



PROFESSIONAL PROFILE

- Educator, scholar and entrepreneur with broad educational background and diverse global experience
- Innovator seeking new approaches and effective solutions
- Active communicator and invited speaker with extensive experience in cross-cultural, cross-functional and cross-disciplinary communications
- Business consultant with customers in America, Europe and Asia
- Problem solver with an ability to find creative solutions even in difficult situations
- Author of over 50 published papers, international presentations and patented inventions

EDUCATION

MBA, University of Connecticut, School of Business Administration, Stamford, CT, 2000

- Concentration: Global Management and Marketing

Ph.D., State University of Geodesy and Aerial Imaging, Moscow, Russia, 1987

- Concentration: Quantitative Studies

M.S. (with Highest Honors), Environmental University, Odessa, Ukraine, 1976

- Concentration: Computer Modeling in Environmental Sciences

Continued Education Certificates: Online Student Instruction, Leadership Psychology, Advanced Presentation Skills, Business Negotiations, Visual Basic Programming, Project Management, Statistical Quality Control.

GLOBAL MARKETPLACE EXPERIENCE

Worked, taught in and traveled to over 30 countries:

- 22 in Europe
- 6 in Americas
- 5 in Asia

Fluent in three languages, have basic knowledge of three more. Establish effective cross-cultural, cross-functional and cross-disciplinary communications leading to development of long-term business relations.

ACADEMIC EXPERIENCE

2015 – present **Associate Professor In-Residence of Marketing and Director
of Experiential Learning Collaborative**

School of Business, University of Connecticut, Stamford, CT

- Assumed leadership responsibilities for the new entity – Experiential Learning Collaborative – integrating the Stamford Learning Accelerator, Innovation Accelerator, and Financial Accelerator
- Identify unmet needs of large corporations and entrepreneurial ventures to facilitate and enhance collaboration between the industry and academia in order to provide UConn students with the first-hand practical experience
- Intertwine pedagogical and andragogical methodologies with traditional, hybrid, and online teaching formats
- Accommodate and support learning styles of students with diverse cultural, ethnic, and educational background
- Actively utilize interactive business simulations to engage students and intensify the practical side of the learning process
- Conduct scholarly research in marketing and consumer behavior in the multicultural environments of emerging markets, particularly, in BRICS (Brazil-Russia-India-China-South Africa) countries
- Co-chair (with Altaf Merchant) the track “Marketing in Emerging Markets” at the 2016 World Marketing Congresses
- Serve the professional community as the Editor for the International Journal of Management and Training for Industries; and reviewer for the Academy of Marketing Science Review, International Journal of Emerging Markets, Organizations and Markets in Emerging Economies
- Develop the third edition of the textbook for the graduate course "New Product and Service Innovation Management"
- Serve as a reviewer for the Academy of Marketing Science Review, International Journal of Emerging Markets, Journal of Organizations and Markets in Emerging Economies, World Marketing Congresses, and international conferences.

2009 - 2015 **Associate Professor and Senior Advisor for International
Collaboration**

Rivier University, Nashua, NH

Teaching

- Combined synchronous and asynchronous teaching methods to enhance learning process and facilitate team projects
- Accommodated and support learning styles of students with diverse cultural, ethnic, and educational background
- Developed and taught graduate courses Marketing Management, Marketing & New Product Development, Doing Business in Europe, and Strategies of Innovation (capstone) with an

emphasis on innovation, business ethics, and corporate social responsibility in global environment

- Taught students enrolled in the MBA programs and majoring in Business Management, Marketing, Healthcare Administration, IT Management, and MS in Computer Information Systems
- Effectively utilized hybrid (on-campus and online) delivery the Canvas platform and interactive iLinc software; facilitate learning of business disciplines via interactive exercises, individual and team presentations; served as an advanced pilot Canvas course developer
- Engaged an online entrepreneurial business simulation LINKS to enhance graduate student experience and facilitate teamwork
- Developed and taught undergraduate courses: International Business, International Entrepreneurship, Senior Business Seminar, and Strategic Management (capstone)
- Developed (in collaboration with Dr. Karen Spohn) a new 6-credit course Doing Business Globally - including a trip to Europe - to combine material from the courses International Business and International Economics and further student global engagement
- Taught undergraduate students, enrich their learning experience using multimedia tools, field trips, case studies, and business games
- Introduced entrepreneurial interactive elements to stimulate student creativity, writing, and public speaking skills.

