

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
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 & e-com related topics
8	Growth strategies related topics
9	Production localization under sanctions
10	Entry strategies related topics
11	Offshoring, reshooting, nearshoring and outsourcing in international companies
	<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>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	Challenges of the "parallel import" for the world's brand companies
2	Companies' growth strategies in the new financial reality
	<u>Ekaterina Garcia Rodriguez**</u>
1	Vertical integration strategies in the automotive, retail, pharmacy and retail industries
2	Localization strategies of automotive and retail companies
3	Product portfolio optimization in the automotive and retail industries
4	The effect of disruptive innovations on the automotive and retail companies
5	Digitalization as a driver for business model transformation in the banking, automotive and retail industries
6	Agile practices, product development, product personalization in the banking industry
	<u>Yury Gavrilyuk**</u>
1	The role and positioning of the supply chain function within the organization (service vs. value added approach)
2	Basic principles and decisions about a 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 the 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 market entry
12	The application of IT in logistics and retail
13	Omni-channel distribution development and related transformation of company operations

14	Offshoring and reshoring and respective supply chain reorganization for the interational business
15	The usage of extended office IT solutions and data management tools in logistics and operational management (google cloud console tools, ms office power apps & power BI, etc)
16	Stock management during the supply chain reorganization: cross-dock vs. stock dillemma and global cross-docking efficiency in unstable environments
17	AI and machine learning applications in supply chain management
	<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	Impact of digital transformation on industry X. How companies transform in order to survive and succeed in new business environments.
3	Keeping growth/profits/revenues during a crisis. How international companies survive during tough economic conditions.
4	Choosing the right strategy for the market entry. Case of X international company
	<u>Evgeny Kanaev **</u>
1	State-Business Relations and Corporate Lobbying Practices in Asia-Pacific Countries (any country a student prefers);
2	The Asia-Pacific Style of Human Resource Management: Accessing the Efficiency (any company a student prefers);
3	ASEAN Economic Community from a Doing Business Perspective: Main Market Entry Strategies (exemplified by any company a student prefers);
4	Technological Start-ups in Southeast Asia: Key Success Factors;
5	Corporate Governance in South Korea: a Chaebol Perspective;
6	Institutions of Business Cooperation in the Asia-Pacific Region in the Priorities of the Corporate Sector;
7	The Digitalization of Commercial Practices in the Asia-Pacific Region (any country a student prefers);
8	The Singaporean Model of Corporate Governance (exemplified by any company a student prefers);
9	Corporate Governance in Japan: a Keiretsu Perspective;
10	Successful Brand-Building Strategies and Practices in the Asia-Pacific Region (any company a student prefers);

11	Singapore as a Point of Market Entry to the ASEAN Market: Possibilities and Limitations;
12	Asia-Pacific E-Commerce Platforms and their Strategies (any platform a student prefers).
	<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	The role of marketing research in the development of advertising campaigns
5	Pros & Cons of international advertising for traditional media
6	Specific features (Pros & Cons) of international advertising for the Internet
7	The role of digital channels in integrated marketing communication
8	Peculiarities of product promotion with limited budgets
9	Peculiarities of product promotion via social media as the main channel
10	Approach to be used for advertising of national products being launched on foreign markets
11	Peculiarities of advertising for global technological start-ups
12	Peculiarities of pharma products promotion
	<u>Irina G. Kratko</u>
	<i>MIB Academic Director Irina Kratko may act as a Master Thesis consultant on certain topics when required with the consent of your Research Advisor</i>
	<u>Alexander Lebedev **</u>
1	Eco marketing/Green marketing (Sustainability and circular economy)
2	Retail / Consumer Behaviour
	<u>Nina Lyubakova**</u>
1	Creation of competitiveness advantages on different foreign markets
2	International strategy adaptation under new market conditions: the influence of context on the strategic process

