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 APPROACHES TO INTERNATIONAL MANAGEMENT"

1. Contemporary views on the place of international management in management theory and practice. Theories on internationalization of corporate activities.
2. International management: basic prerequisites and drivers of development. Relations and interaction with forms of international business. International management in the practice of TNCs and small and medium-sized businesses
3. International strategic management. Models of the international environment
4. International management and change management. Techniques and tools for effective change management in international management. Diagnosing *and* responding *to* organizational dynamics .
5. Approaches and strategies for entering foreign markets
6. International strategic alliances and strategic partnerships. Sectoral characteristics
7. Mergers and acquisitions in international inter-firm relations. Management aspects: application of project management in mergers and acquisitions
8. Leadership and international management. The role of emotions, feelings and motivation in international management
9. Managing teams for innovation and success in international business. Theory of cultural differences and teamwork

10. The functions of organization, coordination and control in international management . Intra-firm and inter-firm organizational forms and structures
11. Effective communication practices in international management. Intercultural communication
12. Global supply chains and international management
13. Digitalization of the economy and international management
14. Knowledge and International Management. Transforming knowledge into impact, innovation and results
15. Risk Management in International Management
16. Decision-making models and tools in international management
17. Strategic Marketing and International Management
18. Corporate Governance in International Business
19. Interdisciplinary strategic management
20. Public-private partnership and international management. Models of interaction between the state and private business
21. Regulation of international business. Relationships and dependencies between regulation, international management and innovation
22. Regional and national practices of international management
23. Finance and Accounting for Non-Financial Managers in International Business
24. Ethical aspects of international management
25. Combining a career in international management with a happy and fulfilling life

LITERATURE:

A. BASIC

1. Boeva B. (2014) Management in the conditions of internationalization and globalization. IC – UNWE
2. Boeva, B., & Vasileva A., (2009) Public-private partnership: economics, management, perspectives, Institute of Economics, Sofia,
3. Boneva, S., (2019) Communication Management in International Projects, Publishing Complex - UNWE, Sofia
4. Vasileva, A. (2011) International Business, Economics, UNWE,
5. Daneshka, A., (2015) Culture and International Business, Publishing Complex - UNWE, Sofia
6. Lozanov O. (2015) Business Abroad, Methods and Forms in the Practice of the Modern Company, Avangard Prima, Avangard Prima, Sofia
7. Mollov, D., (2017) Global Supply Chains - Concepts and Strategies, second revised and supplemented edition, Publishing Complex - UNWE, Sofia
8. Stoychev. I., International Strategic Management, Publishing Complex - UNWE, Sofia, 2014

9. Tsanov, T., (2006) International mergers and acquisitions in Bulgaria, managerial and economic aspects http://ips.bg/Uploads/ResearchPapers/Research%20Papers_vol1_2006_No8_Tsv%20Tsanov.pdf
10. Bartlett, CA, & Beamish, PW (2018). *Transnational management: Text and Cases in Cross-Border Management.* 8th Edition. New York: McGraw Hill Irwin.
11. Cullen, JB, & Parboteeah, KP (2017) *Multinational Management: A Strategic Approach* . 7th Edition. Cengage Learning.
12. Deresky, H. (2022). *International Management: Managing Across Borders and Cultures* . 10 Edition. Boston: Pearson.
13. Luthans, F., & Doh, JP (2024). *International Management: Culture, Strategy, and Behavior* . 12 th Edition. New York: McGraw-Hill.
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16. De Wit., B. (2020). *Strategy: An International Perspective* . 7 th Edition. Cengage Learning.
17. Jain, V.K. (2016). *Global Strategy: Competing in the Connected Economy* . 1 st Edition. New York: Routledge.
18. Jansson, H. (2020). *International Business Strategy in Complex Markets* . 2 nd Edition. Edward Elgar Publishing.
19. Johnson, W.H.A. (2020). *Managing Global Strategy* . 1 st Edition. Routledge.
20. Lasserre, P., & Monteiro, F. (2022). *Global strategic management* . 5th Edition. Bloomsbury Academic.
21. Panibratov, A. (2017). *International Strategy of Emerging Market Firms: Absorbing Global Knowledge and Building Competitive Advantage* . New York: Routledge, 2017.
22. Peng, M.W. (2021). *Global Strategy* . 5th Edition. Cengage Learning,
23. Richter, NF, Strandskov, J., Hauff, S., & Taras, V. (2022). *International Business Strategy and Cross-Cultural Management: An Applied Approach* . Edward Elgar Publishing.
24. Saloman, R. (2016). *Global Vision: How Companies Can Overcome the Pitfalls of Globalization* . Springer.
25. Verbeke, A., & Lee, IHA (2021). *International Business Strategy: Rethinking the Foundations of Global Corporate Success* . 3 rd Edition. Cambridge University Press.

B. ADDITIONAL

1. Mollov, D., (2016) Sustainable Supply Chain Management, Economic Thought Journal, issue 5. III. BAS, Sofia

2. Petrov, M., et al., (2014) Innovations in International Business. Textbook for Distance Learning, Publishing Complex - UNWE, Sofia

3. Graessler, S. , Guenter, H. , de Jong, SB & Henning, K. (2024) Organizational change towards the circular economy: a systematic review of the literature . *International Journal of Management Reviews* , 1 – 24 . https://doi.org/10.1111/ijmr.12367

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10. Gyensare, Michael Asiedu & Miri, Domnan & Zahoor, Nadia & Alajaty, Mahmoud, 2024. " Aspiring to go abroad: How and when international entrepreneurial aspiration fuels emerging markets entrepreneurial ventures' internationalisation speed ," Journal of International Management , Elsevier, vol. 30(2).

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Lecturer:

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