

Marketing Strategies & Practices in Southeast Asia

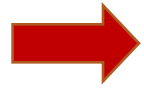
International research project

Higher School of Economics

Faculty of World Economy & International Affairs

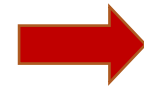


Goal



To distinguishing the most important components of marketing strategies and practices in Southeast Asia

Result



The long-read “Marketing Strategies and Practices in Southeast Asia



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



Objectives

- ▷ Portray the value marketing in Southeast Asia
- ▷ Study the influences on consumer behavior in ASEAN
- ▷ Identify ways to most effectively develop & promote products in ASEAN
- ▷ Distinguish how to manage distribution channels & supply chains using the experience of Southeast Asian companies
- ▷ Learn the best strategies of product advertising & market channeling in Southeast Asia

What will we do?



Prepare presentations & analytics on the specificity of promoting products in the SEA markets in the conditions of the ASEAN Economic Community



Trace the marketing communications in Southeast Asia



Search for & process statistics



Prepare policy papers and policy briefs focusing on the issues discussed



Work with academic, analytical, reference and applied materials in English



Duration: 10 November 2018 – 20 June 2019

Vacancies: 25 participants

Credits: 4 credits

Activity types:

- remote activities & consultations with the Project Head
- in group and individual

Educational Programs:

- International Relations (Bac.)
- World Economics (Bac.)
- Oriental Studies (Bac., Mast.)
- IR: European & Asian Studies (Mast.)
- Political Science (Bac., Mast.)

- International Business (Mast.)
- Trade Policy (Mast.)
- Management
- Logistics and Supply Chain Management (Bac.)
- Marketing (Mast.)
- Marketing Communications and Advertising in the Contemporary Business (Mast.)
- Business Administration (Bac.)
- International Business and Management Studies (Bac.)
- HSE and Kyung Hee University Double Degree Programme in Economics and Politics in Asia (Bac.)
- Advertising and PR (Bac.)

Grading criteria

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graph TD; A(Grading criteria) --- B(Timeliness in presenting both the midterm and final reports); A --- C(Quality & completion of the Project Head's assignments); A --- D(Non-triviality of the conclusions & assessments);
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Timeliness in presenting both the midterm and final reports

Quality & completion of the Project Head's assignments

Non-triviality of the conclusions & assessments

Requirements for participants:

- ▷ Understanding of the key international trends in Southeast Asia in the context of the developments in the Asian-Pacific region
 - ▷ Advanced presentation & analytical skills
 - ▷ High level of motivation for research activities
 - ▷ Fluent English at a level adequate for working with English-language materials
- * [Fluent Eastern language (Chinese / Japanese / Korean / Vietnamese / Indonesian, and others) as an advantage.

Project Head – professor *Evgeny A. Kanaev*



- ▷ Professor, 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 & 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 of Journals:
 - ◇ “Southeast Asia: Actual Problems of Development” (Russia)
 - ◇ Russian Journal of Vietnamese Studies (Russia)
 - ◇ “Russia and the Pacific” (Russia)
 - ◇ Analyses and Alternatives (the Republic of Korea)

Division Supervisors



**Akhmanaeva
Sofya**
(Russia)



**Stepanchuk
Vasiliy**
(Russia)



**Siriwut
Watsapon**
(Thailand)



**Apriani
Aulia**
(Indonesia)

**Thank you for your
attention!**

