

Olga Annushkina

Associate Professor of Practice



Knowledge Group: Strategy and Operations

Research Domains: International Management

Teaching Domains: Multinational Companies Management, Growth Strategy, Scenario Planning, Globalization, Adaptation Strategies

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Biography

Olga Annushkina is an Associate Professor of Practice in the Strategy and Operations Area at SDA Bocconi School of Management.

Her collaboration with SDA Bocconi began in 2003. Since then, she has conducted numerous courses on strategic management, internationalization strategies, and scenario planning. She has implemented various training and executive education projects for major companies (in energy, electronics, pharmaceuticals, consumer goods), banks, and insurance companies. Her research focuses on four fundamental themes: internationalization strategies, competitive strategies, and scenario planning.

As the author and co-author of numerous books and articles on her areas of expertise, she notably co-authored the book "The Art of Going Global." Her works have been published in prestigious journals such as *Economia & Management*, *Critical Perspectives on International Business*, *European Journal of International Management*, and *International Finance Review*. Olga served as the SDA Bocconi coordinator for Italy in the Global Competitiveness Report of the World Economic Forum (2004-07). She has been an Aspen Junior Fellow (2007-10) and a Visiting Professor at the Graduate School of Business Administration of Moscow State University (Russia), Munich Business School (Germany), Vlerick Business School (Belgium), and the University of Zurich (Switzerland). She is the recipient of eight awards for excellence and innovation in teaching and research. Before joining the faculty at SDA Bocconi, Olga worked for several international management consulting firms.

She holds a Master's degree in Finance and a Ph.D. in Management from Moscow State University (Russia), and an MBA from SDA Bocconi School of Management.

Cases in International Case Collections

Dallara Automobili

ANNUSHKINA, O., A. GRANDO - "Dallara Automobili" - 2021, The Case Centre, Great Britain

Green Wise Co, Ltd: Global Sustainability Journey

ANNUSHKINA, O., N. MISANI - "Green Wise Co, Ltd: Global Sustainability Journey" - 2021, The Case Centre, Great Britain

Global Strategy for Cini&Nils

ANNUSHKINA, O. - "Global Strategy for Cini&Nils" - 2019, The Case Centre, Great Britain

Ricci Curbastro Winery: Global Strategy with Sparkles

ANNUSHKINA, O., R. TRINCA COLONEL - "Ricci Curbastro Winery: Global Strategy with Sparkles" - 2019, The Case Centre, Great Britain

Ricci Curbastro Winery: Global Strategy with Sparkles - Supplementary Software

ANNUSHKINA, O., R. TRINCA COLONEL - "Ricci Curbastro Winery: Global Strategy with Sparkles - Supplementary Software" - 2019, The Case Centre, Great Britain

Moleskine on the road (Case B)

ANNUSHKINA, O. - "Moleskine on the road (Case B)" - 2016, The Case Centre, Great Britain

Strategy Execution at Mediolanum Bank

ANNUSHKINA, O., G. INVERNIZZI - "Strategy Execution at Mediolanum Bank" - 2014, The Case Centre, Great Britain

Rosinter Restaurants: Growing by Doing

GRYAZNOVA, A., O. ANNUSHKINA - "Rosinter Restaurants: Growing by Doing" - 2013, The Case Centre, Great Britain

Moleskine on the road (Case A)

ANNUSHKINA, O. - "Moleskine on the road (Case A)" - 2012, The Case Centre, Great Britain

Globalization of Beeline

ANNUSHKINA, O., M. VENZIN, A. GRYAZNOVA - "Globalization of Beeline" - 2012, The Case Centre, Great Britain

Solvay Solexis: Acquisition and Integration

ANNUSHKINA, O., R. SAVIANE - "Solvay Solexis: Acquisition and Integration" - 2005, The Case Centre, Great Britain

Practice-Oriented Books

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

ANNUSHKINA, O., A. REGAZZO - "The Art of Going Global. A Practical Guide to a Firm's International Growth" - 2020, Palgrave Macmillan, Great Britain

Other

Action plans and uncertainty

ANNUSHKINA, O., "Action plans and uncertainty", *Economia & Management Plus*, 2020

Contribution to Chapters, Books or Research Monographs

How do emerging markets differ from developed markets?: A conceptual and empirical analysis

