Topics for the diploma examination in second-cycle studies

## GLOBAL BUSINESS, FINANCE AND GOVERNANCE

1. Main motives for the internationalization of enterprises.
2. Dynamic capabilities of the firm and its internationalization.
3. The process of firm internationalization (Uppsala model, network approach, Born Global model).
4. The role of knowledge management in creating international competitiveness of the enterprise.
5. Cooperation strategy vs. coopetition strategy of enterprises operating in global markets.
6. The role of clusters in shaping and maintaining the competitive advantages of enterprises in the global market.
7. Country-of-origin effect and international brand strategies.
8. Strategic alliances in global markets.
9. Models of cross-cultural management (Hofstede's cultural dimensions, Trompenaars and Hampden-Turner model, Hall's model, GLOBE model).
10. The specificity of emerging markets and strategies for entering these markets (including BRICS countries).
11. Ethical aspects of international competitiveness and economic development.
12. Ethics vs. law in the global competition of enterprises.
13. The pyramid of wealth and the global problem of hunger.
14. CSR and other non-economic criteria for investment decisions on the capital market.
15. Regional economic integration and the effects of globalization, deglobalization, neocolonialism, and contemporary geopolitical tensions.
16. Tools for assessing the distribution of benefits from international trade.
17. Differences in the approach of developed and developing countries to the global problem of environmental threats.
18. Imperfect competition and international trade.
19. Contemporary global crises (migration crisis, demographic crisis, energy crisis, debt crisis, etc.) and their consequences for the world economy.
20. Causes of economic underdevelopment in developing countries (theoretical perspective).

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21. Concepts for overcoming economic underdevelopment in developing countries.
22. Automatic market adjustment mechanisms.
23. Tools of macroeconomic adjustment policy and limitations of their effectiveness.
24. Evaluation of the IMF's macroeconomic adjustment policy.
25. International balance of payments and its significance for the global economy.
26. Mechanisms of investment and financial crises.
27. Theories of mitigating the effects of economic crises (e.g., Keynes).
28. Managers' goals vs. enterprise goals.
29. Goals of enterprises operating in the global market.
30. Theory and practice of regulation in the global energy sector.
31. Impact of market structures on enterprise strategies.
32. Dynamics of the international division of labor on a global scale.
33. Importance of monetarist ideas for economic policy (national and regional level).
34. Importance of the Austrian School of Economics for economic policy.
35. Theory and practice of price differentiation in global business.
36. Modern competition policy in global business.
37. Challenges of transnational corporations in the context of transaction cost theory.
38. J. A. Schumpeter's theory of economic development.
39. Market failures in the global dimension.
40. Externalities as an example of market failure in the global dimension.
41. Poverty issues in the global economy (including international development aid).
42. Causes of inequality in the contemporary world. Use of the Gini coefficient in studying these inequalities.
43. International development aid (objectives, participants, effects).
44. Methods for measuring innovativeness of countries, regions, and enterprises — advantages and limitations.
45. Innovation processes and systems in the world economy (types of innovation, sources of innovation, open innovation concept, types of proximity).

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46. Importance of national innovation systems and their links with regional, sectoral, and technological innovation systems.
47. Technology spillover effects related to foreign direct investment (FDI) into host countries and regions.
48. Differences in doing business in the digital economy vs. the traditional economy.
49. Benefits of e-commerce from the consumer's perspective.
50. Impact of new technologies on changes in existing business models.
51. Principles of applying and designing Likert scales.
52. Stages of a properly conducted research process.
53. Differences and similarities in the use of quantitative and qualitative research methods — advantages and disadvantages of both approaches.
54. Organizational culture in managing a global firm (Hofstede, Hall, Gesteland, GLOBE).
55. Methods and instruments of currency risk management in enterprises.
56. Raising capital by enterprises in international financial markets.
57. Leasing as a form of investment financing.
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61. Factoring and forfaiting as financing sources for exporting enterprises.
62. The role of foreign direct investment (FDI) in the globalization process.
63. Global mergers and acquisitions (M&A).
64. Establishing a new entity abroad as a form of foreign direct investment — advantages and disadvantages.
65. Short- and long-term financing of enterprises within a multinational corporation — benefits and risks.
66. Forms of payment and credit risk in international trade transactions.
67. The relationship between long-term expected investment returns and the level of risk in the capital market.
68. Differences between neoclassical finance theory and the behavioural approach and their implications for investors, issuers, and regulators.

69. Main barriers to effective arbitrage in the capital market.
70. Objectives and scope of activities of key international institutions and organizations (World Bank, WTO, IMF, European Union, UN) and their role in the world economy.