

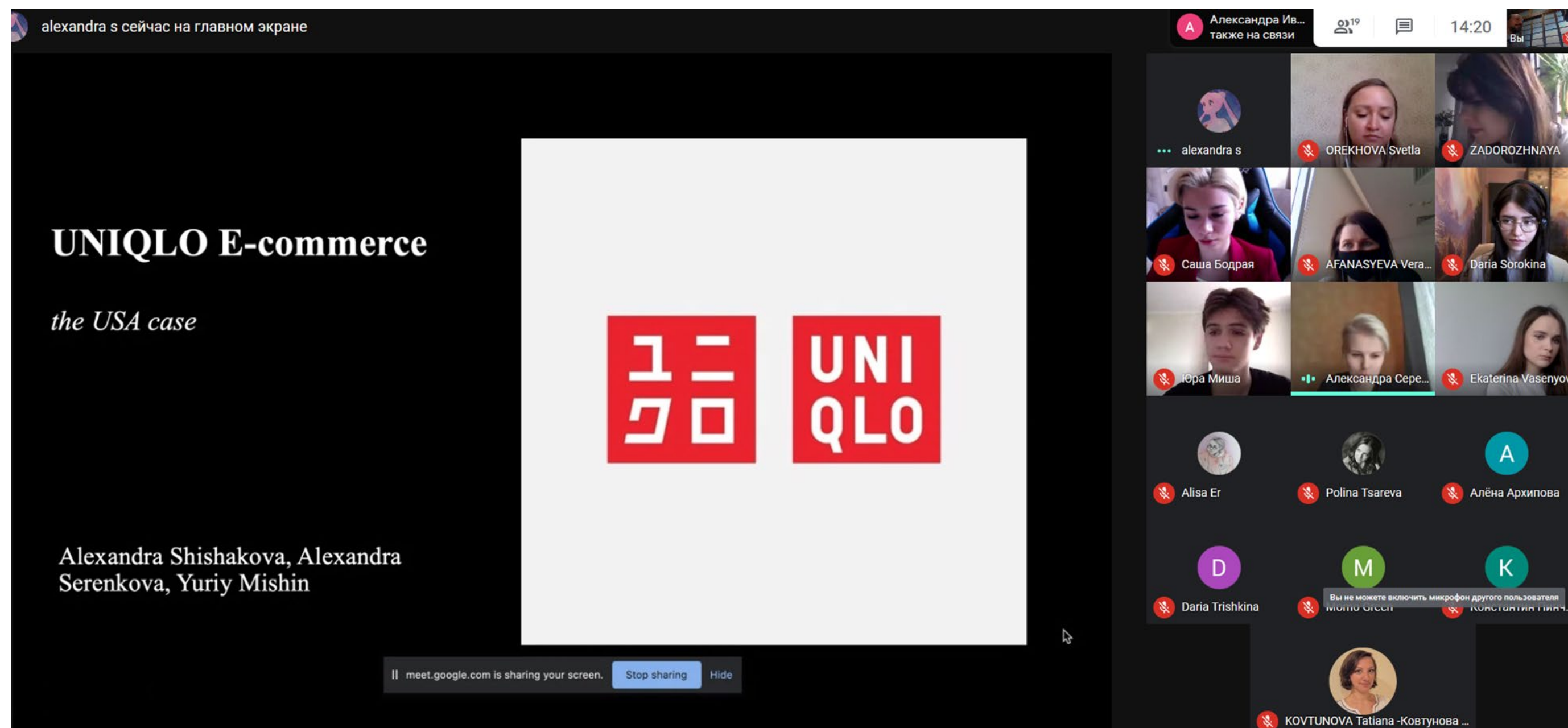
National Research University Higher School of Economics, Asian Studies Program



Joint Russian-Japan Educational Applied Project (NRU HSE and UNIQLO)

Uliana Strizhak
National Research University Higher School of Economics
Academic Supervisor
ustrizhak@hse.ru