ANNUSHKINA, O., H. MERCHANT, R. TRINCA COLONEL, E. BERSELLI, "How do emerging markets differ from developed markets?: A conceptual and empirical analysis" in *Handbook of Contemporary Research on Emerging Markets*, H. Merchant (Ed.), Edward Elgar Publishing, chap. 1, 2016

Strategy Execution at Mediolanum Bank

ANNUSHKINA, O., G. INVERNIZZI, "Strategy Execution at Mediolanum Bank" in *The Italian Model of Management*, L. Serio (Ed.), Greenleaf Publishing, pp. 103-119, 2016

The internationalization of Russian mobile telecommunications operators

ANNUSHKINA, O., "The internationalization of Russian mobile telecommunications operators" in *Emerging Market Firms in the Global Economy (International Finance Review, Volume 15)*, C. Pattnaik, V. Kumar (Eds.), Emerald Group Publishing Limited, pp. 121-144, 2014

Exploring processes and capabilities in offshoring intermediation

LOJACONO, G., O. ANNUSHKINA, "Exploring processes and capabilities in offshoring intermediation" in *The offshoring challenge: strategic design and innovation for tomorrow's organization*, T. Pedersen, L. Bals, P.D. Ørberg Jensen, M. M. Larsen (Eds.), Springer, pp. 79-98, 2013

Business Plan per l'internazionalizzazione delle PMI

ANNUSHKINA, O., "Business Plan per l'internazionalizzazione delle PMI" in *L'internazionalizzazione delle PMI*, M. Brusoni, V. Vecchi (Eds.), Egea, chap. 4, pp. 75-84, 2012

Entry modes and dynamics

ANNUSHKINA, O., V. KUMAR, "Entry modes and dynamics" in *Doing Business in India*, P.S. Budhwar, A. Varma (Eds.), Routledge, Taylor and Francis Group, chap. 7, pp. 103-121, 2011

Kaspersky lab is scaling the globe

GRYAZNOVA, A., O. ANNUSHKINA, "Kaspersky lab is scaling the globe" in *International Business*, M. Peng, K. Meyer (Eds.), South-Western CENGAGE Learning, pp. 330-331, 2011

Imitative offshoring strategies. Lessons learnt from the Italian small domestic appliance industry

LOJACONO, G., O. ANNUSHKINA, "Imitative offshoring strategies. Lessons learnt from the Italian small domestic appliance industry" in *Global Outsourcing and Offshoring*, Contractor F., Vikas Kumar, Sumit K. Kundu, Torben Pedersen (Eds.), Cambridge University Press, pp. 411-448, 2010

Entrepreneurs and social cohesion

ANNUSHKINA, O., L. CARCANO, "Entrepreneurs and social cohesion" in *Economia aziendale & management* - Scritti in onore di Vittorio Coda., G. Brunetti, G. Corbetta, G. Invernizzi, G. Airoidi (Eds.), Egea, pp. 1135-1144, 2010

Attrarre e competere: la prospettiva delle imprese e del mercato

ANNUSHKINA, O., "Attrarre e competere: la prospettiva delle imprese e del mercato" in *Strumenti di public management per lo sviluppo del territorio.*, M. Brusoni, V. Vecchi (Eds.), Franco Angeli, 2008

L'attrazione di investimenti stranieri in Italia: gli investimenti provenienti dall'Estremo Oriente

DUBINI, P., O. ANNUSHKINA, V. KUMAR, "L'attrazione di investimenti stranieri in Italia: gli investimenti provenienti dall'Estremo Oriente" in *L'attrattività del sistema Paese. Attrazioni di investimenti e creazione di relazioni.*, P. Dubini (Ed.), Il Sole 24 Ore, pp. 49-73, 2007

L'attrattività dell'Italia nei confronti dei nuovi investitori: il caso dei paesi dell'Europa dell'Est

ANNUSHKINA, O., P. DUBINI, "L'attrattività dell'Italia nei confronti dei nuovi investitori: il caso dei paesi dell'Europa dell'Est" in *L'attrattività del sistema Paese. Attrazioni di investimenti e creazione di relazioni.*, P. Dubini (Ed.), Il Sole 24 Ore, pp. 75-91, 2007

