

# Olga Annushkina

STRATEGY, ENTREPRENEURSHIP AND GOVERNANCE

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ASSOCIATE PROFESSOR OF PRACTICE  
International Management

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## Biography

Olga Annushkina is an Associate Professor of Practice 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 has conducted numerous education 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 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

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## Latest publications

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.

Action plans and uncertainty

2020, Economia & Management Plus, Milano, Italy

ANNUSHKINA O., REGAZZO A.

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

Palgrave Macmillan, Great Britain, 2020

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

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