Scholarship

- Conducted scholarly research intertwining marketing theory, cross-cultural concepts, economics, and social psychology to study consumer behavior in transitional economies; develop new concepts and theories; analyze empirical data
- Published research papers in the Academy of Marketing Science Review, International Journal of Management and Training for Industries, Journal of the Plekhanov Russian University of Economics, and Springer collections of the Academy of Marketing Science proceedings
- Received competitive Rivier Faculty Development Grants and the University of Connecticut CIBER Grant supporting ongoing research of consumer behavior in BRICS countries
- Chaired a session at the ISES 2015 International Business and Management Conference and presented a research paper
- Organized and co-chaired a research track “Marketing in BRICS” at the 2014 World Marketing Congress
- Organized and co-moderated a Cross-Track Round Table at the 2014 World Marketing Congress
- Delivered an invited keynote speech at the 2013 Winter Conference of the Plekhanov Russian University of Economics
- Initiated, organized and chaired a Round Table "When East Meets West: Cross-Cultural Consumer Research" at the 2013 European Conference of the Association for Consumer Research
- Initiated, organized and co-chaired a new research track “Marketing in BRICS” at the 2012 World Marketing Congress; organized and moderated an expert panel discussion on cultural issues in marketing

- Initiated, organized and chaired a Special Session “Marketing in BRICS” at the 2011 World Marketing Congress
- Chaired a session “Marketing, Culture, and Corporate Social Responsibility” at the 2010 Academy of Marketing Science international conference on Cross-Cultural Research
- Presented a research paper at the 2013 European Conference of the Association for Consumer Research
- Presented two research papers at the 2012 World Marketing Congress and one paper at the 2012 IJAS conference
- Presented two research papers at the Academy of Marketing Science 2011 annual conference and 2011 World Marketing Congress
- As a textbook editor at McGraw-Hill developed a new textbook for the course “Marketing and New Product Development”: wrote two original chapters, composed and edited two editions of a textbook, published them in print and e-book formats for a traditional, hybrid and online instruction models
- Published research papers in the Japanese Journal of Management and Training for Industries, Special Collections book of the Plekhanov Russian Economic University, and Insight: Rivier Academic Journal
- Published extended abstracts in the proceedings of the World Marketing Congress and Annual Conferences of the Academy of Marketing Science
- Served as a reviewer for the International Journal of Emerging Markets, Organizations and Markets in Emerging Economies, World Marketing Congresses, and international conferences
- Served as a book reviewer at McGraw-Hill, Emerald Insight, Routledge, and Taylor & Francis publishing houses.

Service

- Served Rivier University and broader business community in the following roles:
 - Faculty Senator
 - Member of the President’s Circle Leadership Committee
 - Associate Editor of Insight: Rivier Academic Journal
 - Editor of the International Journal of Management and Training for Industries
 - Liaison to Global Marketing and Cross-Cultural Research at the International HETL
 - Member of the University Assessment Committee
 - Member of the International Advisory Board at the International Institute of Social and Economic Sciences
 - Member of the Business Program Advisory Board
 - Member of the Business Curriculum Committee
 - Member of the Global Fellows program
 - Mentor and advisor of students and alumni
- Prior service engagements:
 - Chair of an Advisory Committee on International Collaboration
 - Board Member of the Alumni & Friends Society, UConn School of Business
 - Member of the Core Curriculum Steering Committee
 - Member of the NEASC Accreditation Committee, Academic Integrity

- Member of the Dean of Business Search Committee
- Member of the International Faculty Search Committee
- Member of the Online Education Committee
- Member of the MBA Rebranding Committee
- Upon the President's approval, conducted talks on the international collaboration with the University of Quebec at Montreal and Plekhanov Russian Economic University
- Was appointed a Liaison to Global Marketing and Cross-Cultural Research at the International Association for Higher Education Teaching and Learning
- As a member of the President's Circle Leadership Committee, organized and moderated a Canada-New Hampshire Symposium "Doing Business with Friends" with participation of the Canada Consul General and New Hampshire government
- Served as an advanced pilot user during the university-wide transition from Blackboard to Canvas LMS
- Actively participated in the New England international community events at Consulates of Canada, Switzerland, and the UK, as well as at the Academy of Arts and Sciences
- Advised alumni and current students on career development and postgraduate education
- Served as a reviewer of doctoral dissertations and Doctorate Consortium discussant at the World Marketing Congress.

