**Personal Information**

|  |  |
| --- | --- |
| Name and Surname | Tea Valishvili |
| Date of Birth | 28.12.1973 |
| Personal Number | 60003002575 |
| Address | #104/15 Rustaveli Avenue, Kutaisi, Georgia |
| Phone Number | +995 577131882 |
| E-mail Address | tea.valishvili@unik.edu.ge |

**Education**

|  |  |  |  |
| --- | --- | --- | --- |
| Years | Name of the Institution | Specialty | Qualification |
| 2008-2011 | Student of Doctorate Department, Akaki Tsereteli State University, Kutaisi. | Marketing |  |
| 2000-2002 | Master Faculty of Kutaisi State Technical University. | Finance Management | Manager |
| 1990-1995  | Faculty of Light Industry, Kutaisi State Technical University. | Sewing technology  | Engineer- Technologist |

**Academic / scientific degree**

|  |  |  |  |
| --- | --- | --- | --- |
| Degree Awarding Year | Name of the Institution | Specialty | Qualification |
| 2011 | Akaki Tsereteli State University, Kutaisi. | Microeconomics and Marketing.Issues of marketing research of Georgian educational market services. | Academic degree of Doctor of Economics |
|  |  |  |  |

**Scientific-Pedagogical Activity**

|  |  |  |
| --- | --- | --- |
| Years | Name of the institution | Academic Position |
| 2013-present | Akaki Tsereteli State University | Associate Professor of Business Management Department |
| 2012-present | Kutaisi University  | Associate Professor |
| 2006-2013 | Akaki Tsereteli State University | Invited specialist of Business Management Department |
| 2009-2012 | Kutaisi University | Assistant-Professor  |
| 2005-2006  | Kutaisi State Technical University | Assistant of management department  |
| 1998-2005 | Kutaisi State Technical University | Assistant of management department with an hourly pay |
| 1996-1997 | Kutaisi State Technical University | Intern-teacher of Production organization and management  |

 **Other Activities**

|  |  |  |
| --- | --- | --- |
|  Years | Organization | Position |
| 2015-present | Akaki Tsereteli State University | Head of Marketing, Projects and Events Management Services |
| 2012-2015 | Akaki Tsereteli State University | Head of Analytical Department of Quality Management Service |
| 2009-2012 | Kutaisi University | Vice Director ofQuality Assurance Service |
| 2008-2009 | Kutaisi University | PR-manager |
| 1998-2005 | Kutaisi State Technical University | Senior Laborer ofmanagement department |

**Participation in Qualification Raising Courses, Seminars, Trainings**

|  |  |  |  |
| --- | --- | --- | --- |
| № | Date | Name of training course, seminar  | Your status (facilitator, participant) |
| 1 | 23.08.2020 | "Student-oriented learning process planning." | Participant |
| 2 | 24.06.2020 | „Educational, Cultural and Artistic Practices in the Context of Ukraine's Integration into International Scientific and Innovative Space" | Participant |
| 3 | May, 2019 | Marketing and Communications. International Business Management Institute. Berlin. Germany. | Participant |
| 4 | 06-07.04.2019  | Training program "Active methods of teaching " | Participant |
| 5 | 29-30 June, 2018 | Intensive Training Course on Value and Knowledge Education (VaKE) (ERASMUS+ project)  | Participant |
| 6 | June, 2018 | Innovative methods of teaching-learning process. Austrian experience | Participant |
| 7 | May, 2018 | Leadership and management | Participant |
| 8 | May, 2018 | How to increase sales | Participant |
| 9 | March, 2018 | Management and administration: methodology and methodology teaching in higher education institutions. Distance learning form- on-line.  | Participant |
| 10 | July, 2017 | Enterprise data processing, analysis and presentation | Participant |
| 11 | May, 2017 | Branding strategy for university | Participant |
| 12 | June, 2015 | Innovation management and modern technological trends. | Participant |
| 13 | June, 2015 | Modern methods of teaching and assessment, ATSU, professional training, retraining and continuing education center. | Participant |
| 14 | 16-17 February, 2015 | Effective Communication. Ltd. Education and Management Team. | Participant |
| 15 | June- July, 2014 | An Introduction to Marketing. The Online Course offered by University of Pennsylvania (which was finished with distinction.)  | Participant |
|  | February -March, 2014 | Critical Perspectives on Management. The Online Course offered by IE Business School.  | Participant |

**Supervision of master's and doctoral Dissertations**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| № | Year | Doctoral Student | Thesis | Gradation |
| 1 | 2020 | Ketevan Kapanadze | Internal marketing problems in Georgian companies | master's dissertations |
| 2 | 2019 | Ana Kldiashvili | The role of external stimulus in the process of choosing educational programs and higher education institutions | master's dissertations |
| 3 | 2019 | Mariam Leshkasheli | The role of social media in creating a brand image | master's dissertations |
| 4 | 2018 | Grigol Paghava | Peculiarities of consumer behavior in times of financial crisis | master's dissertations |
| 5 | 2018 | Nino Kopaleishvili | Gender characteristics and stereotypes in marketing. | master's dissertations |
| 6 | 2017  | Megi Dzagnizde |  Consumer attitudes towards to discounts and various means of sales promotion at the national market | master's dissertations |
| 7 | 2017 | Giorgi Meliava | Problems of service marketing in Imereti region | master's dissertations |
| 8 | 2016 | Lia Genelidze | Millennial Generation – future users  | master's dissertations |
| 9 | 2016 | Bachana Markelia | Brands - Past, Reality and Future | master's dissertations |

