

## **The Role of International Business Analysis in Shaping International Automotive Strategies: The Case of China and Russia**

Заявка № 1672990

This study focuses on the impact of international business analysis on international automotive strategy, using the automotive industries of China and Russia as case studies. The research question is: How does international business analysis influence strategic formulation within the Chinese and Russian automotive industries? This question holds significant importance, as both nations confront distinct market environments and regulatory frameworks within the global automotive supply chain. This study reviews key academic and industry findings concerning international automotive strategy and Chinese new energy vehicle exports in recent years. For instance, research indicates that Chinese new energy vehicle manufacturers possess integrated supply chains and economies of scale, yet face challenges such as insufficient brand recognition in international markets.

Other research reveals that Chinese automakers have rapidly captured the Russian market over the past three years, with Chinese automotive brands' market share in Russia surging from under 10% to over 60% between 2021 and 2023 [Gregor Williams, 2024].

This study's contribution is based on collected data, utilising comparative PESTEL and Porter's Five Forces analyses of the Chinese and Russian automotive markets to refine analytical indicators and draw conclusions.

Research methodologies encompassed literature review and integrated industry data analysis. Findings indicate that shifts in the international political and economic landscape influence automotive strategic decision-making. Chinese manufacturers leverage government support and new energy technologies to expand internationally, particularly through exports and investments in Russia [Shunichiro. F, A, 2025]. Conversely, Russia's policies—such as increased import tariffs on vehicles—protect domestic industries, compelling strategic adjustments from Chinese automakers [Gregor Williams, 2024].

This study demonstrates that effective international business analysis provides decision-making foundations for enterprises and governments. For instance, Chinese automakers should focus on institutional risks and consumer demand in target markets, while Russia's automotive sector should prudently balance foreign investment partnerships with domestic production. Future research could further utilise dynamic industry data and case studies to assess the applicability of international business analysis methodologies in other emerging market sectors, thereby promoting international synergy within the automotive industry.

### **Источники и литература**

- 1) Gregor Williams, Collision Course: The Future of Chinese Carmakers in Russia, Rhodium Group, 2024.
- 2) Shunichiro. F, A New Era of Vehicles in China: [U+FF5E]Rapid change in China's Automobile Export Business (Part 2) [U+FF5E], Mitsul O.S.K. Lines, 2025.