3	Business model alignment in the 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	Sustainable development strategy implementation on foreign markets
	Ekaterina Makarova**
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 compaties
	Olga Melitonyan**
1	Corporate Social Responsibility practices and strategies of MNCs on different national markets
2	Corporate Governance and Corporate Strategies for MNCs expanding to contrasting national markets: key aspects of co-relation and risk factors
3	Effective change management in case of MNCs' mergers and acquisitions following the strategy of international expansion
4	Corporate strategies of business expansions to BRICS and SCO markets
	<u>Nikita Nazarov**</u>
1	Topics related to internationalization strategies
2	International joint ventures and various aspects linked to them
3	Cross-border mergers and acquisitions
	<u>Maria Pinson**</u>
1	International marketing related topics
	<u>Dmitry Pozdeev</u>

1	Go-to-Market strategies and instruments in heavy industries in the context of sanctions
2	International procurement instruments in heavy industries in the context of sanctions
	<u>Natalya Radchenko**</u>
1	International business related topics
	<u>Vadim Ryzhov</u>
1	Parallel import: risks and opportunities for international business;
2	Continuity of international operations and supply chain management in economic sanctions conditions;
3	Delivering IT solutions: intellectual rights, licensing and international distribution;
4	Toll / OEM manufacturing as the drivers for a localization / internationalization strategy;
5	The impact of digitalization / eco-systems / platform-based business on international business operations performance
	<u>Anastasia Sadovnikova**</u>
1	Changes in the internalization strategies, sales geography in accordance with the current situation in the international arena.
2	Opportunities and available strategies for entering foreign markets in the existing market environment.
3	Bringing products to international markets. Choosing a country/countries of the first entry, peculiarities of positioning, development strategies.
4	Other topics related to internationalization strategies.
	<u>Sergey Shaposhnikov**</u>
1	COVID-19 and Its Impact on Management in Asian Countries
2	4th Industrial Revolution and Management/ Business in Asia
3	Russian Companies and Asian Markets/ Business
4	Gender Issue and Asian Business
5	Soft Power and Asian Companies
6	Doing Business in Asian Countries and International Companies

7	Asian Business and Management (Japan, China, South Korea)
8	Logistics Aspects of International Business
9	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
	a) Under a new brand
	b) As a part of an existing brand
6	Brand / product portfolio related topics: the case of an international company (industry X)
7	The compromise between standardization and adaptation for international companies
	<u>Fyodor 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	The role of cybersecurity and digital privacy regulation in decisions regarding international expansion (target countries, strategy choice, etc.)
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 (start-ups) in India and China and other countries
10	Decentralization (of investment, hiring, production, and sales decisions from corporate headquarters to local managers) by international companies (in the time of economic turbulence)
11	Data globalization and policies regarding cross-border data flows
12	Patterns of trade in the conditions of disruptions due to the 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
15	The role of national government subsidies in the decisions to relocate production (or R&D)
	<u>Vladimir Zuev**</u>
1	Geopolitical tensions changing the market-entry strategies of energy (or food, or IT, or metallurgic, or any other sector) companies dealing in a region (Europe, Asia or any other specific region or country) by the example of (choose companies)
2	The role of the Anti-trust legislation in a region or in a country for the market-entry strategies for companies in a sector by the example of...

3	The growing role of the environmental legislation in the cross-border activities of companies in a sector by the example of concrete cos.
4	Chinese cos. specific strategies of expansion in a region (USA, Asia, Africa, Central Asia) on the example of...(select cos. from different regions)
5	Comparing the market-entry strategies of (select cos. from different regions) using the Regional trade agreements legal framework
6	Lessons from the disputes between cos. and the European commission (choose particular cases, like EC-Google, or EC – Gazprom)
7	The effects of the Green agenda on the production and market strategies of (select cos. from different sectors and regions)
8	The Global value chains efficiency by the example of (select cos. from different sectors and regions)
9	Screening procedures impact for the foreign FDI policies by the example of (select cos. from different sectors and regions)
10	Changing the international market strategies under the Economic sanctions (select cos. from different sectors and regions)
11	Competing for leadership in innovations in (select a sector and a region) by the example of (choose companies)
12	Using offshore jurisdictions in the market-entry strategies of (select cos. from different sectors and regions)
13	Opportunities for doing business in (select a sector and a region) using the local business support facilities (select cos. from different sectors and regions)

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