**Примерный перечень тем ВКР по направлению «Менеджмент» магистерская программа «Менеджмент и международный бизнес»**

1. Conditions and directions for the development of foreign trade activities of domestic and joint ventures in free economic zones
2. Competitive strategies of Russian companies in international markets.
3. Competitive strategies of foreign transnational corporations in the Russian market.
4. Assessment of the impact and prospects for the development of international companies in the industry markets of the Russian Federation.
5. Assessment of the investment attractiveness of Russian industry markets.
6. Management of investment projects in the practice of Russian and foreign companies in the industry.
7. Analysis of the effectiveness of foreign economic activity (on the example of an industry market and/or a specific company).
8. Factors of development of transnational corporations in the world market (on the example of specific companies).
9. Formation of models of effective interaction between business and the state in Russia in the context of global competition.
10. Specifics and advantages of industrial cooperation (on the example of an industry, an enterprise).
11. Russian companies in international business.
12. The role and prospects of small and medium-sized businesses in Russia in the formation of the country's innovative economy in the context of global competition.
13. Positioning of Russian companies in the system of foreign business.
14. Development of forms of joint entrepreneurship (on the example of specific enterprises).
15. The problem of the development of Russian regional companies in the conditions of international industry competition.
16. Status, trends, and prospects of investment cooperation between Russian and foreign economic entities.
17. Prospects for the development of regional integration processes (on the example of a region and/or an integration grouping).
18. Strategies of economic subjects of Russia in the context of globalization of industry markets.
19. Analysis and development prospects of the branches of the new economy (based on the Internet): world/foreign experience and Russian practice.
20. Modern problems of franchising in international business.
21. Evaluation of the effectiveness of international mergers and acquisitions of non-financial and financial companies.
22. Formation of international marketing strategies in the conditions of instability of the world economic environment.
23. Foreign portfolio investment in emerging markets.
	1. Financial leasing: the activities of Russian companies in the international market.
	2. Application of international payments in foreign trade operations.
	3. Attraction and use of foreign labor by Russian enterprises
	4. Accumulation and improvement of the quality of human capital as a factor in the development of modern business and economy
	5. Assessment of the quality and economic return of the human capital of Primorsky Krai in the context of international integration
	6. Trends in the development of the international market of educational services (on the example of a specific country)
	7. Directions for improving the mechanism of international business activity (on the example of a company, industry, or region).
	8. The impact of sanctions on the entry of Russian companies into foreign markets
	9. Assessment of the competitiveness of Russian enterprises in the world market under sanctions
	10. Features of the development of integration processes in the industry (for example ...)
	11. Activation of innovative activity in industrial sectors based on the influence of export learning effects
	12. Study of the impact of exports on the efficiency of manufacturing enterprises
	13. Assessment of the economic sustainability of foreign trade enterprises (on the example of industry enterprises ...)

**Start-up**

1. Development of a new product (service) and its introduction to the market

2. Developing a startup and bringing it to market