**Project Proposal**

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| Type of Project | Research |
| Name of the Project | **Business Success in the ASEAN Market: Perspectives for Russia** |
| Initiating Department of the Project | Department of International Relations  Faculty of World Economics and International Relations |
| Project Head | E.A. Kanaev |
| **Description of the Project’s Contents** | The project is aimed at the formulation of the expertise needed to ensure Russia’s successful pivot towards the East. It complies with the aim of the Russian Federation’s leadership to diversify Russian policy possibilities in the Asia-Pacific region by giving it the proper quality and scope. Over the course of the project, students will be involved in the practical activity of preparing an informational-statistical and analytical base for the study of specificity of doing business in the ASEAN market. They will also take part in elaborating on a final, applied-scientific and educational product: an English-language textbook (“a road map”) about an effective business strategy in the ASEAN market. |
| **The Project’s Goal and Objectives** | **The goal of the project:** The drafting of the textbook, ***“Business in Southeast Asia: Prerequisites for Success.”***  **Objectives:**   * Identify the influence of global trends on the status and prospects for ASEAN market development; * Comprehensively study the features of consumer preferences in ASEAN countries; * Define the features of e-commerce, effective brand-building for goods and services, and business culture in terms of the ASEAN economic community; * Conduct an analysis of certain companies’ successful business strategies in the ASEAN market; * Assess the status and prospectives of both Russia and ASEAN countries in each other’s markets; give recommendations about their enhancement. |
| **Tasks that students will complete during the project** | * Working with academic, expert-analytical, and reference materials in the English language; * Searching for and processing statistical information; * Working with graphics (charts, tables, graphs), preparing presentations; * Outlining the specificity of intercultural communications and business culture in regards to both SEA and the interaction between Russia and ASEAN; * Formulating robust expertise and scientific foresight regarding the links of processes taking place in SEA with the Russian Federation’s interests in the Asian-Pacific region. |
| Duration of the Project | 30.10.2017 – 30.04.2018 |
| Amount of Credits | 4 |
| Type of Student Work | Remote work and consultations with the head of the project. |
| Intensity (hours per week) | 4 |
| Form of Project Activity | Individual, Group |
| Requirements for Students and Participants in the Project | * An understanding of the key international trends in Southeast Asia as a part of the Asian-Pacific region; * Advanced presentation and analytical skills; * High level of motivation for research activities; * Fluency in English at a level adequate for working with English-language materials; * Fluency in an Eastern language (Chinese, Japanese, Korean, Vietnamese, Indonesian, and others) would be an advantage. |
| **The Planned Results of the Project** | The release of the English-language textbook, “Business in Southeast Asia: Prerequisites for Success,” as well as the preparation and conduction of an academic course of the same name (an elective) are anticipated to be the final outcomes of the project. |
| **The Format of Presenting Results, which are subject to evaluation** | *Midterm*: a presentation of individual research results, including a report about the completion of a task assigned by the head of the project. Tasks will be formulated and assigned in working order.  *Final*: a presentation of the group project results in the form of a tentative version of the textbook’s individual chapters and paragraphs by students. |
| **Grading Criteria for the Results of the Project** | * Quality and completion of the head of the project’s assignment; * Timeliness in presenting both the midterm and final reports; * Non-triviality of the conclusions and assessments. |
| Number of Vacancies in the Project | 20 |
| Criteria for the Selection of Students for the Project (which will be used in the case that there is a large amount of applications to the project) | * Work experience with subjects relevant to the project; * For Bachelor’s students: a cumulative grade in English that is not less than 8 (for Master’s students, this criterion is not a requirement); There could potentially be an interview with native English speaker; * Expertise in working with graphic materials (graphs, charts, tables), as well as making presentations. |
| Educational Programs | International Relations (Bachelors), International Relations: European and Asian Studies (Master’s), World Economics (Bachelors), Oriental Studies (Bachelor’s, Master’s), Political Science (Bachelors, Masters) |
| Location | Malaya Ordynka St., 17 |