2011 **Visiting Professor**

Plekhanov Russian University of Economics, Moscow, Russia

- Was invited to teach a course "Marketing & New Product Development" to the second-year Master's students from Russia, Germany, and France
- Redesigned the course to accommodate a compressed format of the international program
- Utilized lecturing, online discussions, and practical exercises to enhance student learning
- Developed and delivered an invited presentation for the business faculty on the topic of balancing workload among teaching, research, and service
- Represented Rivier University in the talks with Plekhanov University leadership regarding international collaboration.

2007 - 2009 **Associate Professor (previously Visiting Faculty)**

Oregon State University, Corvallis, OR

- In collaboration with the Program Director and other faculty members, developed and shaped the business part of curriculum in the interdisciplinary Professional Science Master's program
- Developed new courses, synthesizing six business disciplines and focusing on technological innovation and development of effective business strategies
- Taught graduate students using an advanced blended format: one-week in-seat and nine-week online classes with parallel team project development and competitive business simulation
- Facilitated student research, development and defense of the business plans focusing on Environmental Science and Applied Biotechnology
- Used asynchronous methods to enhance learning process and facilitate team projects
- Utilized advanced Blackboard features and interactive communication software
- Actively used team building exercises to enhance student team experience and improve negotiations skills

- Developed and researched effective methods of interdisciplinary education, helping science and technology students comprehend and enjoy the business realm
- Received a competitive L.L. Stewart Faculty Development Award for interdisciplinary research
- Conducted research in brand management in emerging markets and published a paper in the Academy of Marketing Science Review journal
- Collaborated with colleagues from the Philosophy and Communications departments to develop cohesive cross-disciplinary courses
- Served on the Marketing Committee of the National Professional Science Master's Association to promote interdisciplinary education.

2006 - 2008 **Adjunct Associate Professor and Visiting Lecturer**

Framingham State University, Framingham, MA

- Adapted and redesigned the course of International Marketing including entrepreneurial projects focusing on the BRIC countries
- Implemented an interactive business simulation, allowing student teams to apply their newly acquired knowledge in a practical setting and “compete” on the global marketplace
- Introduced entrepreneurial interactive elements to stimulate student creativity, writing, and public speaking skills
- Advised students on career development and graduate education.

Davenport University Online, Grand Rapids, MI

- Successfully completed a 4-week certification course and received a certificate in Online Teaching and Learning
- Adapted and redesigned a graduate online course Business Research (blending Marketing Research and Operations Research concepts and approaches)
- Taught MBA students with diverse cultural, ethnic, and educational background
- Actively used interactive online communications and advanced Blackboard capabilities to increase the effectiveness of the learning process.

Worcester State University, Worcester, MA

- Developed an innovative course Global Market Research and Forecasting enabling hybrid – on-campus and online teaching formats - for the Division of Graduate and Continued Studies

Whittemore School of Business and Economics, Univ. of New Hampshire, Durham

- Redesigned and taught a course Market Opportunity Analysis to two sections of full and part-time undergraduate business majors – 75 students total
- Extensively used Blackboard and WebCT tools for lecturing, student project management, and examination purposes
- Combined lectures with hands-on team and individual student projects.

2005 **Invited Lecturer**

Shanghai Microelectronics Equipment Co., Shanghai, China

- Developed a special interdisciplinary course Business and Technology Aspects of Contemporary Semiconductor Manufacturing Markets
- Delivered interactive lectures to Chinese scientists and engineers - Ph.D. and MS level.

1979-1991 **Graduate Thesis Research Advisor**
Polytechnic Institute, Odessa, Ukraine

- Served as a graduate thesis research advisor and internship supervisor to students majoring in Computer Science
- Guided graduate research, reviewed and approved Master's theses, participated in thesis defense of 12 students, 11 of whom received MS degrees with highest honors.

1978-1980 **Visiting Professor**
College of Cultural Studies, Odessa, Ukraine

- Taught courses on Marketing and Advertising to graduate and undergraduate students in the Continued Education Division.

