Doing Business in Russia. Russia is the world’s largest energy exporter which should mean that its economy is strong and that its people prosper. However, a combination of oil price volatility and the impact of economic sanctions put in place in response to perceived Russian military aggression have resulted in years of recession. This has left the country’s potential unfulfilled, as well as an infrastructure crying out for massive levels of investment. Russia does undoubtedly have massive potential. Who you know is vitally important in Russia but how you interact with key contacts is just as important. Don’t spend months cultivating the right people only to alienate them by doing the wrong thing or communicating in an inappropriate manner. Russia, Serbia and Slovenia in Comparison. By Prasnikar, Janez; Pahor, Marko; Svetlik, Jasna Vidmar. Read preview. Academic journal article Management : Journal of Contemporary Management Issues. Are National Cultures Still Important in International Business? Russia, Serbia and Slovenia in Comparison. By Prasnikar, Janez; Pahor, Marko; Svetlik, Jasna Vidmar. Read preview. Article excerpt. The CEO of a large Slovenian pharmaceutical company that does a substantial share of its business in Russia said the following about the stereotypical image of Russian managers: ‘They are supposed to work in the short term. That’s not true. They have a long-term orientation. National Cultural Influences on Knowledge Sharing: A Comparison of China and Russia. Snejina Michailova and Kate Hutchings. The University of Auckland Business School; Monash University. abstract This paper presents a set of theoretical propositions regarding knowledge sharing in China and Russia. A notion that is particularly important in drawing differences between individu-alist and collectivist cultures in the distinction between in-groups and out-groups, © Blackwell Publishing Ltd 2006. National Cultural Influences on Knowledge Sharing.