

# Olga Annushkina

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## Biography

Olga Annushkina is an Associate Professor of Practice in the Strategy and Operations Area at SDA Bocconi School of Management.

Her collaboration with SDA Bocconi began in 2003. Since then, she has conducted numerous courses on strategic management, internationalization strategies, and scenario planning. She has implemented various training and executive education projects for major companies (in energy, electronics, pharmaceuticals, consumer goods), banks, and insurance companies. Her research focuses on four fundamental themes: internationalization strategies, competitive strategies, and scenario planning.

As the author and co-author of numerous books and articles on her areas of expertise, she notably co-authored the book "The Art of Going Global." Her works have been published in prestigious journals such as *Economia & Management*, *Critical Perspectives on International Business*, *European Journal of International Management*, and *International Finance Review*. Olga served as the SDA Bocconi coordinator for Italy in the Global Competitiveness Report of the World Economic Forum (2004-07). She has been an Aspen Junior Fellow (2007-10) and a Visiting Professor at the Graduate School of Business Administration of Moscow State University (Russia), Munich Business School (Germany), Vlerick Business School (Belgium), and the University of Zurich (Switzerland). She is the recipient of eight awards for excellence and innovation in teaching and research. Before joining the faculty at SDA Bocconi, Olga worked for several international management consulting firms.

She holds a Master's degree in Finance and a Ph.D. in Management from Moscow State University (Russia), and an MBA from SDA Bocconi School of Management.

## Teaching domains

Multinational Companies Management

Growth Strategy

Scenario Planning

Globalization

Adaptation Strategies

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## ARTICLES IN SCHOLARLY JOURNALS

ANNUSHKINA O., GRYAZNOVA A., MARSHEVA V.

**Art of Management. Experience of orchestra directors (L'arte di dirigere. Esperienza dei direttori d'orchestra)**

Economia & Management, 2015, no. 2, pp.89-111

ANNUSHKINA O., TRINCA COLONEL R.

**Foreign market selection by russian MNEs: beyond a binary approach?**

Critical Perspectives on International Business, 2013, vol.9, no. 1/2, pp.58-87

ANNUSHKINA O.

**The Italian 'Entrepreneurial Formula': a systemic approach to strategy**

European Journal of International Management, 2011, vol.5, no. 3, pp.301-317

PENNAIOLA F., ANNUSHKINA O.

**Uscire dalla crisi reinventando il business. Il contributo della consulenza**

Economia & Management, 2011, no. 3, pp.21-33

ANNUSHKINA O., CASALAINA G.

**Buone prassi di gestione delle HR per le multinazionali italiane in Russia**

Economia & Management, 2010, no. 2, pp.36-44

ANNUSHKINA O., SACCO F. M., VENZIN M.

**Uscire dalla crisi: La consulenza può aiutare le imprese?**

Economia & Management, 2010, no. 1, pp.97-113

LOJACONO G., ANNUSHKINA O.

**Il ruolo degli importatori in uno scenario globale. Il caso degli elettrodomestici di largo consumo**

Economia & Management, 2009, no. 1, pp.57-70

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**Internationalization strategy: Russian companies' choice**

Vestnik RGGU (Bulletin of the Russian state University for the Humanities), 2009, vol.18, pp.183-201

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## RESEARCH MONOGRAPHS

ANNUSHKINA O., CARCANO L., LASSINI U., VISCONTI F.

**SMEs and strategic management**

McGraw-Hill Education, Great Britain, 2012

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## PRACTICE-ORIENTED BOOKS

ANNUSHKINA O., REGAZZO A.

**The Art of Going Global. A Practical Guide to a Firm's International Growth**

Palgrave Macmillan, Great Britain, 2020

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## CONTRIBUTION TO CHAPTERS, BOOKS OR RESEARCH MONOGRAPHS

ANNUSHKINA O., MERCHANT H., TRINCA COLONEL R., BERSELLI E.

**How do emerging markets differ from developed markets?: A conceptual and empirical analysis** in

*Handbook of Contemporary Research on Emerging Markets*  
H. Merchant (Eds), Edward Elgar Publishing, chap. 1, 2016

ANNUSHKINA O., INVERNIZZI G.

