

38.06.01 Economics

National Economy and Management

Program objective

Studies of economic systems of various scales, levels, spheres of action, forms of ownership, their genesis, formation, development, forecasting.

Key research areas:

Entrepreneurship:

patterns and trends in the development of the system of economic management on a proactive, risky basis in order to generate entrepreneurial income; methodology of entrepreneurship as one of the strategic resources and internal sources of development of the national economy and its business structures.

Innovations:

identification, analysis and resolution of challenges of innovative development of the national economy, management of innovative processes in the modern economy, methods and tools for assessing the results of innovative activities.

Marketing:

supply and demand, structure and development of markets, their research and segmentation, market positioning of products and companies, competitiveness and competition, marketing concepts, methods and forms of marketing management in modern conditions of Russian economic development and market globalization.

Management:

organizations as social and economic systems; identification, analysis and solution of challenges of organization development and evolution; trends and patterns of general and strategic management, innovation management, personnel management, modern production systems.