

Online Winter School
Your Global Opportunities: International Perspectives
January, 17-28, 2022 **ZOOM**
Language: English

Date	Time (Tomsk zone)	Persons	Title
Monday January, 17 th	15.00-15.40	Prof. Artem Yu. Rykun Vice-Rector for International Affairs, TSU Prof. Evgeniya V. Nekhoda Director, Institute of Economics and Management Prof. Olga P. Nedospasova academic director for master's program Assoc. Prof. Evgeniya V. Tikhonova co-director 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. Irina A. Pavlova Department of Management and Marketing	Global marketing specifics for consumer goods: how to avoid potential market failures
Tuesday January, 18 th	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. Elena M. Rozhdestvenskaia Department of Management and Marketing	The motivation to start a business: in Russia and abroad
Wednesday, January, 19 th	15.00-16.20	Assoc. Prof. Anastasia M. Pogorelskaya , Department of History and Politics	Global value chains under COVID-19 restrictions

	16.40-18.00	Assoc. Prof. Artem V. Dankov Department of World Politics	International trade: new opportunities and restrictions
Thursday January 20 st	Guest lecturers day		
	15.00-16.20	Prof. Yulia A. Shavruk Dean of the Faculty of International Business Communications, State University of Economics, Belarus	Analysis of corporate strategies in the sphere of tourism
	16.40-18.00	Prof. Roberto Bruni Department of Economics and Law, University of Cassino and South Lazio, Italy	The concept of "marketing value co-creation driven"
Friday, January 21 nd	15.00-16.20	Assoc. Prof. Veronika A. Malanina Department of Economics	International economics and globalization
	16.40-18.00	Assoc. Prof. Evgeniya M. Kaz Department of Management and Marketing	Design thinking: a creative way to solve problems
Monday January 24 th	15.00-16.20	Assoc. Prof. Peter J. Mitchell Department of Translation and Language Communication	Introduction to business communication
	16.40-18.00	Antonina 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 25 th	15.00-16.20	Assoc. Prof. Peter J. Mitchell Department of Translation and Language Communication	Introduction to business communication
	16.40-18.00	Assoc. Prof. Natalia V. Cherepanova Department of Organizational Behavior and Human Resource Management	Corporate social responsibilities

Wednesday, January 26 th	15.00-16.20	Antonina 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
	16.40-18.00	Simon Zagainov CEO of ExpoPromoter, Shanghai, China	International team management
Thursday, January 27 th	15.00-16.20	Academic convener: prof. Jean-Paul Larçon HEC Paris Guest speakers: Prof. Philippe Corruble Director of a Master Program at a Paris University ICP 'Master International and European Business Law' Assoc. Prof. Chrisos Apostolakis Audencia Business School Nantes France prof. Vikrant Janawade Master of International Business program director, Université Côte d'Azur, France Prof. Andrei Yu. Panibratov Department of Strategic and International Management, Director of a Center for Russian Multinationals and Global Business, St Petersburg, Russia Simon Zagainov CEO of ExpoPromoter, Shanghai, China Assoc. Prof. Irina Pavlova , Institute of Economics and Management Moderator: Assoc. Prof. Anastasia M. Pogorelskaya , School of History and Politics	International roundtable "How international firms adapt to new challenges?"
	16.40-18.00	Assoc. Prof. Peter J. Mitchell Department of Translation and Language Communication	Introduction to business communication
Friday January 28 th	15.00-16.20	Assoc. Prof. Irina A. Pavlova Department of Management and Marketing	Adaptation versus standardization approaches in the global marketing mix

	16.40-18.00	Prof. Olga P. Nedospasova academic director for master's program Assoc. Prof. Evgeniya V. Tikhonova co-director for master's program Assoc. Prof. Evgeniya M. Kaz International coordinator	Final discussion, conclusion, and evaluation of the program Reflection after the study & presentation of certificates
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Contacts

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We look forward to your active participation!