

Possible areas of research topics (ideas) offered by research advisors* (for information only)	
*	<i>Note: these are NOT the titles of the research papers</i>
**	<i>Advisors may also accept other topics upon request</i>
	<u>Lyudmila Adyan</u> **
1	International procurement (direct & indirect) related topics (in Apparel, Fashion, Fast-fashion, Luxury Retail, Confectionery, Coffee, Food, Construction, FMCG industries)
2	Supply-chain related topics
3	Optimizations & ways to decrease expenses
4	Production localization & outsourcing of international companies
5	Ways to overcome periods of recessions/sanctions/exchange-rate volatility/instability on the market. Crisis management
6	Digitalization strategies/Digital Transformation Strategies
7	Omni-channel & ecom related topics
8	Growth strategies related topics
9	Production localization under sanctions
10	Entry strategies related topics
	<u>Alexey Blinov</u> **
1	Driving value of a firm by working capital optimization in the environment of economic turbulence and downturn.
2	Cost efficiency versus cost cutting: ways to deliver sustainable long-term value versus short-term profit protection.
3	Corporate governance during takeovers and acquisitions: how firms ensure that real value is delivered to shareholders after premium for target is paid.
4	Risks of using financial targets - revenue and profits - as main measurements of success for corporate management for long-term sustainable value creation.
5	Net revenue management (price, product mix, discounts, etc.) strategies as sources of value for the firm in the environment of economic turbulence and downturn.
6	Effective currency hedging strategies for a firm on a market with currency carry trade opportunities
	<u>Maxim Braterskiy</u> **
1	Financing a company in the situation of financial sanctions
2	Retail banking (and other bank branches) in the situation of financial sanctions

3	Opportunities provided by trade sanctions
4	Social responsibility as a nudge towards business strategy
	<u>Alla Dynko **</u>
1	Strategic management topics (international aspect)
2	HR topics (international aspect)
3	Corporate governance topics (international aspect)
4	International project management topics
	<u>Gleb Eliseev</u>
1	Digital transformation in different industries
2	New digital products and services launch strategies
3	Innovation process in global companies
4	Other digital transformation, innovations, new digital products and venture capital related topics are welcome
	<u>Ekaterina Entina **</u>
1	Political Activities of Business Associations
2	International Investments in times of Sanctions
3	Searching the Balance between Business, State and Society: case of big national corporations
4	Legal Aspects of Doing Business in the EU
5	Doing Business in states-in-transition (South-Eastern Europe)
6	Specifics of Advertising Strategies of Start-ups in different countries (EU or Russia).
	<u>Ekaterina Fokina **</u>
1	Vertical integration strategies in automotive, retail, pharmacy and retail industries
2	Localization strategies of automotive and retail companies
3	Product portfolio optimization in automotive and retail industries
4	The effect of disruptive innovations on automotive and retail companies
5	Digitalization as a driver for business model transformation in banking, automotive and retail industries
6	Agile practices, product development, product personalisation in banking industry
	<u>Yury Gavrilyuk **</u>
1	Role and positioning of the supply chain function within the organization (service vs. value added approach)

2	Basic principles and decisions about supply chain strategy
3	Integration of stock management with commercial and operational activity of the organization
4	Warehousing and transport logistics solutions
5	Incorporation of added value services into organizational operations
6	Operational KPI management and incorporation in HR motivation policies
7	Last-mile and web-shop logistics solutions
8	CRM systems and solutions enhancing logistics operations
9	Logistics network desing in Retail and FMCG industries
10	Operational management over remote business units: means to maintian efficient control and transparency
11	Operational management in retail & e-commerce: efficiency improvement and markets entry
12	Application of IT in logistics and retail
13	Omni-channel distribution development and related transformation of company operations
	<u>Alexander Grebnev **</u>
1	Cost cutting strategies in respect to long term and short term benefits for International companies. Case of X industry/company
2	environments.
3	Keeping growth/profits/revenues during crisis. How international companies survive during tough economic conditions.
4	Choosing the right strategy for market entry. Case of X international company
	<u>Evgeny Kanaev **</u>
1	The Specificity of State-Business Relations and Corporate Lobbying Institutions in Asia-Pacific Countries.
2	Corporate Governance in East Asian Companies: Main Patterns
3	Consumer Sentiments in the Asia-Pacific Region: What the COVID-19 Pandemic Has Brought
4	E-Commerce in the Asia-Pacific Region: Drivers and Implications; Trends, Issues, Tasks Ahead
5	Business Institutions in the Asia-Pacific Region: Achievements and Limitations
6	The Asia-Pacific Style of Human Resource Management: Assessing the Efficiency
7	Business Networking in the Asia-Pacific Region: the Chinese, Japanese and Korean Perspective
8	The ASEAN Economic Community from the Doing Business Perspective
9	Singapore as a Point of Entry to the ASEAN Market: Possibilities and Limitations
10	Technological Startups in Southeast Asia: the Key Success Factors
11	Corporate Governance Practices in Indian Companies
12	Japanese Franchising in Southeast Asia: Advantages and Challenges

