

## **Примерный перечень тем ВКР**

1. Managing product innovation in the globalized environment
2. Achieving national competitiveness through cooperation between business and government
3. Increasing role of social entrepreneurship
4. Innovation in government: The diffusion of policy and organizational change
5. The role of multinational enterprises in economic development
6. The advantages of R&D and innovation in competitive markets
7. Leaders influence on employees to increase their performance in the organization to gain a competitive edge in the market
8. The role of motivation system in the organization
9. An analysis of organizational change management: employees vs change
10. A comparative analysis of stakeholder management and strategic management
11. Business planning and strategic planning. A comparative analysis of two critical aspects for success in business
12. Citizens' preferences for adoption of environmental policies (case of Russia and/or other countries, e.g. willingness to offset carbon emissions).
13. Citizens' support of social policy reforms: case studies and implications for public policy.
14. Efficiency measurement in public sector (possible areas: public health care, fire management)
15. Comparative analysis of ESG practices in different industries...
16. Contribution of marketing innovations to strategic development
17. The impact of logistic strategy on a supply chain performance using the example of...