BUSINESS CONSULTING EXPERIENCE

2003-Present **Founder and Chief Global Strategist**
BiFoS, LLC - Bi-Focal Strategies, Merrimack, NH (privately held)

- Advise top management of small and mid-size client companies on various aspects of marketing and general business strategy
- Research respective markets, uncovered new opportunities, and consulted companies based in the US, UK, China, Belgium, Austria, and Russia
- Particularly focus on the sharing economy concept and its effect on entrepreneurship, conduct market research and facilitate the development of business plans
- Identify the most effective marketing and sales initiatives to achieve overall business objectives
- Consult companies active in the fields of renewable energy and environment-friendly products
- Develop innovative product/service roadmaps and help to implement derived business strategies
- Consult creative ventures helping artists-entrepreneurs connect creativity with financial goals
- Proposed and implemented cross-specialty marketing approach involving several companies
- Analyze cash flows to determine key product/service profit drivers in high tech field
- Helped a DoD prime contractor to successfully reshape organizational strategy
- Helped companies to optimize profit margins via pricing strategy and loss-cutting techniques.

INDUSTRY EXPERIENCE

2003-2004 **Manager, Member of Executive Team**
Greenerd Company, Nashua, NH (privately held)

- Identified new market opportunities, developed the company technology roadmap to increase competitiveness and profit margins of the products - sophisticated hydraulic presses
- Actively participated in the business-level strategy development

- Met with key customers, presented new products, negotiated specifications, helped close sales
- Led teams developing products for DoD contractors, industrial, and commercial markets
- Spearheaded the development of a Statistical Process Control strategy to win new customers
- Established and enhanced collaboration with the Sales, Manufacturing, and Purchasing departments
- Implemented a pre-quote analysis of sophisticated projects, boosted support of sales and service
- Managed the development and promotion of 12 new products including 3 unique ones
- Energized and motivated engineers, making their role in the product design and implementation pivotal to the whole organization.

2002-2003 **Vice President of R & D, Member of Executive Committee**
Acu-Rite Companies, Jamestown, NY (subsidiary of the German-based Heidenhain GmbH)

- Researched competitive markets and communicated with the sales teams located in Germany, UK, Italy, and France
- Developed and communicated the new product roadmap to enhance the market share
- Coordinated product development activities with the Sales, Marketing, and Manufacturing functions
- Identified and discussed future product requirements with customers
- Supported sales activities at the domestic, European, and Asian subsidiaries
- Conceptualized the new product targeting the Mainland China market
- Had budgetary - over \$1 mil - and hiring authority over the R & D organization - 23 engineers and technicians: a two-tier organization included four engineering groups, prototype and testing labs with matrix teams
- Spearheaded the development of 3 new products
- Shaped and coached a team of R&D, Quality and Manufacturing specialists redesigning the production technology to increase an important product yield from 70% to 95%, reducing the rework costs at the same time
- Collaborated with the Quality department to ensure ISO 9001 compliance in design and manufacturing.

1997-2002 **Leader/Architect, Control Systems**
ASML-CT (formerly SVG), Wilton, CT (subsidiary of the Dutch-based ASML)

- Led five cross-functional and cross-disciplinary teams of 3 to 5 Ph.D. and MS-level specialists, leveraging the matrix management environment to better utilize resources
- Identified new opportunities in emerging technologies: developed the best-in-the-industry dose control systems for 5 generations of lithographic machines
- Conducted research in collaboration with the leading global scholars from the MIT Lincoln Labs (US) and Royal Philips Research Center (Netherlands)
- Developed and presented new designs to major global customers: Intel, IBM, Samsung, Hyundai, Motorola, etc.
- Delivered presentations at the international conferences and workshops in the US and Europe
- Translated marketing requirements into strategic technical solutions

- Developed and negotiated systems specifications and budgets
- Developed Visual Basic models describing and predicting behavior of sophisticated processes
- Published four research papers
- Coached engineers and technicians.

1995-1996 **Electronic Publishing Production Supervisor**

Research Institute of America, New York, NY (subsidiary of Thomson-Reuters)

- Hired, trained and coached the new team
- Took over the publishing process of the most comprehensive products and supported their timely releases
- Played a key role in a team, launching 12 new products and supervising multiple releases
- Co-developed and implemented the TQM system, and reduced annual production costs by more than \$200,000.

