

**MASTER'S DEGREE EXAMINATION**  
**Study major: Global Business, Finance and Governance**

1. Main motives of enterprise's internationalisation.
2. Dynamic capabilities of enterprise and its internationalization.
3. Network approach in the theory of enterprise internationalisation.
4. Knowledge management as a determinant of firm's international competitiveness.
5. Cooperation strategy and cooptation strategy of firms in global markets.
6. The role of clusters in shaping and asserting competitive advantages of firms in global markets.
7. Country of origin effect and brand strategies in global markets.
8. Strategic alliances in global markets.
9. Models of cross-cultural management.
10. Specificity of emerging markets and entry strategies of firms into these markets.
11. Ethical aspects of international competitiveness and economic development.
12. Pyramid of wealth and global hunger problem.
13. Contemporary initiatives to improve ethical dimensions of international business.
14. Regional economic integration and effects of globalization.
15. Main tools to assess the distribution of benefits from international trade.
16. Different perspective of the global environmental problem from developed and developing countries.
17. The impact of colonialism on the emergence of the world economy and its further development.
18. Imperfect competition and international trade.
19. Main consequences of Covid-19 crisis for global economy.
20. Theoretical perspective on the reasons for the economic backwardness of developing countries.
21. Concepts for emerging of the developing countries from economic backwardness.
22. Risks associated with the operation of automatic adjustment mechanisms.
23. The tools of macroeconomic adjustment policy and the limits of their effectiveness.
24. The evaluation of the macroeconomic adjustment policy of the International Monetary Fund.
25. International balance of payments and its importance for the global economy.
26. The social and economic consequences of financial crisis.
27. The consequences of the 2007-2008 financial crisis for the world economy.
28. Possibilities of easing the consequences of foreign debt crises.
29. Objectives of managers vs objectives of firms.
30. The theory and practise of global energy industry regulation.
31. Impact of market structure on firm's strategy.
32. The dynamics of international division of labour in global context.
33. The concept of monetarism and its impact on economic policy (national and regional level).
34. Austrian school of economics and its impact on economic policy.
35. Theory and practice of price discrimination in global business.
36. Modern competitive policy in global business.
37. Pros and cons of Keynesian theory application in fighting economic consequences of Covid-19 crisis.

38. Problems of transnational corporations from transaction cost theory perspective.
39. J.A. Schumpeter's theory of economic growth.
40. Public goods as an example of market failure in global context.
41. Application of so called "decision trees" in business decision making.
42. Externalities as an example of market failure in global context.
43. Poverty and underdevelopment and their consequences in the contemporary world.
44. Indexes used to assess poverty and economic underdevelopment.
45. The causes of inequality in the contemporary world. The application of the Gini coefficient in research on inequalities.
46. The significance of clusters in the innovation processes.
47. The causes of poverty and underdevelopment in the contemporary global economy.
48. The concept of "vicious circles of poverty".
49. Neoliberal vs Keynesian paradigm of fighting poverty and underdevelopment.
50. Institutional environment in the fight against poverty and economic underdevelopment.
51. Natural resources and their importance for economic development/underdevelopment and poverty.
52. The importance of geographic factor for economic development/underdevelopment and poverty.
53. International development aid (objectives, participants, effects).
54. Ethics and law in global competition of enterprises.
55. Development aid to the least developed countries.
56. Globalization vs poverty and underdevelopment.
57. Sustainable development vs global poverty and underdevelopment.
58. Methods of measuring the innovativeness of countries, regions and enterprises; their advantages and constraints.
59. Innovation networks and their role in the contemporary economy.
60. Open innovation and its impact on the enterprise innovativeness.
61. Innovations and firm performance.
62. The sources of innovation from an enterprise perspective.
63. The types of proximity and their importance for the innovation processes.
64. Main components of national and regional innovation systems.
65. The role of different dimensions of proximity for innovation activity in regional clusters.
66. The concept of creative class and creative regions.
67. The significance of the national innovation system.
68. Innovation policy instruments and their impact on innovation performance of enterprises.
69. Differences between doing business in the digital economy and in the traditional economy.
70. Objectives of firms in global markets.
71. Benefits of e-commerce from the customers viewpoint.
72. The impact of new technologies on the existing business models.
73. The principles of constructing and applying the Likert scales.
74. Stages of a correctly implemented research process.
75. Differences and similarities in applying quantitative and qualitative methods. Advantages and disadvantages of both research approaches.

76. Principles and good practices in constructing interview questionnaires in quantitative research.
77. What are type 1 and type 2 errors in statistical analysis?
78. Criteria in correctly conducted process of statistical inference.
79. Main aspects of leadership in global business.
80. Selected theories of leadership and their application in firm management in global market.
81. G. Hofstede's cultural dimensions and their implications for management of global firm.
82. Cultural dimensions according to R. Gesteland and their implications for business negotiations.
83. High and low communication context. The significance for international business communication.
84. Methods and instruments of foreign exchange risk management by firms.
85. Sources of corporate capital in international financial markets.
86. Leasing as a form of investment financing.
87. Factoring and forfaiting as sources of financing for exporting firms.
88. The role of foreign direct investments in the globalization process.
89. Mergers and acquisitions in global markets as a form of foreign direct investments - advantages and limitations.
90. Establishing a new entity abroad as a form of foreign direct investment – advantages and limitations.
91. Short- and long-term firms' financing within multinational corporations - advantages and limitations.
92. Forms of payment and credit risk in foreign trade settlements.
93. The relationship between the long-term expected rate of return and the level of risk on the capital market.
94. What is involved in myopic loss aversion of investors and what results may it deliver on the capital market?
95. The main limits to arbitrage on the capital market.
96. The significance and application of the most favoured nation clause and national treatment clause in global business.
97. The role of the World Bank in global economy.
98. The WTO dispute settlement system.
99. The significance and application of the nontariff barriers in global trade.
100. The role of IMF in global economy.

### **Literature:**

Please note that listed literature is supportive and not obligatory.

1. Krugman P.R., Obstfeld M., Melitz M.J, International economics. Theory and policy, Pearson, 9 ed., 2012.
2. M.A. Weresa, (ed.), (2014), Innovation, Human Capital and Trade Competitiveness, How Are They Connected and Why Do They Matter?, Springer, Cham, Heidelberg, New York, Dordrecht, London, chapters 3, 5-8. 2.

3. R.M. Steers, C.J. Sanchez-Runde, L. Nardon, Management Across Cultures, Cambridge University Press, 2010
4. Acemoglu D and Robinson JA (2012). Why Nations Fail? The Origins of Power, Prosperity, and Poverty. New York, Crown Business Publishing Group.
5. B. Hoekman, M. Kostecki (2010), The Political Economy of the World Trading System, Third Edition, Oxford University Press
6. P.Kotler, H. Kartajaya, I. Setiawan, Marketing 4.0: Moving from Traditional to Digital, Wiley, 2016
7. Malhotra Naresh, Marketing Research: An Applied Orientation, Prentice Hall, 6th Edition, 2010.
8. The Politics of Energy. Challenges for Sustainable Future, Edited by S. Vanderheiten, New York, 2012;
9. Alan C.Shapiro, Peter Moles, International Financial Management, Jon Wiley 2014
10. J.A. Timmons, S. Spinelli, New Venture Creation. Entrepreneurship for the 21st Century, McGraw Hill, Irwin, 2004
11. H. Landreth, D.C. Colander, History of Economic Thought, 3 rd ed., Houghton Mifflin, 1994 (or newer edition)
12. W. F.Samuelson, S. G.Marks, "Managerial Economics", 5th Edition, John Wiley & Sons, 2006.