UNIVERSITY OF NATIONAL AND WORLD ECONOMY

Approved by:

Assoc. Prof. Dr. Maria Vodenicharova - Vice Rector on research

EXAM PROGRAM

FOR DOCTORAL EXAM

IN SCIENTIFIC SPECIALTY "WORLD ECONOMY AND IER"

AT "IER AND BUSINESS" DEPARTMENT

DISCIPLINE: "THEORETICAL AND PRACTICAL DIMENSIONS OF INTERNATIONAL BUSINESS"

1. THEORETICAL FOUNDATIONS OF INTERNATIONAL BUSINESS
    - Classical and contemporary theories of international trade and investment. Modern theories of the competitive advantages of products, companies and nations. Comparative analysis and practical application of the theories.

2. DRIVING FORCES OF INTERNATIONAL BUSINESS
    - Internationalization, globalization and regionalization. Impact on international business. Economic integration and international business. European dimensions of international business.

3. INTERNATIONAL BUSINESS ENVIRONMENT – FACTORS AND RISKS
    - Nature and classification of factors and risks in the international business environment. Methods and tools for analysis - practical application.

4. POLITICAL AND LEGAL FACTORS IN INTERNATIONAL BUSINESS

- Political and legal systems – essence and comparative analysis. Political risk – essence, dimensions, impact on international business and approaches to mitigation. State regulation of international business. Geopolitical aspects of international business.

5. CULTURE AND INTERNATIONAL BUSINESS

- Culture and intercultural differences – essence, levels, dimensions, impact on international business. Models for analyzing intercultural differences – essence, comparative analysis and practical application. Intercultural negotiations.

6. NEW TECHNOLOGIES, INDUSTRY 4.0 AND INTERNATIONAL BUSINESS

- The four industrial revolutions and their impact on international business. Technologies from Industry 4.0 and their application in international business. Digital business – essence and dimensions.

7. SUSTAINABILITY AND ETHICAL ASPECTS OF INTERNATIONAL BUSINESS

- International business and sustainability – projects and initiatives. Circular economy and international business. Ethical aspects of international business.

8. CLASSIC FOREIGN TRADE DEAL

- Classic foreign trade transaction: essence, characteristics, advantages and risks for the parties. Varieties of the classic foreign trade transaction: intermediary, re-export and compensation operations. International leasing. Transactions on international organized markets. Practical examples and case studies.

9. COMPLEX FORMS OF INTERNATIONAL BUSINESS

- International strategic alliances and partnerships. Production cooperation and overseas transfer of activities. International knowledge transfer. Joint ventures and consortia. International engineering and international investment projects. Public-private partnership in international business. Practical examples and case studies.

10. GLOBAL SUPPLY CHAINS

- Nature of global supply chains and their management. Customer value. Strategies for global supply chains. Global sourcing, production and distribution. International logistics. Sustainable aspects of global supply chains. Circular supply chains. Short supply chains. Strategic cooperation in global supply chains and participation of small and medium-sized enterprises. Security and risk management in global supply chains. Practical examples and case studies.

11. INTERNATIONAL BUSINESS AND REGIONAL PRACTICES

- Specifics of international business in individual regions of the world: Europe; North America; Caribbean; South America; Russia; East Asia; Southeast Asia; South Asia; Central Asia; Middle East and North Africa; Sub-Saharan Africa; Australia and Oceania. Comparative analysis.

LITERATURE

A. BASIC

1. Lozanov O. (2015). *Business Abroad: Methods and Forms in the Practice of the Modern Company* . Avangard Prima, Sofia.
2. Karakasheva L. (2009). *International Business: Part I.* Prizma Publishing House, Sofia.
3. Karakasheva L. (2011) *International Business: Part II* . Prizma Publishing House, Sofia.
4. Daneshka A. *Intercultural Communication in International Business* . Publishing Complex – UNWE. Sofia, 2016.
5. Mollov D. *Global Supply Chains – Concepts and Strategies.* Second revised and supplemented edition . Publishing Complex – UNWE. Sofia, 2017.

B. ADDITIONAL

6. Boeva B. (2014). *Management in the conditions of internationalization and globalization (Global Management).* Publishing Complex – UNWE, Sofia.
7. Boeva B. (2018). *Capital, melting ice and 2°C: corporate governance and sustainable development.* East-West, Sofia.
8. Karakasheva L. (2011). *International Investment Projects.* Prizma Publishing House, Sofia.
9. Mollov D. (2022). *Introduction to Supply Chain Management.* Publishing Complex – UNWE, Sofia.
10. Mollov D., Zhivkova S., Dimitrov I. (2023). *International Business and Sustainable Practices.* Publishing Complex – UNWE, Sofia.
11. Cavusgil S., Knight G., Riesenberger J. (2019). *International Business: The New Realities. 5 th edition.* Pearson Education.
12. Daniels J., Radebaugh L., Sullivan D., Click R. (2021). *International Business:*

Environments & Operations. 17 th edition. Pearson Education.

13. Hamilton L., Webster P. (2018). *The International Business Environment. 4 th edition.* Oxford University Press.

Lecturer:

(Assoc. Prof. Dr. Dobroslav Mollov)