1994-1995 **Manager of Operations**

Beta Business Products, Inc., New York, NY (privately held)

- Took over an ailing service division, bearing the full budget and partial P&L authority
- Developed and implemented a successful crisis management plan
- Built a new team: hired, trained, and coached 25 employees
- Supported the salesforce, conducted customer presentations
- Re-engineered the organization and production technology to reduce service costs
- Evaluated, scheduled, and budgeted projects
- Developed imaging database management systems
- Outsourced the labor-intensive work to a Philippines partner.

1992-1994 **Sales & Marketing Director**

HiTech Innovative Manufacturing, Odessa, Ukraine (VC-funded startup)

- In tandem with the CEO, developed the company's strategy and explored market opportunities
- Developed an effective marketing and sales approach to advertising and promotion utilizing innovations in desktop publishing and color printing
- Had full P&L, budgetary and hiring authority
- Established strategic and tactical objectives, developed a new organizational structure
- Developed and implemented marketing plans, analyzed ROI, and arranged proper financing.

1989-1992 **Head of Department, Member of Executive Staff**

Special Projects Institute for Printing Equipment, Odessa, Ukraine

- Developed a multi-channel marketing strategy to reach out end users through the partner networks
- Applied for and won several government grants, tripling the volume of business within two years to exceed \$9.7 Million

- Had full P&L, budgetary - up to approx. \$3.5 Million - and hiring authority
- Served as a Principal Investigator of numerous commercial and governmental projects
- Managed large programs involving 60 to 80 employees
- Extensively communicated with key customers
- Developed and implemented new systems and technologies for electronic industry
- Co-authored four research papers and patented three inventions
- Presented new research results at nationwide and international conferences in the US, Ukraine, and Russia.

1976-1988

Sr. Research Scientist, Project Manager

Research Institute for Machine Tools and Instrumentation, Odessa, Ukraine

- Served as a Principal Investigator of numerous commercial and governmental projects
- Applied for and won several government grants exceeding \$130,000 total
- Conducted research of optics, lasers, and holography applications for digital imaging
- Developed mathematical digital and analog models describing sophisticated processes
- Presented research results at nationwide science conferences and symposia
- Developed sensors, encoders, and control systems for precise machine tools and robots
- Published papers in academic and professional journals and conference proceedings
- Developed innovative solutions, applied for and received 12 patents.

HONORS AND AWARDS

- Hall of Fame Inductee, LINKS Business Simulations
- Certificates of Recognition from the President of Academy of Marketing Sciences
- Five Annual Faculty Development Grants, Rivier University
- CIBER Research Grant, University of Connecticut
- L.L. Stewart Faculty Award and Grant, Oregon State University
- Global Marketing Fellowship, General Electric Capital
- Hall of Fame Inductee, University of Connecticut School of Business
- Advanced Communicator Gold and Competent Leader, Toastmasters International
- Speech Contests Winner, Toastmasters International Area and Division levels
- Best Research Paper Award
- Best Innovator Award
- Silver Medal, The National Business and Science Exhibit
- Bronze Medal, The National Business and Science Exhibit
- Highest Honors and Distinctions, M.S. degree
- Multiple employee-of-the-year, research awards, fellowships and honorable mentions.

PROFESSIONAL AFFILIATIONS AND MEMBERSHIPS

Current roles:

- Academy of Marketing Science Fellow
- Academy of International Business Member
- American Marketing Association Fellow
- Association for Consumer Research Member
- International Higher Education Teaching and Learning Association – UN-accredited NGO Liaison to Cross-Cultural Research and Global Marketing
- Allied Academies Member
- Toastmasters International Advanced Communicator Gold and Competent Leader

Former roles:

- Wethersfield Association President
- Merrimack Valley Venture Forum Program Committee Member
- WPI Venture Form Entrepreneurial Contest Judge
- NH Business & Industry Association Energy Policy Committee Member
- National Professional Science Master’s Association Marketing Committee Member
- UConn School of Business, Alumni Society Board Member
- SME, Southern NH Chapter Chairman
- SPIE New England Executive Committee Member

RECENT PUBLICATIONS AND CONTINUING RESEARCH

Peer-Reviewed Journal Publications and Book Chapters:

“Cultural Dynamics and Marketing Strategies for Emerging Markets: Characterization of Group Subcultures and Consumption Preferences.” *Academy of Marketing Science Review* (forthcoming)

