



Вопрос **Инфо**

Dear participants of the 'Higher League' Olympiad!

The tasks of the second (final) stage of the Olympiad consist of invariant and variable parts.

The duration of the competition is 240 minutes.

For the task in English, you have access to the invariant part (questions № 1 and № 2). The tasks of the this part are required for all tracks.

In the variable part of the track 'Marketing' you will have to analyse an article in English give an answer in Russian (question № 3).

In the variable part of the track 'International Management', you will have to analyse an article in English related to the field of international management and answer 5 questions in English related to the content of the text (question № 4).

In the variable part of the track 'Science, Technology and Innovation Management and Policy' you have to answer in English two open questions on issues related to management in science, technology and innovation (question № 5).

You can concentrate on tasks of a concrete track to apply for the status of track winner, or try to solve tasks of all tracks at a high level to apply for the status of a medallist.

All tasks are performed in this system: enter the answers in the special answer field. The use of information resources and reference materials is strictly forbidden.

Good luck completing the tasks!

Уважаемый участник Олимпиады «Высшая лига»!

Задания второго (заключительного) этапа состоят из инвариантной и вариативной частей.

Продолжительность состязания – **240 минут**.

В задании на русском языке участник получает доступ к инвариантной части: задания № 1 и № 2. Оба задания обязательны для выполнения. Инвариант подразумевает развёрнутый ответ на два вопроса на английском языке.

Задание №3 по треку «Маркетинг» включает работу со статьёй на английском языке и ответы на заданные по ней вопросы на русском языке.

В треке «Международный менеджмент» участникам предстоит прочитать статью, предложенную в задании №4, на английском языке и ответить на вопросы по ней, тоже на английском.

Задание №5 по треку «Управление в сфере науки, технологий и инноваций» состоит из двух открытых вопросов по проблематике трека, на которые необходимо дать ответ на английском языке.

Вы можете сосредоточиться на заданиях конкретного трека, чтобы претендовать на статус дипломанта I, II, III степени, или постараться решить задания всех треков на высоком уровне, чтобы претендовать на статус медалиста по направлению.

Все задания выполняются в этой системе: решения вносите в специальное поле для ответов.

Использование сторонних ресурсов и справочных материалов строго запрещено.

Успехов в выполнении заданий!

Вопрос 1

Балл: 20

Create a "risk map" of AI implementation in one of the industries. Consider the selected industry as a system. For the industry under consideration, select at least 3 risks, for each of which:

1. identify the name of the risk and the scope of its emergence (with a specific example)
2. describe the mechanism of risk occurrence (chain of cause-and-effect relationships)
3. model a brief but specific scenario of negative consequences (what will happen if the risk is not eliminated / mitigated)
4. propose a multilevel system of measures to reduce the probability and/or minimize the damage (technological, organizational, legal)

Вопрос 2

Балл: 30

You are the owner of a small niche online shop selling handmade perfumes made from natural ingredients. Describe the specifics of creating and implementing a customer journey map for millennials and zoomers. Outline if there will be differences in the maps and steps where it will be. Justify the need to consider the differences (if any) and how this will affect the company's interactions with its customers. Be reasoned, precise and specific in your answer, as well as systematic and structured, giving concrete examples.

Вопрос 3

Балл: 50

Прочитайте и сделайте её критический анализ на русском языке, ответив на следующие вопросы:

1. What would you call this article? Please explain your answer.
2. How does digital transformation impact traditional approaches to marketing strategies?
3. How can data analytics optimize marketing strategies?
4. Why is it important to integrate a CRM system with data analysis tools?
5. What are the main challenges a company faces when introducing digital technologies into marketing? Give examples
6. What technologies and trends do you think will impact digital transformation in marketing in the next 3-5 years?

Вопрос 4

Балл: 50

Read the , critically analyse it and answer the following five questions in English:

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1. Considering the political-economy differences between the USA and India, how do these factors affect Harley Davidson's decision to enter the Indian market? What are the potential risks and benefits associated with navigating India's political and economic environment for a multinational enterprise?
2. The article highlights the cultural distance between the USA and India. How does Harley Davidson's management address cultural differences, particularly in terms of decision-making and human resource management, to ensure successful market entry? To what extent should MNEs adapt their corporate culture to local cultural norms?
3. The study describes Harley Davidson's entry into India through both deliberate and emergent strategies. How do the concepts of "deliberate" and "emergent" strategies apply in this case, and what does Harley Davidson's experience teach about the flexibility required in international market entry strategies?
4. In the context of Harley Davidson's expansion into India, how does the SWOT analysis of the company shape its market positioning strategy? Discuss the role of SWOT in identifying Harley Davidson's strengths, weaknesses, opportunities, and threats in the Indian market and how it impacts their strategic decisions.
5. The article touches on the broader theme of globalization in business. How do globalization forces, such as technological advancements, economic integration, and cultural exchanges, impact Harley Davidson's competitive advantage in the global motorcycle market, particularly in emerging economies like India?

Вопрос 5

Балл: 50

Please, provide the detailed answer to the following two questions:

Question 1:

New technologies like artificial intelligence, quantum computing, and biotechnology are changing how businesses operate and impacting society. That challenges companies to keep the balance adapting to these new technologies while running their existing operations smoothly. Discuss the main challenges for companies when they try to use new technologies.

Question 2:

Protecting new ideas with intellectual property (IP) is important for encouraging innovation. However, too much IP protection can sometimes slow down progress, make it harder to collaborate, and limit access to new technologies. Discuss possibilities for revising IP legal framework and related IP policy to both protect new technologies and make them widely available, especially in areas like healthcare and clean energy where everyone benefits from faster innovation.

Вы зашли под именем ()