**Strategy Execution at Mediolanum Bank** in *The Italian Model of Management*  
L. Serio (Eds), Greenleaf Publishing, pp.103-119, 2016

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**The internationalization of Russian mobile telecommunications operators** in *Emerging Market Firms in the Global Economy (International Finance Review, Volume 15)*  
C. Pattnaik, V. Kumar (Ed), Emerald Group Publishing Limited, pp.121-144, 2014

LOJACONO G., ANNUSHKINA O.

**Exploring processes and capabilities in offshoring intermediation** in *The offshoring challenge: strategic design and innovation for tomorrow's organization*  
T. Pedersen, L. Bals, P.D. Ørberg Jensen, M. M. Larsen (Eds), Springer, pp.79-98, 2013

ANNUSHKINA O.

**Business Plan per l'internazionalizzazione delle PMI** in *L'internazionalizzazione delle PMI*  
M. Brusoni, V. Vecchi (Ed), Egea, chap. 4, pp.75-84, 2012

ANNUSHKINA O., KUMAR V.

**Entry modes and dynamics** in *Doing Business in India*  
P.S. Budhwar, A. Varma (Eds), Routledge, Taylor and Francis Group, chap. 7, pp.103-121, 2011

GRYAZNOVA A., ANNUSHKINA O.

**Kaspersky lab is scaling the globe** in *International Business*  
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G. Brunetti, G. Corbetta, G. Invernizzi, G. Airoidi (Eds), Egea, pp.1135-1144, 2010

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**Imitative offshoring strategies. Lessons learnt from the Italian small domestic appliance industry** in *Global Outsourcing and Offshoring*  
Contractor F., Vikas Kumar, Sumit K. Kundu, Torben Pedersen (Eds), Cambridge University Press, pp.411-448, 2010

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**Attrarre e competere: la prospettiva delle imprese e del mercato** in *Strumenti di public management per lo sviluppo del territorio*  
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ANNUSHKINA O., DUBINI P.

**L'attrattività dell'Italia nei confronti dei nuovi investitori: il caso dei paesi dell'Europa dell'Est** in *L'attrattività del sistema Paese. Attrazioni di investimenti e creazione di relazioni*  
P. Dubini (Eds), Il Sole 24 Ore, pp.75-91, 2007

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**L'attrazione di investimenti stranieri in Italia: gli investimenti provenienti dall'Estremo Oriente** in *L'attrattività del sistema Paese. Attrazioni di investimenti e creazione di relazioni*  
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## CASES IN INTERNATIONAL CASE COLLECTIONS

ANNUSHKINA O., GRANDO A.

**Dallara Automobili**

2021, The Case Centre, Great Britain

ANNUSHKINA O., MISANI N.

**Green Wise Co, Ltd: Global Sustainability Journey**

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**Global Strategy for Cini&Nils**

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**Ricci Curbastro Winery: Global Strategy with Sparkles**

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**Moleskine on the road (Case B)**

2016, The Case Centre, Great Britain

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GRYAZNOVA A., ANNUSHKINA O.

**Rosinter Restaurants: Growing by Doing**

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**Globalization of Beeline**

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2012, The Case Centre, Great Britain

ANNUSHKINA O., SAVIANE R.

**Solvay Solexis: Acquisition and Integration**

2005, The Case Centre, Great Britain

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## OTHER

ANNUSHKINA O.

**Action plans and uncertainty**

2020, Economia & Management Plus, Milano, Italy

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## PROCEEDINGS/PRESENTATIONS

TRINCA COLONEL R., ANNUSHKINA O., BERSELLI E.

**What is an emerging economy?**

*AIB Annual Meeting - International business for sustainable world development - June 24-28 2011, Nagoya, Japan*

ANNUSHKINA O., TRINCA COLONEL R.

**Foreign Market Selection by Russian MNEs**

*52nd AIB Annual Meeting: "International Business in tough times" -June 25-29, 2010, Rio de Janeiro, Brazil*

KUMAR V., ANNUSHKINA O., DUBINI P.

**What drives firms to internationalise from emerging to developed economies? A qualitative study of european and asian firms**

*ANZIBA Annual Conference: Global business and sustainable development - April 15-17, 2010, Sydney, Australia*

LOJACONO G., ANNUSHKINA O.

**The role of international trade intermediaries in a global context: the case of small household appliances**

*Proceedings of the 51st Annual Meeting of the Academy of international Business - June 27-30 2009, San Diego, CA, United States of America*

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