

CHIEF EDITOR'S REMARKS

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Dear readers of International Business journal!

Modern business practices require multinational companies to generate new, effective and well-timed solutions to remain competitive. This issue will elaborate on the modern specifics of multinational companies' operations.

The article by L.Yunusov, professor at the Department of Management, Marketing and Foreign Economic Activities named after I.Gerchikova at MGIMO, is devoted to the peculiarities of Islamic financial institutions in the current environment.

Associate Professor at the same Department E.Ponomareva and CEO of the international marketing agency Lumière du soleil S.Kulikova will talk about aspects of foreign economic activity of Russian importers in the context of sanctions.

The article by D.Soldatenko, Associate Professor at the Department of International Economic Relations and Foreign Economic Affairs named after N.Liventsev, looks into the concept of industrial intellectual property and its competitive advantages for small and medium-sized enterprises.

The Head of the International Department at the Investment Bank Argo Capital Advisors, J.Sadurni (Mexico), will talk about the role of the company's development strategy in the context of its growing market value. Professors from the Federal University of Rio de Janeiro F.Krykhtine, C.Cosenza, A.Neto and Professor from the High School of Propaganda and Marketing S.Maia (Brazil) will conduct research into financial control in the consumer behavior. And independent consultant B.Yajie (China) and Professor of the Department of Applied Analysis of MGIMO A.Smirnov will talk about the prospects of artificial intelligence in various fields.

Experts from the Center for Applied Research of International Business School M.Gromov and M.Chertovskikh will elaborate on issues of digital ethics in the use of modern technologies in business.

The special guest of the issue, CEO of PJSC GC Samolet A.Elistratov, will share his opinion on the importance of corporate values in management of a modern company.

Sincerely,
Chief Editor,
Vladimir Shapovalov