
ASSOCIATE PROFESSOR OF PRACTICE

International Management

OLGA.ANNUSHKINA@SDABOCCONI.IT

Biography

Olga Annushkina is Associate Professor of Practice in Strategy and Entrepreneurship at SDA Bocconi School of Management.

Her collaboration with SDA Bocconi began in 2003. Since then, she has run numerous courses on strategic management, internationalization strategy and scenario planning. She has conducted numerous education and executive education projects for companies (energy, electronics, pharmaceuticals, consumer goods), banks and insurance companies. She is the Coordinator of the FT MBA.

Her research activities focus on four main topics: international business, emerging markets, differentiation strategy in a global context and strategy execution.

She is the author of numerous books and articles on her topics of interest. Her works have been published in *Economia & Management*, *Critical Perspectives on International Business*, the *European Journal of International Management* and *International Finance Review*, among others. She was a SDA Bocconi coordinator for Italy for the Global Competitiveness Report of the World Economic Forum (2004-07), Aspen Junior Fellow (2007-10) and Visiting Professor at the Graduate School of Business Administration at Moscow State University (Russia) and Munich Business School (Germany). She is the winner of seven awards for excellence and innovation in teaching and in research. Before becoming a faculty member at SDA Bocconi, she worked for several leading management consulting companies.

She earned an MSc in Finance and a Ph.D. In Management from the 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

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

PENNAROLA 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

ANNUSHKINA O.

Internationalization strategy: Russian companies' choice

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

RESEARCH MONOGRAPHS

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

SMEs and strategic management

McGraw-Hill Education, Great Britain, 2012

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

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

ANNUSHKINA O.

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*

M. Peng, K. Meyer (Eds),South-Western CENGAGE Learning, pp.330-331, 2011

ANNUSHKINA O., CARCANO L.

Entrepreneurs and social cohesion in *Economia aziendale & management - Scritti in onore di Vittorio Coda*

G. Brunetti, G. Corbetta, G. Invernizzi, G. Airoidi (Eds),Egea, pp.1135-1144, 2010

LOJACONO G., ANNUSHKINA O.

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

ANNUSHKINA O.

Attrarre e competere: la prospettiva delle imprese e del mercato in *Strumenti di public management per lo sviluppo del territorio*

M.Brusoni, V.Vecchi(Ed), Franco Angeli, 2008

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

DUBINI P., ANNUSHKINA O., KUMAR V.

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

P. Dubini (Eds),Il Sole 24 Ore, pp.49-73, 2007

ANNUSHKINA O.

Il posizionamento dell'Italia nell'export internazionale in *L'attrattività del sistema Paese. Territori, settori, imprese*

P. Dubini(Ed), Il Sole 24 Ore, pp.21-39, 2006

ANNUSHKINA O., DUBINI P.

L'attrattività percepita in *L'attrattività del sistema Paese. Profili territoriali e idealtipi per le imprese*

P. Dubini (Eds),Il Sole 24 Ore, pp.111-137, 2004

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

2021, The Case Centre, Great Britain

ANNUSHKINA O.

Global Strategy for Cini&Nils

2019, The Case Centre, Great Britain

ANNUSHKINA O., TRINCA COLONEL R.

Ricci Curbastro Winery: Global Strategy with Sparkles

2019, The Case Centre, Great Britain

ANNUSHKINA O., TRINCA COLONEL R.

Ricci Curbastro Winery: Global Strategy with Sparkles - Supplementary Software

2019, The Case Centre, Great Britain

ANNUSHKINA O.

Moleskine on the road (Case B)

2016, The Case Centre, Great Britain

ANNUSHKINA O., INVERNIZZI G.

Strategy Execution at Mediolanum Bank

2014, The Case Centre, Great Britain

GRYAZNOVA A., ANNUSHKINA O.

Rosinter Restaurants: Growing by Doing

2013, The Case Centre, Great Britain

ANNUSHKINA O., VENZIN M., GRYAZNOVA A.

Globalization of Beeline

2012, The Case Centre, Great Britain

ANNUSHKINA O.

Moleskine on the road (Case A)

2012, The Case Centre, Great Britain

ANNUSHKINA O., SAVIANE R.

Solvay Solexis: Acquisition and Integration

2005, The Case Centre, Great Britain

OTHER

ANNUSHKINA O.

Action plans and uncertainty

2020, Economia & Management Plus, Milano, Italy

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
