

PRIMARY RESEARCH TOPICS

- Theoretical explanations of interfirm cooperation and networks
- The impact of network paradigm on marketing theory and practice
- Interaction perspective on marketing
- Typologies of interfirm cooperation forms
- Research methods in Industrial Marketing & Purchasing
- Development strategies of network organizations
- Structure, interactions and relationships in interfirm networks
- Evaluating effectiveness of networks, interfirm cooperation forms, interaction marketing
- Distribution networks
- Supply chains
- Information systems supporting firm interaction
- Customer relationship networks, CRM
- Modeling networks
- Networks and regional development



State University
Higher School of Economics



NETWORK OF EXCELLENCE:
“DEVELOPMENT OF INTERFIRM
COOPERATION FORMS: NETWORKS
AND RELATIONSHIPS”

Innovative Educational Project

**We welcome your suggestions to extend
this list of topics**

For additional information,

please visit our website: noe.virtass.ru

Higher School of Economics website: www.HSE.ru

and mail to: noe@hse.ru

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The Higher School of Economics (HSE) was established in 1992 by initiative of Russian economists and government members, and gained University status in 1995.

Today HSE is a leading Russian university in the field of Economics and Social Sciences. HSE academic partners are major European universities, such as Erasmus University Rotterdam, Sorbonne of Paris, and London School of Economics. HSE mission is to assist economic reforms in Russia through academic research and policy advice.

HSE aims at transforming itself into internationally recognized research university through extension of R&D projects portfolio.

Networks of Excellence (NoE) are specific forms of virtual cooperation in research and education, designed to strengthen scientific and technological excellence on a particular research topic by integrating research projects and research groups at Russian and international level.

Network of Excellence “Development of interfirm cooperation forms: networks and relationships” is a cooperation project, launched by HSE in 2006 and led by HSE Chair of Marketing. It aims at strengthening Russian and international research on interfirm networks and partnerships.

RESEARCH ON NETWORKS AND PARTNERSHIPS IN RUSSIA

- Lack of self consistent research executed
- Business community is interested in network research as well as practical guides and trainings
- The impulse to researchers for attention towards networks was made by recent development of retail networks in Russia



NoE PERSPECTIVES & ADVANTAGES

- Shared databases for empirical research
- Cooperation both via the network and particular project groups with general network coordination
- Guru feedback & expertise for participants

NoE MEMBERSHIP & ACTIVITIES

Individual researchers, research centres, universities, enterprises, research and technology organizations, possible users of the knowledge products created, and other stakeholders are welcome to take part in the NoE.

Our activities include:

- **Integration of the participants** – joint use of research facilities and personnel, sharing of common research tools and platforms, joint research project in Russia, the CIS, and the EU
- **Jointly executed research** – developing platforms & tools for common use, extending the collective knowledge portfolio, developing young scientist community for cooperation in empirical research
- **Spreading excellence** – publications, conferences, seminars, training courses, master classes, etc.