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| **Tomsk State University**  **Institute of Economics and Management**  **International Management Мaster’s program**  **(in English with Chinese)** |
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**Online Winter School**

**Your Global Opportunities: International Perspectives**

**January, 18-29, 2021 ZOOM**

**Language: English**

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| **Date** | **Time**  (Tomsk zone) | **Persons** | **Title** |
| Monday January, 18th | 15.00-15.40 | **prof. Artem Yu. Rykun**  Vice-Rector for International Affairs, TSU  **prof. Evgenya V. Nekhoda**  Director, Institute of Economics and Management  **prof. Olga P. Nedospasova**  academic supervisor for master’s program  **assoc. prof. Evgeniya V. Tikhonova**  co-supervisor for master’s program  **assoc. prof. Evgeniya M. Kaz**  International coordinator | Greeting,  General information about Tomsk State University,  Institute of Economics and Management,  and International Management Master’s program (in English with Chinese) |
| 15.40-16.20 | TSU campus: virtual tour | |
| 16.40-18.00 | **assoc. prof. Natalia V. Cherepanova**  Department of Organizational Behavior and Human Resource Management | Global trends in management |
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| Tuesday January, 19th | 15.00-16.20 | **assoc. prof. Irina A. Pavlova**  Institute of Economics and Management | Adaptation versus standardization approaches in the global marketing mix |  |
| 16.40-18.00 | **assoc. prof. Elena M. Rozhdestvenskaia**  Department of Management and Marketing | The motivation to start a business: in Russia and abroad |  |
| Wednesday,  January, 20th | 15.00-16.20 | **assoc. prof. Natalia V. Cherepanova**  Department of Organizational Behavior and Human Resource Management | Problem-solving skills for successful management |  |
| 16.40-18.00 | **assoc. prof. Artem V. Dankov**  Department of World Politics | International trade: new opportunities and restrictions |  |
| Thursday January 21st | 15.00-16.20 | Guest speakers: professors and personalities of the business community  Academic convener: **prof. Jean-Paul Larçon**, HEC Paris and  **assoc. prof. Irina Pavlova**, Institute of Economics and Management  Moderator: **assoc. prof.** **Anastasia M. Pogorelskaya**, School of History and Politics | Paris roundtable  “How multinational companies are responding to trade wars and rivalry between great powers?” |  |
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| 16.40-18.00 | **assoc. prof. Evgeniya M. Kaz**  Department of Management and Marketing | Design thinking: a creative way to solve problems |  |
| Friday,  January 22nd | 15.00-16.20 | **assoc. prof. Irina A. Pavlova**  institute of Economics and Management | Global marketing specifics for consumer goods: how to avoid potential market failures |  |
| 16.40-18.00 | **assoc. prof. Natalia V. Cherepanova**  Department of Organizational Behavior and Human Resource Management | С[orporate social responsibility](https://odin.study/ru/Discipline/Info/358) |  |
| Monday  January 25th | 15.00-16.20 | **assoc. prof. Peter J. Mitchell**  Department of Translation and Language Communication | Introduction to business communication |  |
| 16.40-18.00 | **A. Malankhanova**  Adviser, Department of International Affairs, Deputy Executive Director of the Russian-Chinese Chamber for Promotion of Trade of the Ministry and Innovative Products | Russia and China: interstate cooperation, projects and interaction in multicultural teams |  |
| Tuesday January 26th | 15.00-16.20 | **assoc. prof. Peter J. Mitchell**  Department of Translation and Language Communication | Introduction to business communication |  |
| 16.40-18.00 | **Tatiana I. Smetannikova**  Transport Company Chief Translation Specialist, Specialist in Special Economic Zones | Russian special economic zones |  |
| Wednesday,  January 27th | 15.00-16.20 | **assoc. prof. Peter J. Mitchell**  Department of Translation and Language Communication | Introduction to business communication |  |
| 16.40-18.00 | **A. Malankhanova**  Adviser, Department of International Affairs, Deputy Executive Director of the Russian-Chinese Chamber for Promotion of Trade of the Ministry and Innovative Products | Russia and China: interstate cooperation, projects and interaction in multicultural teams |  |
| Thursday, January 28th | 15.00-16.20 | **Tatiana I. Smetannikova**  Transport Company Chief Translation Specialist, Specialist in Special Economic Zones | Russian special economic zones |  |
| 16.40-18.00 | **Simon Zagainov**  CEO of ExpoPromoter, Shanghai, China | International team management |  |
| Friday  January 29th | 15.00-16.20 | **assoc. prof. Natalia V. Cherepanova**  Department of Organizational Behavior and Human Resource Management  **prof. Olga P. Nedospasova**  academic supervisor for master’s program | Final discussion, conclusion, and evaluation of the program |  |
| 16.40-18.00 | **prof. Olga P. Nedospasova**  academic supervisor for master’s program  **assoc. prof. Evgeniya V. Tikhonova**  co-supervisor for master’s program **assoc. prof. Evgeniya M. Kaz**  International coordinator | Reflection after the study & presentation of certificates |  |

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*We look forward to your active participation!*