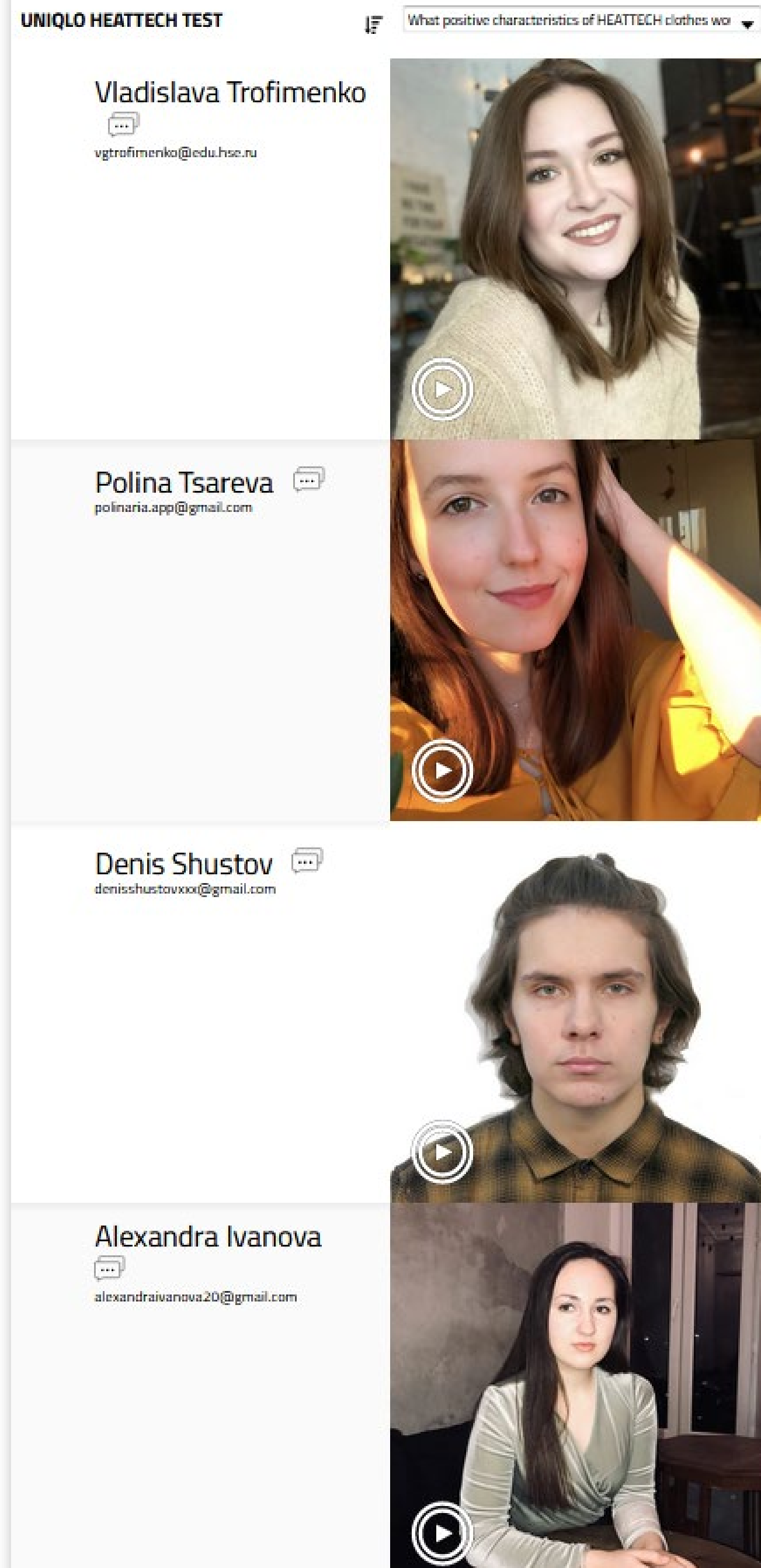
Joint applied projects with Japanese companies: UNIQLO in Russia



- Participation in joint project of HSE-UNIQLO allowed students to analyze marketing strategy of the company, and what is more important – to receive evaluation of their work from the UNIQLO managers.
- Working in project was including the following activities: market monitoring, handling surveys, analysis of the marketing strategies, suggestions for the customer communication improvements.
- Students could choose the area of their research among UNIQLO activities: marketing, e-commerce, launching of new collections

SUCCESS STORY: Russian students presenting their marketing e-commerce project findings to UNIQLO management during COVID-19 via online session