	<u>Vincent Kersuzan **</u>
1	Blockchain innovations & integrations in existing industries
2	Blockchain, cryptocurrencies, stablecoins: usecases and business applications
3	Blockchain, Payment/Banking Industry, Fintech related topics
4	The impact of the digitalization on the European payment & banking ecosystem
5	Comparative study of successful blockchain integration examples within the Fintech industry
6	Big Banks & Fintechs: interactions within the EU regulations framework
7	Internationalization strategies for Fintech companies
8	Business Strategies for non-EU fintechs to enter the EU market
9	Fintech Start-ups, Scale-ups communication related topics
	<u>Dmitry Khokhlov **</u>
1	Modern approaches to integrated marketing communication
2	Media planning for advertising campaigns
3	Best practices of creative development for advertising campaigns
4	Role of marketing research in development of advertising campaigns
5	Pros & Cons of international advertising for traditional media
6	Specific features (Pros & Cons) of international advertising for Internet
7	Role of digital channel in integrated marketing communication
8	Peculiarities of promotion of products with limited budgets
9	Peculiarities of promotion of products via social media as a main channel
10	Approach to be used for advertising of national products being launched on foreign markets
11	Peculiarities of advertising for global technological Startups
12	Peculiarities of promotion of Pharma products
	<u>Alexander Lebedev **</u>
1	Eco marketing/Green marketing (Sustainability and circular economy)
	<u>Nina Lyubakova **</u>
1	Creation of competitiveness advantages on different foreign markets
2	International strategy adaptation under new market condition: the influence of context on the strategic process
3	Business model alignment in conditions of new markets
4	International strategy implementation on new markets through strategic projects in different functional areas

5	The role of interorganizational cooperation in international strategy development and implementation
6	Strategic alliances: mechanisms for value creation and appropriation
7	Management of strategic innovation and knowledge in international companies
8	Cooperation of internal network members: the role of a head office and international representative offices
	<u>Ekaterina Makarova **</u>
1	Cross-border insolvency
2	Different aspects of companies valuation
3	Corporate environmental responsibility (impact on firms efficiency; accounting problems)
4	Different aspects of ESG in international companies
	<u>Olga Melitonvan **</u>
1	Corporate Social Responsibility Practice of MNCs in different national markets
2	Corporate Governance and Corporate Strategy: Key Aspects of Co-Relation and Risk Factors
3	Effective Change Management
4	Strategies of Business Expansion to BRICS' markets
	<u>Nikita Nazarov **</u>
1	Large investment in the developing countries
2	International project finance in big emerging markets
3	International joint ventures in the developing countries
4	International mining (and other branches) joint venture as an entry mode strategy
5	Internationalization strategies related topics
	<u>Dmitry Nikonov</u>
1	Entry strategies of a company or companies (smartphone or consumer electronics makers) in a several countries or a country
2	FDI in the Developing Countries Electronics Industry
3	FDI as the entry strategy into India Electronics Industry
4	Development of IoT as a company strategic advantage
5	Super-app as a new strategic advantage of a company
6	Practical implications of theories of international business in the modern world
7	Comparison of internationalization strategies of E-commerce (Marketplaces)
8	Strategic choice of launching own production facility as the way of doing business in Russia

9	Strategies of Chinese companies (smartphone or consumer electronics makers) when doing business in Russia
	<u>Maria Pinson **</u>
1	International marketing related topics
	<u>Dmitry Pozdeev</u>
1	Specifics of entrance strategies in developed\developing markets for retail/fmcg industries
2	Specifics of marketing strategies in developed\developing markets for retail/fmcg industries
3	(Specifics of) Digital transformation strategies for international retail/fmcg industries
	<u>Vadim Ryzhov</u>
1	Competitive advantages of platform business / ecosystems in international trade
2	Impact of “Industry 4.0” on international business models – exemplified by chosen technology’s implementation case (Blockchain, AI, Cloud Computing, etc)
3	Specifics of digital strategy development & deployment in international firms
4	Phenomenon of “innovator’s dilemma” and innovation management in international firms
5	Product management in international firms as a compromise between operational excellence and consumer experience
6	Role of value chain disruption in the international business
7	Enablers of digital transformation in operational and organizational management
8	Changing role of organizational and HR management in Digital Era
	<u>Anastasia Sadovnikova **</u>
1	Bringing products to international markets. Choosing a country/countries of the first entry, peculiarities of positioning, development strategies.
2	Internationalization in Cultural and Creative Industries.
3	International market entry and development strategies within the limited budget.
4	Barriers, motives and drivers to internationalization.
5	Other topics related to internationalization strategies.
	<u>Denis Scherbakov **</u>
1	Economic relations between Japan and Russia (Latin America, USA, Canada, EU, ROK, PRC, Australia, ASEAN): what should international companies take into account?
2	FDI in PRC (ASEAN, USA, etc): strategies of Japanese companies.

