|  |  |
| --- | --- |
| FINANCIAL UNIVERSITY | APPROVED BY |
| Department of management and innovation  Faculty «Higher School of Management» | Supervisor  professor, D. Sc. Economics, docent  (position, academic degree, academic status) |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_ I.I. Ivanov  (signature) (full name) |
|  | «\_\_\_\_» \_\_\_\_\_\_\_\_\_\_\_\_ 202\_\_ |

**TASK PLAN**

**of the graduate qualification work**

of a student \_\_\_\_Petrov Petr Petrovich\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(full name)

Topic of the graduate qualification work: «Digital transformation of business models (on the example of the Russian retail industry)»

fixed by the order of the Financial university of 10 November, 2021 №2391/о.

Target: Analysis of the transformation of companies business models in the retail market and determination of the economic effect of the implementation of the digital transformation strategy (on the example of Lenta and X5 Group companies).

Plan of the graduate qualification work (main questions, that are subject to the research and development):

1. Theoretical foundations of digital transformation of business models

1.1. Essence, content and role of digital transformation of business models

1.2. Key aspects, factors and conditions of digital transformation of business models

1.3. Approaches and tools of digital transformation of business models

2. The present state of the Russian retail industry in the context of digital transformation

2.1. Trends in the development of the Russian retail industry in the context of digitalization of the economy

2.3. Directions of the development of digital transformation strategies for companies in the retail market

3. Strategy evaluation in the context of digital transformation of the business model

3.1. Analysis of the transformation of the business model of the retail industry company

3.2. Evaluation of the economic effect of the implementation of the digital transformation strategy

3.3 Recommendations for improving managerial efficiency on the basis of business model transformation

The supervisor’s additional recommendations for the study:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

student’s signature student’s full name