“Developing and Marketing New Products in Multicultural Global Environment: Recognizing and Managing Risks.” (2015). *Journal of Management and Training for Industries*, 2 (1), 1-26

“Culture Matters: Developing and Marketing New Products to Global Consumers.” (2014). *Marketing and New Product Development*. 2e. Kivenzor, G. (Ed.). McGraw-Hill

“Marketing New Products to New Customers: Overcoming Challenges and Mitigating Risks to Achieve Success.” (2014). *Marketing and New Product Development*. 2e. Kivenzor, G. (Ed.). McGraw-Hill

“Why Economies of BRICS Countries Are Important to Marketers? Key Directions of Research.” (2012). (with Irina Skorobogatykh). In A. V. Shishkin (Ed.), *Contemporary Economics: Concepts and Models of Innovative Development*. Moscow, Russia: Plekhanov Russian University of Economics Press, 425-430

“New Ideas, New Products and New Ways to Market Them.” (2011). *Marketing and New Product Development*. 1e. Kivenzor, G. (Ed.). McGraw-Hill

“New Ideas, New Products and New Ways to Market Them.” (2011). *Insight: Rivier Academic Journal*. 1-5

“Brand Equity Aberrations: Heritage Brand Perception Effects in Russian Markets.” (2007). *Academy of Marketing Science Review*. Special Issue ‘Cross-Cultural Issues in Marketing Research.’ 10, 1-20

Peer-Reviewed Published Conference Proceedings:

“Reluctantly Volitional Consumption and Cultural Transition of Consumers in Emerging Markets.” (2015). *Proceedings of the 2015 Business & Management Conference of the IISES*

“Cultural Transition and Socio-Cultural Taxonomy of Consumers in BRICS Countries.” (2014). *Proceedings of the 2014 World Marketing Congress*

“Marketing of Luxuries in Transitional Economies: Collectivism, Subjective Well-Being and Consumer Choice.” (2013). *Proceedings of the 2013 European Conference of the Association for Consumer Research*

“Luxury Consumption in BRICS: Rationale behind ‘Irrational’ Consumption Patterns.” (2012). (with Karen Spohn). *Proceedings of the 2012 World Marketing Congress*, 104-108

“Three Dichotomies of Luxury Consumption in Russia.” (2012). (with Roy Toffoli). *Proceedings of the 2012 World Marketing Congress*, 115

“Social Mobility and the Demand for Luxury in Russia: A Typology of Russian Consumers.” (2012). (with Roy Toffoli). In Robinson, L. (Ed.). *Marketing Dynamism and Sustainability*. 534

Non-Refereed Publications:

“Taxonomia Socio-Cultural Para Mercados Emergentes.” (2014). *Anda News*, 144 (August). 18-21.

"Right" Things for "Left-Brainers." (2009). Retrieved on May 14, 2015 from:
http://www.bifosllc.com/Right_Things_for_Left-Brainers.pdf

Presentations at International Conferences, Congresses and Workshops:

“Reluctantly Volitional Consumption and Cultural Transition of Consumers in Emerging Markets.” (2015). *The 2015 Business & Management Conference of the IISES*

“Learning through Rev-Elation: Teaching with Games.” (2015). *Rivier Faculty Commons Forum*

“Cultural Transition and Socio-Cultural Taxonomy of Consumers in BRICS Countries.” (2014). *2014 World Marketing Congress*

“BRICS: Cultural Dynamics and Transition of Consumer Behavior.” (2014). *The 25th Conference on Marketing and Public Policy of the American Marketing Association*

“Consumer Behavioral Trends in Transitional Economies: Problem of Choice in BRICS.” (2014). *Rivier Faculty Scholarship Celebration Seminar*

“Teaching, Scholarship and Service: What American Professors Do?” (2013). Invited keynote. *Plekhanov Russian University System Winter Conference (via videolink)*

“Subjective Expected Utility and Well-Being: Effects on Luxury Consumption in Transitional Economies.” (2013). *2013 European Conference of the Association for Consumer Research*

“Shift in Behavior in Transitional Economies: Role of Subjective Expected Utility.” (2013). *Rivier Faculty Scholarship Celebration Seminar*

“Luxury Consumption in BRICS: Rationale behind ‘Irrational’ Consumption Patterns.” (2012). (with Karen Spohn). *2012 World Marketing Congress*