Il posizionamento dell'Italia nell'export internazionale

ANNUSHKINA, O., "Il posizionamento dell'Italia nell'export internazionale" in *L'attrattività del sistema Paese. Territori, settori, imprese.*, P. Dubini (Ed.), Il Sole 24 Ore, pp. 21-39, 2006

L'attrattività percepita

ANNUSHKINA, O., P. DUBINI, "L'attrattività percepita" in *L'attrattività del sistema Paese. Profili territoriali e idealtipi per le imprese.*, P. Dubini (Ed.), Il Sole 24 Ore, pp. 111-137, 2004

Articles in Scholarly Journals

Art of Management. Experience of orchestra directors (L'arte di dirigere. Esperienza dei direttori d'orchestra)

ANNUSHKINA, O., A. GRYAZNOVA, V. MARSHEVA, "Art of Management. Experience of orchestra directors (L'arte di dirigere. Esperienza dei direttori d'orchestra)", *Economia & Management*, 2015, no. 2, pp. 89-111

Foreign market selection by russian MNEs: beyond a binary approach?

ANNUSHKINA, O., R. TRINCA COLONEL, "Foreign market selection by russian MNEs: beyond a binary approach?", *Critical Perspectives on International Business*, 2013, vol. 9, no. 1/2, pp. 58-87

The Italian 'Entrepreneurial Formula': a systemic approach to strategy

ANNUSHKINA, O., "The Italian 'Entrepreneurial Formula': a systemic approach to strategy", *European Journal of International Management*, 2011, vol. 5, no. 3, pp. 301-317

Uscire dalla crisi reinventando il business. Il contributo della consulenza

PENNAROLA, F., O. ANNUSHKINA, "Uscire dalla crisi reinventando il business. Il contributo della consulenza", *Economia & Management*, 2011, no. 3, pp. 21-33

Buone prassi di gestione delle HR per le multinazionali italiane in Russia

ANNUSHKINA, O., G. CASALAINA, "Buone prassi di gestione delle HR per le multinazionali italiane in Russia", *Economia & Management*, 2010, no. 2, pp. 36-44

Uscire dalla crisi: La consulenza può aiutare le imprese?

ANNUSHKINA, O., F. M. SACCO, M. VENZIN, "Uscire dalla crisi: La consulenza può aiutare le imprese?", *Economia & Management*, 2010, no. 1, pp. 97-113

Il ruolo degli importatori in uno scenario globale. Il caso degli elettrodomestici di largo consumo

LOJACONO, G., O. ANNUSHKINA, "Il ruolo degli importatori in uno scenario globale. Il caso degli elettrodomestici di largo consumo", *Economia & Management*, 2009, no. 1, pp. 57-70

Internationalization strategy: Russian companies' choice

ANNUSHKINA, O., "Internationalization strategy: Russian companies' choice", *Vestnik RGGU (Bulletin of the Russian state University for the Humanities)*, 2009, vol. 18, pp. 183-201

Research Monographs

SMEs and strategic management

ANNUSHKINA, O., L. CARCANO, U. LASSINI, F. VISCONTI - "SMEs and strategic management" - 2012, McGraw-Hill Education, Great Britain

Proceedings/Presentations

What is an emerging economy?

TRINCA COLONEL, R., O. ANNUSHKINA, E. BERSELLI, "What is an emerging economy?" in AIB Annual Meeting - International business for sustainable world development - June 24-28, 2011, Nagoya, Japan

What drives firms to internationalise from emerging to developed economies? A qualitative study of european and asian firms

KUMAR, V., O. ANNUSHKINA, P. DUBINI, "What drives firms to internationalise from emerging to developed economies? A qualitative study of european and asian firms" in ANZIBA Annual Conference: Global business and sustainable development - April 15-17, 2010, Sydney, Australia

Foreign Market Selection by Russian MNEs

ANNUSHKINA, O., R. TRINCA COLONEL, "Foreign Market Selection by Russian MNEs" in 52nd AIB Annual Meeting: "International Business in tough times" - June 25-29, 2010, Rio de Janeiro, Brazil

The role of international trade intermediaries in a global context: the case of small household appliances

LOJACONO, G., O. ANNUSHKINA, "The role of international trade intermediaries in a global context: the case of small household appliances" in Proceedings of the 51st Annual Meeting of the Academy of international Business - June 27-30, 2009, San Diego, CA, United States of America