	<u>Sergey Shaposhnikov **</u>
1	Asian business and management (Japan, China, South Korea)
2	Doing business in Asian countries and international business
3	Logistics aspects of international business
4	Cross-cultural differences in Asia and international business
	<u>Maxim Shevchenko **</u>
1	Expanding the product portfolio: brand extension versus new brand launch.
2	Brand marketing in the Digital world: lessons from successful marketing campaigns using new digital versus standard marketing communication channels.
3	Consumer-centric innovation as a competitive marketing strategy to challenge the category leader, or re-shape competitive landscape
4	Consumer-centric marketing strategies as a core competitive advantage in international marketing
5	Product / technology-centric versus consumer-centric marketing strategies: pros and cons, and learnings from recent successes and failures
6	Role of marketing in the international business organization: lessons from marketing-driven versus sales-driven or manufacturing-driven business organizations
7	Evolution of the marketing communication strategies in today's international marketing: focused digital and social communication strategies vs. mass-reach traditional marketing approach.
8	Evolution of market segmentation and targeting: from "25 to 45" – to the "segment of one". Pros, cons and review of recent global best practices.
9	Brand marketing across borders: uniformity and control of the centralized global marketing strategies versus flexibility and adaptation (localization) practices. Pros, cons and lessons from recent business cases.
	<u>Evgeny Sidelnikov **</u>
1	Digital Media landscape. The mix of international and local players.
2	Digital Funnel. Moving consumer through Awareness, Consideration, Purchase, Loyalty levels.
3	Digital strategy. Not a nice-to-have but a must for any company.
4	Big Data. Why it is the new gold./ Application of Big Data and its integration into business decision-making.
5	Video, Display, Paid social and many others. How to find the right channel, format, targeting and buying approach.
6	The power of social media. Communities, promotion and influencers.
7	Digital innovations from Artificial Intelligence to Augmented Reality and Internet of Things.
8	Ecom. Hand in hand with Digital.

9	Digital in traditional non-digital Channels: TV, Radio, OOH.
	<u>Sergey Tsoller **</u>
1	Brand management / brand building related topics
2	Digitalization and business model transformation (Industry X)
3	Consumer acquisition through consumer data collection / analysis (CRM)
4	Leveraging influencers and digital media by international FMCG companies
5	New product launches by international FMCG companies
6	a) Under a new brand
7	b) As a part of an existing brand
8	Brand / product portfolio related topics: the case of international company (industry X)
9	The compromise between standardization and adaptation for international companies
	<u>Fvodor Vasilyev</u>
1	How CQ contributes to overall team efficiency?
2	Multicultural team management toolset.
3	Talent management in multicultural context.
4	Searching for talents across cultures.
	<u>Anna Yazintseva **</u>
1	Sharing economy as a new business model: threats and opportunities in industry X
2	Multisided platforms business model related topics
3	Consumer journey / E-com/Omnichannel experience related topics
	<u>Alexandra Zhukova **</u>
1	The economic impact of pandemic on [international value chains], [the global trade], [international flows of capital (e.g. global capital and local housing market)], [international flows of labor], [investment in intangible assets], [distribution of market power in industry (airlines, manufacturing, banking, retail ...)]
2	Performance improvement strategies for international companies during the pandemic
3	The open source software as a strategy for entertainment content (or other industry) companies in their international expansion
4	Chinese electronics companies' participation in the global value chains during the trade tensions
5	Absorptive capacity of the domestic firms in the presence of FDI inflows in the region X

6	Offshoring and agglomeration in the global value chains
7	Domestic bias in bank lending by the example of banks in the Eurozone or some other region
8	International transactions in the regions with different transfer pricing regimes
9	Differences in partnerships with local companies (startups) in India and China and other countries
10	Returns on R&D spending in international CPG companies
11	Data globalization and policies regarding cross-border data flows
12	Patterns of trade in the conditions of disruptions due to pandemic (or technological innovations)
13	Strategic response to market concentration in transportation, technology and other industries
14	Reasons and outcomes for global online presence by manufacturers
	Vladimir Zuev **
1	New regulative initiatives of a chosen global institution (e.g. IOSCO) effects on a chosen co. strategy
2	World energy prices and OPEC policies as a factor of strategic planning for companies in a chosen sector
3	WTO dispute settlement procedure: national instruments to assist the companies
4	The impact of the Basel-3 requirements on the banking activities
5	New capital requirements for banks. Impact on the international banking
6	The EU antitrust legislation: limitations and opportunities for the companies
7	Infringements of the EU antitrust law: consequences for the companies mismanagement of the EU market entry
8	Ecological norms in the market penetration strategy
9	Effects of the EU directive or regulation upon a choice on business activities in a sector, for instance REACH
10	EAEU trade policies and trade regulation: opportunities for business
11	A WTO entry, economic sanctions and exchange rate fluctuations as factors affecting activities of a company X
12	A choice for a currency for transactions (for instance, euro) as factor for a company's market strategy (a company upon a choice)
13	Protectionism versus liberalization: impact on producers and consumers
14	Free trade areas agreements (e.g. Russia – Vietnam) impact on business
15	Opportunities for doing business in the EAEU, or with any Russian partner in the EAEU
16	Opportunities to enter the EU market using the EU business support facilities
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