

Intuition, aesthetics, and emotions are no less important than logic and calculation.

02 A business is only as sustainable as the entrepreneur behind it.

The cognitive and emotional well-being of the founder is a structural factor of project success rather than a personal circumstance. The Post Innovative Economy places this issue at the centre of entrepreneurial methodology.

03 Ethics and aesthetics are an essential foundation of business.

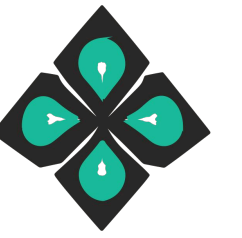
Companies built upon the principles of Entrepreneurial Aesthetics become more resilient and socially significant. Those that ignore this dimension are destined to remain short-lived.

04 Great entrepreneurs are the artists of their time.

They think in terms of meaning, not just profit, and that is why they leave a lasting mark on history.

05 Understanding art is a way of anticipating the future

Great artists often foresaw major transformations before scientists, while great entrepreneurs were able to translate those insights into successful projects.



EKATERINA'S MISSION

- **To redefine the future of entrepreneurship** by integrating beauty, economics, art, cognitive science, and technology into a unified framework that supports business growth, personal development, and social progress.
- **To demonstrate that entrepreneurship is not just a mechanism for generating profit**, but a strategic, intellectual, and aesthetic endeavour capable of shaping the future of humanity.
- **To build a new entrepreneurial ecosystem** in which ethics, aesthetics, and innovation cease to be declarative ideals and become essential drivers of long-term success and sustainable competitive advantage.