



National Research  
Tomsk  
State  
University



Tomsk State University

Institute of Economics and Management

International Management Master's program  
(in English with Chinese)

## Online Winter School

### Your Global Opportunities: International Perspectives

January, 18-29, 2021

ZOOM

Language: English

Date	Time (Tomsk zone)	Persons	Title
Monday January, 18 <sup>th</sup>	10.00-10.40	<b>prof. Artem Yu. Rykun</b> Vice-Rector for International Affairs, TSU <b>prof. Evgeniya V. Nekhoda</b> Director, Institute of Economics and Management <b>prof. Olga P. Nedospasova</b> academic supervisor for master's program <b>assoc. prof. Evgeniya V. Tikhonova</b> co-supervisor for master's program <b>assoc. prof. Evgeniya M. Kaz</b> International coordinator	Greeting, General information about Tomsk State University, Institute of Economics and Management, and International Management Master's program (in English with Chinese)
	10.40-11.20	TSU campus: virtual tour	
	11.40-13.00	<b>assoc. prof. Natalia V. Cherepanova</b> Department of Organizational Behavior and Human Resource Management	Global trends in management
Tuesday January, 19 <sup>th</sup>	10.00-11.20	<b>assoc. prof. Irina A. Pavlova</b> Institute of Economics and Management	Adaptation versus standardization approaches in the global marketing mix

	11.40-13.00	<b>assoc. prof. Elena M. Rozhdestvenskaia</b> Department of Management and Marketing	The motivation to start a business: in Russia and abroad
Wednesday, January, 20 <sup>th</sup>	10.00-11.20	<b>assoc. prof. Natalia V. Cherepanova</b> Department of Organizational Behavior and Human Resource Management	Problem-solving skills for successful management
	11.40-13.00	<b>assoc. prof. Artem V. Dankov</b> Department of World Politics	International trade: new opportunities and restrictions
	13.00-14.20	<b>assoc. prof. Evgeniya M. Kaz</b> Department of Management and Marketing	Design thinking: a creative way to solve problems
Thursday January 21 <sup>st</sup>	15.00-16.20	Guest speakers: professors and personalities of the business community Academic convener: <b>prof. Jean-Paul Larçon</b> , HEC Paris and <b>assoc. prof. Irina Pavlova</b> , Institute of Economics and Management Moderator: <b>assoc. prof. Anastasia M. Pogorelskaya</b> , School of History and Politics	Paris roundtable “How multinational companies are responding to trade wars and rivalry between great powers?”
Friday, January 22 <sup>nd</sup>	10.00-11.20	<b>assoc. prof. Irina A. Pavlova</b> institute of Economics and Management	Global marketing specifics for consumer goods: how to avoid potential market failures
	11.40-13.00	<b>assoc. prof. Natalia V. Cherepanova</b> Department of Organizational Behavior and Human Resource Management	<u>Corporate social responsibility</u>
Monday January 25 <sup>th</sup>	10.00-11.20	<b>assoc. prof. Peter J. Mitchell</b> Department of Translation and Language Communication	Introduction to business communication
	11.40-13.00	<b>A. Malankhanova</b> 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 26 <sup>th</sup>	10.00-11.20	<b>assoc. prof. Peter J. Mitchell</b> Department of Translation and Language Communication	Introduction to business communication
	11.40-13.00	<b>Tatiana I. Smetannikova</b> Transport Company Chief Translation Specialist, Specialist in Special Economic Zones	Russian special economic zones
Wednesday, January 27 <sup>th</sup>	10.00-11.20	<b>assoc. prof. Peter J. Mitchell</b> Department of Translation and Language Communication	Introduction to business communication
	11.40-13.00	<b>A. Malankhanova</b> 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 28 <sup>th</sup>	10.00-11.20	<b>Tatiana I. Smetannikova</b> Transport Company Chief Translation Specialist, Specialist in Special-Economic Zones	Russian special economic zones
	11.40-13.00	<b>Simon Zagainov</b> CEO of ExpoPromoter, Shanghai, China	International team management
Friday January 29 <sup>th</sup>	10.00-11.20	<b>assoc. prof. Natalia V. Cherepanova</b> Department of Organizational Behavior and Human Resource Management <b>prof. Olga P. Nedospasova</b> academic supervisor for master's program	Final discussion, conclusion, and evaluation of the program
	11.40-13.00	<b>prof. Olga P. Nedospasova</b> academic supervisor for master's program <b>assoc. prof. Evgeniya V. Tikhonova</b> co-supervisor for master's program <b>assoc. prof. Evgeniya M. Kaz</b> International coordinator	Reflection after the study & presentation of certificates

## Contacts

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***We look forward to your active participation!***