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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 communityAcademic convener: **prof. Jean-Paul Larçon**, HEC Paris and **assoc. prof. Irina Pavlova**, Institute of Economics and ManagementModerator: **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) |  |
| MondayJanuary 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 |  |
| FridayJanuary 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 |  |

**Contacts**

**assoc. prof. Evgenia M. Kaz**, International Coordinator, genyakaz92@gmail.com

**prof. Olga P. Nedospasova,** academic supervisor, master’s program in International Management, olgaeconomy@mail.ru

**assoc. prof. Evgeniya V. Tikhonova**, co-supervisor, master’s program in International Management (Chinese module), Head of the Department of Chinese, sie@sud.tsu.ru

<http://iem.tsu.ru/>

iem@mail.tsu.ru

<https://vk.com/iemtsu>

<https://www.instagram.com/iem_tsu/>

<https://www.facebook.com/iemtsu/>

https://vk.com/sie\_tomsk

*We look forward to your active participation!*