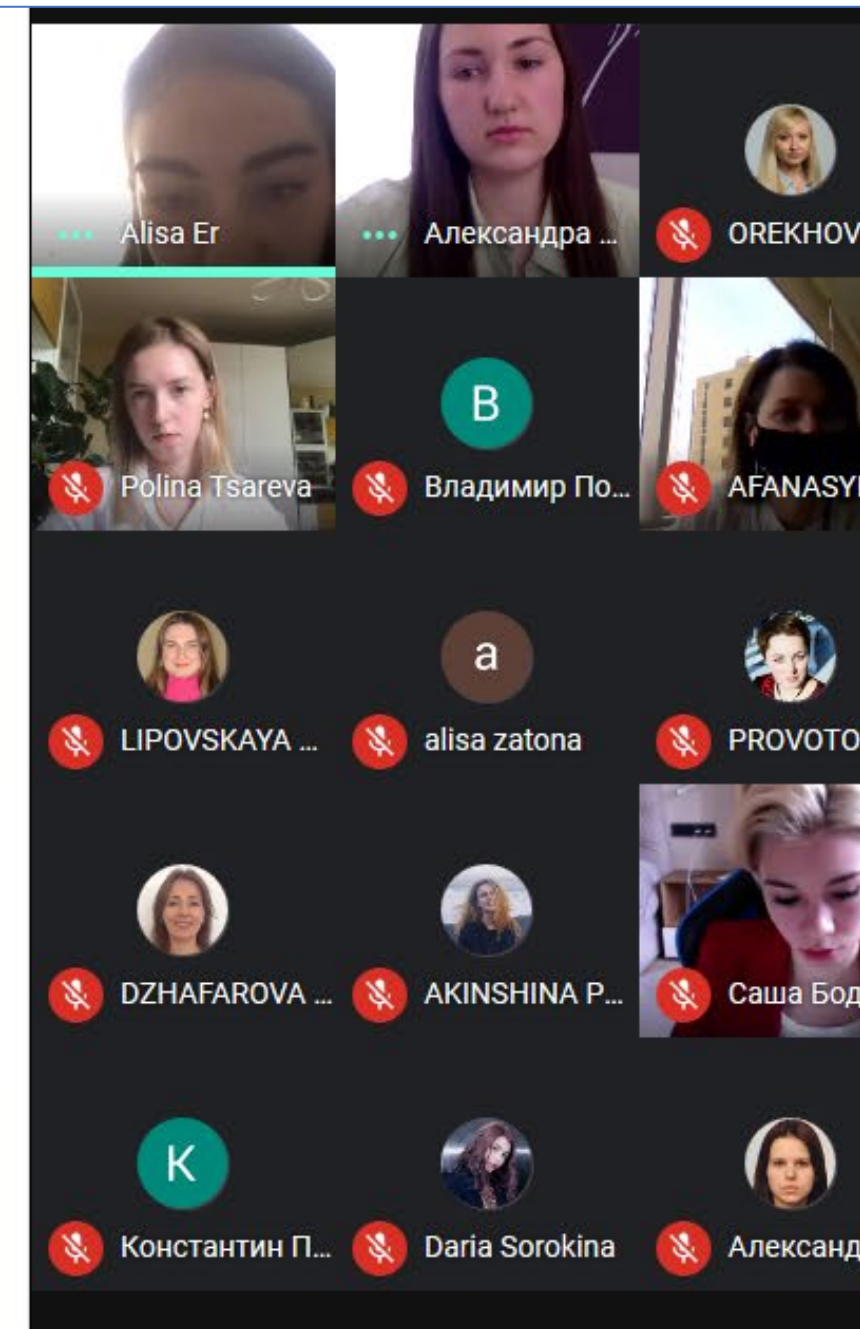
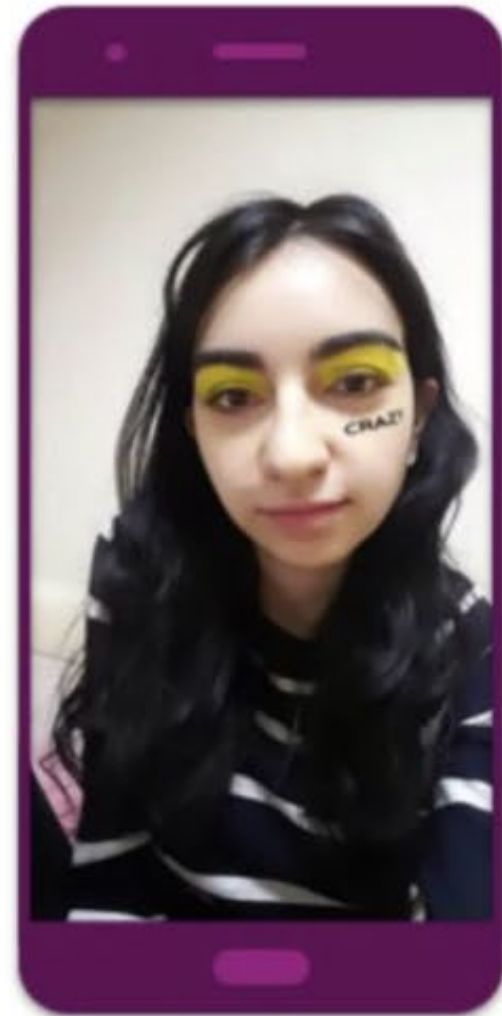
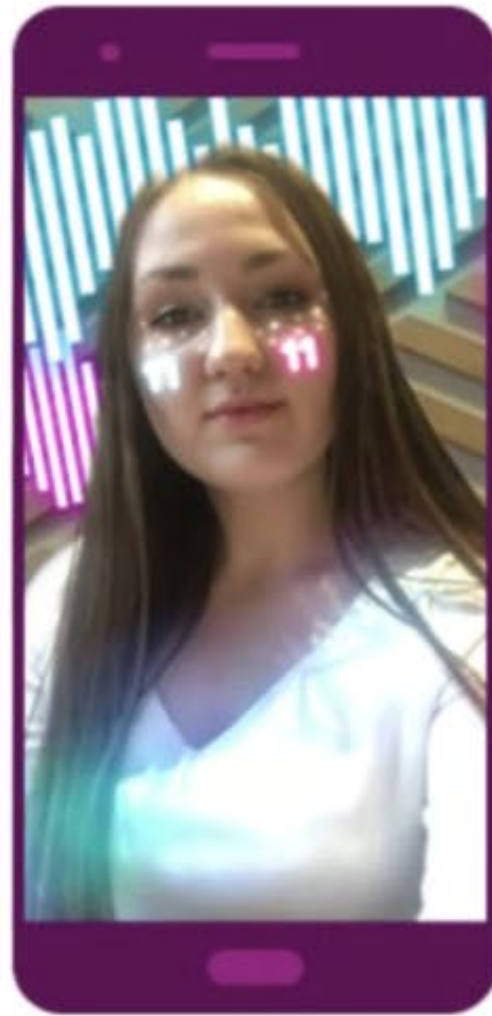
Japan-Russia joint project results



