

Saint Petersburg State University
Graduate School of Management

**CROSS-BORDER STRATEGY
AND OPERATIONS:
FINNISH COMPANIES IN RUSSIA**

A Collection of Cases

Edited by
Andrey G. Medvedev and Marina O. Latukha

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The aim of this book is to develop an understanding of strategic and operational decisions in internationalization process of Finnish companies entering the Russian market. The case book reflects on experiences of several Finnish firms doing business in Russia and provides insights for the various challenges, objectives and decision-making alternatives companies face in real internal and external organizational settings. The presented collection of cases reveals the main managerial functions to be applied in the field of international business, in particular, strategic management, organization design, marketing, and operations management.

This book is recommended for students of Bachelor, Master, and MBA levels at business schools as well as professional managers in decision-making on entering foreign markets.

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CONTENTS

Preface	5
Atria: Post-Acquisition management solutions for the Russian subsidiary Andrey G. Medvedev	9
Nokian Tyres: A variety of investment decisions for Russia Andrei Yu. Panibratov	39
YIT in Russia: Expansion to the East or escape from the West? Andrei Yu. Panibratov	59
Valio: Will Viola processed cheese maintain a leading position in the Russian Market? Sergei A. Starov and Igor V. Gladkikh	75
Konecranes: Balancing scale of operations and quality of services in the Russian B2B market Andrei Yu. Panibratov and Marina O. Latukha	125
K-Rauta: Expansion in Russia in a time of world crisis Vitally I. Cherenkov	143
Skanska: Withdrawal from the Russian market — failure or part of a strategy? Andrei Yu. Panibratov	175
List of Contributors	194