

International Business Research Project

Russia-ASEAN Cooperation: the Map of Business Activity



School of International Affairs
Faculty of World Economy and International Affairs
National Research University Higher School of
Economics

Head of the project: professor Evgeny A. Kanaev
Division supervisors: Elizaveta Ogurtsova, Pavel
Shaternikov, Hue Vi, Jarasluk
La-Inchua



Project's Content

The project is aimed at **summarizing the activity of Russian companies in the ASEAN markets and the activity of ASEAN companies in the Russian market.**

The students will analyze and systemize the presence of Russian companies in Southeast Asia and Southeast Asian companies in Russia **to finally draw up the corporate map of Russia-ASEAN business presence.**

The project corresponds to **the aims of the Russia-ASEAN Commemorative Summit held in Sochi** in May 2016 to study possibilities to establish an FTA between ASEAN and the Eurasian Economic Union.



Project Main Goal



The drafting of the long-read “Russia-ASEAN Cooperation: the Map of Business Activity.”

Objectives

- Make a comprehensive outline of Russia-ASEAN B2B activities before and after the establishment of the Eastern Economic Forum;

- Identify ways for Russian and ASEAN companies to contribute to the decision of the Russia-ASEAN Commemorative Summit (Sochi, May 2016) to strengthen economic cooperation between ASEAN, SCO and EAEU;

- Identify the points of convergence of Russia-ASEAN priorities and strategic planning, distinguish the sectors where Russia-ASEAN cooperation is – or could be – most commercially promising;

- Distinguish key Russian and ASEAN companies and their leaders, reveal the possibilities and limitation to strengthen their ties;

- Define the prospects of Russia-ASEAN business cooperation in the forthcoming project the Greater Eurasian Partnership.

Project Tasks for Students



- Preparing academic, expert-analytical, reference and applied materials in the English language.



- Searching for and processing statistical information.



- Working with graphics (charts, tables, graphs), preparing presentations.

Requirements for Students and Participants in the Project

- An understanding of the key international trends in Southeast Asia in the context of the developments in 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.

Planned Results



The release of the long-read “Russia-ASEAN Cooperation: the Map of Business Activity” as a supplement to the textbook “Business in Southeast Asia: Prerequisites for Success”.

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 long-read's individual parts.



Additional Information

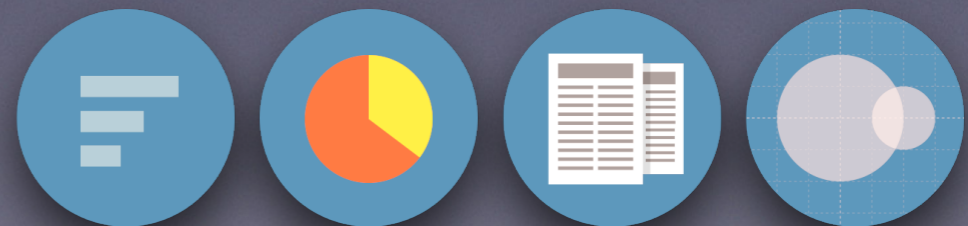
- Duration: 30.10.2018- 20.06.2019
- Number of credits: 4
- Remote activities and consultations with the project head - professor Evgeny A. Kanaev
- Combination of group and individual work
- Intensity (hours per week): 4
- 20 vacancies
- Educational Programs: International Relations (Bachelors), International Relations: European and Asian Studies (Master's), World Economy (Bachelors), Oriental Studies (Bachelor's, Master's), Political Science (Bachelors, Masters), International Business (Master's), International Trade Policy (Master's).
- Location: Malaya Ordynka St., 17



Grading Criteria



- 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.



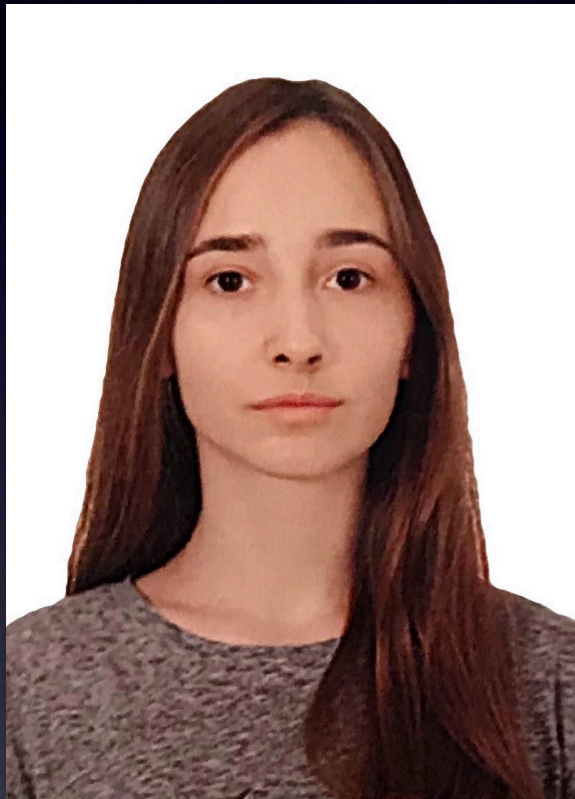
Project Head

Professor Evgeny A. Kanaev

- School of International Affairs, Higher School of Economics
- Expert, the Russian International Affairs Council (RIAC)
- Leading Researcher, Center for Asia-Pacific Studies, IMEMO RAS
- Expert, ASEAN Center, MGIMO-University, MFA of Russia
- Expert, Russian National Committee, Council for Security and Cooperation in the Asia-Pacific region
- Member, Expert Group, the Council of the Federation Committee on Foreign Affairs, the Federation Council of the RF Federal Assembly.
- Expert, the Russian National Committee on BRICS Research.
- Member of Editorial Board, Journals “Southeast Asia: Actual Problems of Development” (Russia), Russian Journal of Vietnamese Studies (Russia), Russia and the Pacific (Russia), Analysis and Alternatives (the Republic of Korea).



Division Supervisors



Elizaveta
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Russia



Pavel
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Russia



Hue Vi

Vietnam



Jarasluk
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Thanks for your
attention!

