**Are U.S. Companies Still Doing Business in Russia?**

**Decision making process, certainty, risk**

Description: When the Russian–Ukraine War began, Russia faced economic sanctions, travel bans, and an exodus of corporations no longer willing or able to do business in the country. Some companies scaled back operations, some temporarily suspended operations, and others exited the country indefinitely. Many consumer brands and industry groups showed support for Ukraine by aiding refugees and refusing to do business with Russia. In a state of uncertainty such as this, decision makers often do not have enough information to determine the probabilities associated with each alternative. In this case, it was unclear to American companies how long the conflict would go on, how American consumers would react, and how or if Russia would retaliate against U.S. firms.

*Use with:* <https://www.youtube.com/watch?v=Nh0q0tFx0X0>

1. Why was there pressure for U.S. companies to stop operations in Russia?
2. Why do you think some companies simply suspended operations while others exited the country entirely?
3. Why did pharmaceutical companies only partially suspend operations in Russia?
4. How did Russian companies take advantage of the exodus?