- During one-year project Russian students could also participate in the sampling evaluation of the UNIQLO Heattech collection
- Since during presentation there was a lockdown in Russia, special online platform has been used as a communication tool – SELECTIO – a platform allowing to record, store and demonstrate video-answers of the students
- As a result, there were set of videos presented to the vendor with students' reflections on the collection

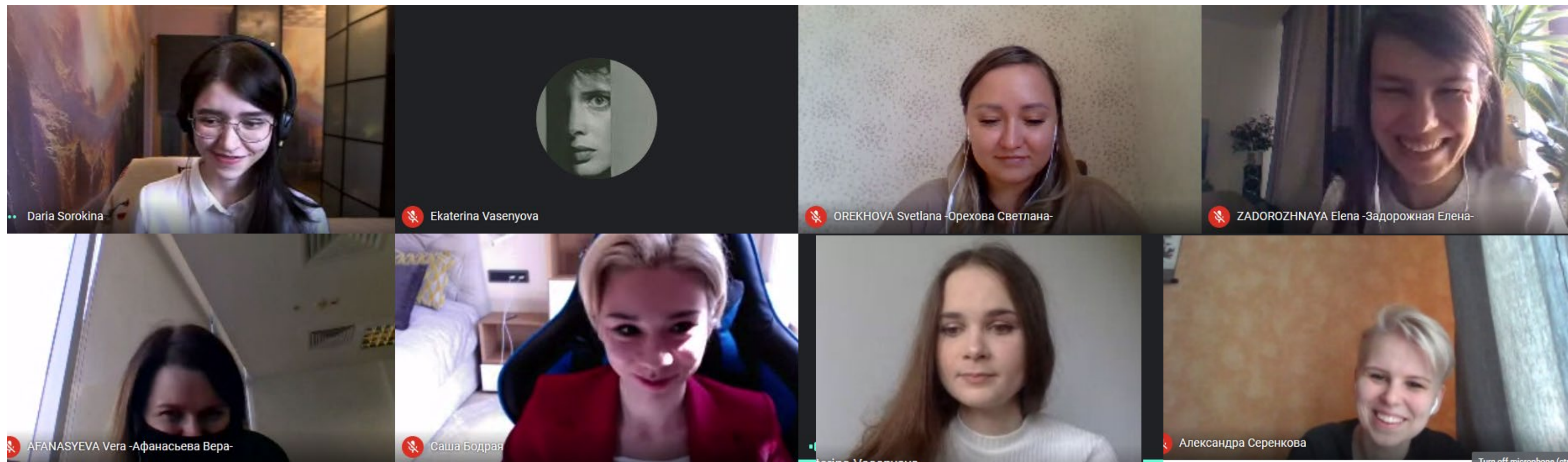
HSE UNIQLO current project

Instagram Masks Examples



In 2021 number of the project groups has been increased, as well as the number of tasks to be handled.

Future common activities such as internships and employment are being discussed between HSE and UNIQLO management level.



National Research University Higher School of Economics, Asian Studies Program



Joint Russian-Japan Educational Applied Project (NRU HSE and UNIQLO)

Uliana Strizhak
National Research University Higher School of Economics
Academic Supervisor
ustrizhak@hse.ru