“Three Dichotomies of Luxury Consumption in Russia.” (2012). (with Roy Toffoli). *2012 World Marketing Congress*

“Luxury Consumption in Transitional Economies: Role of Subjective Expected Utility.” (2012). *IJAS Cross-Disciplinary Conference*

“Cultural Shock and Social Mobility in BRICS.” (2012). *Rivier Faculty Scholarship Celebration Seminar*

“Social Mobility and the Demand for Luxury in Russia: A Typology of Russian Consumers of Luxury Goods.” (2011). (with Roy Toffoli). *The 40th Annual Conference of the Academy of Marketing Science*

“The Luxury of Belonging to Middle Class: Marketing to Russian Consumers.” (2011). *2011 World Marketing Congress*

“Heritage Brands Meet Prestige Brands in Red Square.” (2009). (with Ludmilla Wells). *Florida Gulf University Research Conference*

“Right Things for “Left-Brainers”: Interdisciplinary Nature of Innovation.” (2008). White paper. *TM International Meeting*

A full list of publications in refereed journals, peer-reviewed conference and symposia proceedings, and patented innovations will be furnished upon request.

Unpublished Papers (work in progress):

“Hedonic Motivations vs. Economic Pains: Consumption Choices in Emerging Markets”

“Customer Choices in Transitional Economies: Luxury Branding in Multi-Cultural Environment”

“Luxury Consumption in BRICS: Cultural Rationale behind 'Irrational' Consumption Patterns”

“Three Dichotomies of Luxury Consumption in Russia and Four Types of Luxury Consumers”

CONFERENCE PARTICIPATION AND LEADERSHIP ROLES

- World Marketing Congress (2016). Paris, France
 - Organize and co-chair the track “Marketing in Emerging Markets”
- IISES International Business and Management Conference (2015). Vienna, Austria
 - Chaired a competitive paper session
- Second International Conference for Consumer Psychology (2015). Vienna, Austria.
 - Served as a competitive paper reviewer
- World Marketing Congress (2014). Lima, Peru
 - Organized, co-chaired and facilitated the track “Marketing in BRICS”
 - Co-chaired and co-moderated a Round Table on Cross-Cultural Research
- American Marketing Association Conference on Marketing and Public Policy (2014). Boston, MA
- European Conference. Association for Consumer Research (2013). Barcelona, Spain
 - Organized, co-chaired and facilitated the Round Table “When East Meets West: Cross-Cultural Consumer Research”
- Annual Conference. Academy of Marketing Science (2013). Monterey, CA
 - Served as a Doctorate Colloquium discussant, helping Ph.D. students improve research skills and develop reporting competency
- World Marketing Congress (2012). Atlanta, GA
 - Organized, chaired and facilitated the new track “Marketing in BRICS”

- Organized and moderated an expert panel discussion
- IJAC Annual Conference (2012). Florence, Italy
 - Chaired a competitive paper session
- Regional Economic Forecasting Workshop (2012). Bedford, NH
- World Marketing Congress (2011). Reims, France
 - Organized, chaired and facilitated a Special Session “Marketing in BRICS”
- Annual Conference. Academy of Marketing Science (2011). Coral Gables, FL
- Cross-Cultural Communications in Marketing (2010). Academy of Marketing Science. Lille, France
 - Chaired a session “Culture, Marketing Strategy and CSR”
- Annual Conference. New Hampshire Business Education Association (2010). Manchester, NH
- Annual Conference. Academy of Marketing Science (2009). Baltimore, MD
- Annual Conference. New Hampshire Business Education Association (2009). Nashua, NH
- Annual Conference. Academy of Marketing Science (2008). Vancouver, Canada

EDITORIAL AND REVIEWER ACTIVITIES

Editor – International Journal of Management and Training for Industries (Japan)

Associate Editor for Business - InSight: Rivier Academic Journal

Research Paper Reviewer – Academy of Marketing Science Review, International Journal of Emerging Markets, International Journal of Management and Training for Industries, Journal of Organizations and Marketing in Emerging Markets, Rivier Academic Journal, World Marketing Congresses, international conferences

Textbook Editor – McGraw-Hill

Textbook Reviewer – McGraw-Hill Higher Education, Routledge Publishing, Taylor & Francis, Emerald Insight.