

Вопрос **Инфо**

Уважаемые участники!

Олимпиадное задание по направлению «Менеджмент» (английский язык) состоит из двух частей:

Инвариантная часть представлена заданиями № 1–3. Их нужно выполнить всем участникам.

Вариативная часть разделена на треки:

- Трек «Международный менеджмент»: задания № 4.
- Трек «Управление в сфере науки, технологий и инноваций»: задания № 5–6.

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

Использование черновиков, сторонних ресурсов и справочных материалов строго запрещено.

Dear participants!

The Olympiad assignment consists of two parts:

The invariant part is represented by tasks 1–3. They need to be completed by all participants.

The variable part is divided into tracks:

- Track «International Management»: tasks № 4.
- Track «Governance in Science, Technology and Innovation»: tasks № 5–6.

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

The use of drafts, information resources and reference materials is strictly forbidden.

Вопрос **1**

Балл: 30,00

The invariant part. This task is mandatory for all participants

The fast-moving consumer good producer (chemistry field of the economy) need to increase return on equity (ROE). Please, provide managerial decisions to reach this goal. When you answer the question, please, give details and proper descriptions how your suggestions affect ROE (which factors should be considered).

N.B. Please, do not forget to connect the suggestions with finance.

Вопрос 2

Балл: 10,00

The invariant part. This task is mandatory for all participants

The company "Azbuka vkusa" offers high-quality food and convenience food. The company's turnover for the 2021 financial year amounted to 78.7 billion rubles. It carries out its activities in Moscow, the Moscow region, St. Petersburg, and the Leningrad Region, where residents have a relatively high income compared with other federal subjects of Russia. The company built its unique ecosystem with its food technologies and services. The developed ecosystem, in conjunction with a high share (40%) of imported products, allows offering to consumers unique and exquisite products of high quality. Moreover, the consumers can have a gastronomic tour remaining in their country.

Please, indicate what strategies (corporate, competitive, and at least one functional) the company, in your opinion, implements at the moment.

Вопрос 3

Балл: 10,00

The invariant part. This task is mandatory for all participants

The company "Azbuka vkusa" offers high-quality food and convenience food. The company's turnover for the 2021 financial year amounted to 78.7 billion rubles. It carries out its activities in Moscow and the Moscow region, St. Petersburg, and the Leningrad Region, where residents have a relatively high income compared with other federal subjects of Russia. The company built its unique ecosystem with its food technologies and services. The developed ecosystem, in conjunction with a high share (40%) of imported products, allows offering to consumers unique and exquisite products of high quality. Moreover, the consumers can have a gastronomic tour, remaining in their country.

Given the fact, that the customer base of the company has reduced last few years, how should the company revise its strategy?

Вопрос 4

Балл: 50,00

Please, read the article [S iripipatthanakul S. \(2021\), Advanced International Business: A Review Article. Advanced International Business: A Review Article, Article in SSRN Electronic Journal. DOI: 10.2139/ssrn.3907266](https://doi.org/10.2139/ssrn.3907266) and answer in English the following questions:

1. What research questions did the article discuss?
2. What is the relationship between globalization and ICTs? Provide examples.
3. What effect does culture have on international business? Provide examples.
4. What managerial implications of the findings do you suggest?
5. What other areas might these research ideas be applicable to?

Вопрос 5

Балл: 25,00

In your opinion which skills of fresh graduates are needed for green transition of companies? Discuss from the perspective which skills are already offered in educational programs and which skills are missing in your opinion

Вопрос 6

Балл: 25,00

Which measures can governments provide to attract and keep world-class researchers nowadays?