

Olga Annushkina

International Management

OLGA.ANNUSHKINA@SDABOCCONI.IT

Curriculum Vitae

Olga Annushkina is Senior Lecturer of 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 conducted numerous training and executive education projects for companies (energy, electronics, pharmaceuticals, consumer goods), banks and insurance companies.

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

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

Publications

Books

- “How do emerging markets differ from developed markets?: A conceptual and empirical analysis”, with H. Merchant, R. Trinca Colonel and E. Berselli, in ”Handbook of Contemporary Research on Emerging Markets”, Northampton, MA: Elgar Publishing, 2016
- “Strategy Execution at Mediolanum Bank”, with G. Invernizzi, p.103-119, in “The Italian Model of Management”, ed. Serio, L., e-book, Greenleaf Publishing, 2016
- “Moleskine on the road (Case B)” (case study, ECCH), 2016
- “The Internationalization of Russian Mobile Telecommunications Operators”, in Chinmay Pattnaik, Vikas Kumar(ed.), Emerging Market Firms in the Global Economy (International Finance Review, Volume 15), Emerald Group Publishing Limited, 2014, pp.121 - 144
- “Strategy Execution at Mediolanum Bank”, with G. Invernizzi, “Strategy execution at Mediolanum Bank”, (a case study, published by ECCH), 2014
- “Exploring processes and capabilities in offshoring intermediation”, with Lojaco G., in The offshoring challenge: strategic design and innovation for tomorrow's organization. p. 79-98, Springer, 2013
- “SMEs and Strategic Management”, with L. Carcano, U. Lassini, F. Visconti, McGraw-Hill, Milan, Italy, 2012
- “Business plan per l'internazionalizzazione delle PMI”, in “L'internazionalizzazione delle PMI”, Eds. M. Brusoni, V. Vecchi, EGEA, Milano. [“Business plan for the internationalization of SMEs”], 2012
- Case Study “Moleskine on the Road” (published by ECCH), 2012
- Case Study “Globalization of Beeline” (with M. Venzin and A. Gryaznova), (published by ECCH), 2012
- Case Study “Rosinter Restaurants: growing by doing” (with A. Gryaznova), (published by ECCH), 2012
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- “Kaspersky Lab is scaling the globe” (with A. Gryaznova), in “International Business”, Mike Peng and Klaus Meyer, South-Western CENGAGE Learning, p. 330-331, 2011
- “Entry modes and dynamics” (with V. Kumar), in “Doing Business in India”, Pawan Budhwar and Arup Varma (eds), Routledge, 2011
- “Imitative Offshoring Strategies: Lessons Learnt from Italian Small Domestic Appliances Industry” (with Lojaco G.), in Contractor F., Kumar V. (edited by), “Offshoring and Outsourcing: The Organizational and Geographical Relocation of High Value Company Functions”, 2010
- “Attractiveness of “new” foreign direct investments in Italy: FDI from Far East” (with P. Dubini and V. Kumar); in ”L'attrattività del sistema Paese. Attrazioni di investimenti e creazione di relazioni”, P. Dubini (ed.), Milano, Il Sole 24 Ore, 2008
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- “Attract and compete: firms and territories”, in “Public management theories for the local development”, M. Brusoni, V. Vecchi (editors), Franco Angeli (Economia & Management), Milano, 2008
- “Italy's positioning in the international export “, in “L'attrattività del sistema Paese. Territori, settori, imprese”, P. Dubini (ed.), Milano, Il Sole 24 Ore, 2006
- Case study “Solvay Solexis: acquisition & integration” (with Roberto Saviane), (published by ECCH), 2005
- "Attractiveness of Italy as a country system to multinational corporations", (with Paola Dubini), in "Tendenze dell'Industria Italiana. Rapporto Confindustria 2005. Imprese e Internazionalizzazione", 2005
- “Perceived attractiveness of a country system“ (with P. Dubini), in “L'attrattività del sistema Paese. Profili territoriali e idealtipi per le imprese”, P. Dubini (ed.), Milano, Il Sole 24 Ore, 2004

Articles on international journals

- “How do emerging markets differ from developed markets: an empirical analysis”, with H. Merchant, R. Trinca Colonel, E. Berselli (forthcoming)
- “Foreign market selection by Russian MNEs - beyond a binary approach?”, with Renata Trinca Colonel, Critical Perspectives on International Business, Vol. 9, N1/2, 2013, p.58-88
- “The Italian ‘Entrepreneurial Formula’: a systemic approach to strategy”, European J. International Management, Vol. 5, No. 3, 2011, p.301-317

Other articles

- “L'arte di dirigere. Esperienza dei direttori d'orchestra”, with A. Gryaznova, V. Marsheva, Economia & Management, 2, 2015
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- “Uscire dalla crisi reinventando il business. Il contributo della consulenza”, (with F. Pennarola), Economia & Management, 3, 2011
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- “Uscire dalla crisi: la consulenza può aiutare le imprese?” (con F.Sacco and M.Venzin), *Economia & Management*, 6. EGEA, 2009
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