**List of Scientific Works (Scientific-research articles published during the last 5 years)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| № | Author / Authors | Title of the Article | Title of the Scientific Journal | Year | Pages/ Link |
| 1 | Tea Valishvili, Nana Lukhutashvili | CORPORATE SOCIAL RESPONSIBILITY IN GEORGIA | Public communication in science: philosophical, cultural, political, economic and IT context:Collectionof scientific papers «ΛΌГOΣ» with Proceedingsof the International Scientific andPractical Conference, May 15, 2020. Houston, USA: EuropeanScientific Platform. Vol.1. pp.12-14DOI: https://doi.org/10.36074/15.05.2020.v1.03  | 2020 | pp. 12-14 |
| 2 | N. LUKHUTASHVILI T. VALISHVILI M. DENOSASHVILI | MODERN METHODS OF MOTIVATION MANAGEMENT INTHE INNOVATION-ORIENTED ORGANIZATIONS | Austrian Journal of Humanities and Social SciencesScientific journal№ 3–4 2020 (March–April), Vienna ISSN 2310-5593 (Print)ISSN 2519-1209 (Online)DOI: https://doi.org/10.29013/AJH-20-3.4-20-29 | 2020 | pp. 20-29 |
| 3 | Lia Genelidze, Tea Valishvili | MILLENNIAL GENERATION - THE MOSTINFLUENTIALCUSTOMER OF THE FUTURE | Scientific-practical journal „Economic Profile“, N19,  | 2019 | გვ. 68-83 |
| 4 | Valishvili TeaGenelidze Lia | Attitude of Georgian Consumers Towards Brands | European science review, Premier Publishing s.r.o. Vienna. Vol.1, № 5–6, <https://doi.org/10.29013/ESR-19-5.6-127-129> | 2019 | pp. 127 – 129 |
| 5 | Valishvili TeaGenelidze Lia | BRANDS AND THEIR POSITION AT MODERN GEORGIAN MARKET | Scientific-practical journal „Economic Profile“, N18,  | 2018 | გვ. 61-66 |
| 6 | Valishvili Tea | Theory of Generations and Its Influence on Marketing Activities | International Scientific-Practical Conference "Economics, Business and Tourism: Challenges, Achievements and Innovations", Kutaisi, November 11-12, 2017. | 2017 | pp. 104-107 |
| 7 | Balanchivadze I., Valishvili T.  | Research request for higher education services in Imereti.  | II International Conference "Higher Education - New Technologies and Innovations". (1-2 May, 2017) | 2017  | https://atsu.edu.ge/EJournal/HENTI/indexEng.html |
| 8 | Chikhladze Niko , Valishvili Tea  | On the Issue of Tourism Potential of Kutaisi and Its Surrounding Area. | OVIDIUS UNIVERSITY ANNALS. ECONOMIC SCIENCES SERIES, Volume XV. Issue 1,  | 2015 | pp. 474-478 |
| 9 | Valishvili Tea, Valishvili Tamara | The Importance of Market Research in the Process of Development of New Educational Programmes | I International Conference "Higher Education - New Technologies and Innovations". (1-2 May, 2015) | 2015 | <https://atsu.edu.ge/EJournal/HENTI/index.html>  |

**Participation in Scientific Conferences Within the Framework of the Educational Program**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| № | Year | Conference Title | Title of the Report | Country, City |
| 1 | 11-12 November, 2017. | International Scientific-Practical Conference "Economics, Business and Tourism: Challenges, Achievements and Innovations". | Theory of Generations and Its Influence on Marketing Activities | Georgia, Kutaisi |
| 2 | 29-30 September, 2017  | “Economic, Legal and Social Problems of Modern Development.”II International Conference. | Problems of service sector in Imereti region. | Georgia, Kutaisi |
| 3 | 1-2 May, 2017  | "Higher education - new technologies and innovations".II International Conference. | Research on demand for higher education services in Imereti | Georgia, Kutaisi |
| 4 | 1-2 May, 2015  | "Higher education - new technologies and innovations". I International Conference. | The Importance of Market Research in the Process of Development of New Educational Programmes | Georgia, Kutaisi |
| 5 | 13-14 November, 2017. | “Economic, Legal and Social Problems of Modern Development.”II International Conference. | Presentation of Strategic Plan of Akaki Tsereteli State University | Georgia, Kutaisi |
| 6 | 25-26 April, 2014 | International Scientific Conference “MANAGEMENT 2014” | Implementation of the method of problem-based learning at the Akaki Tsereteli state University. | Serbia, Belgrade. |
| 7 | 5-6 December 2013  | Materials of I International Science –Practical Conference "Corporate Social Responsibility Policy in the Context of Sustainable Social and Economic Development". | CORPORATE SOCIAL RESPONSIBILITY IN GEORGIA. | Ukraine, Donetsk  |
| 8 | 26-27 October, 2013 | "Contemporary Problems of Social-Economic Development and Informatization: New Challenges and Perspectives."International Scientific-Practical Conference. | The role of Marketing in the activities of the higher education institution. | Georgia, Kutaisi |
| 9 | 8-9 June, 2013 | "Innovations in Tourism: Economics and Business".IV International Scientific-Practical Conference. | The role of internet marketing and social media in tourism. | Georgia, Batumi-Trabzon |
| 10 | 12-13 January, 2013 | Joint Scientific-Practical Conference of Akaki Tsereteli State University and Kutaisi University, dedicated to 80th anniversary of the birth of academician V. Kelbakiani.  | Financing problems of Higher education. | Georgia, Kutaisi |
| 11 | 12-13 January, 2013 | Joint Scientific-Practical Conference of Akaki Tsereteli State University and Kutaisi University, dedicated to 80th anniversary of the birth of academician V. Kelbakiani. | For the enhancement of accreditation of higher education institutions of Georgia. | Georgia, Kutaisi |
| 12 | 20-21 October, 2012. | "Problems of Sustainable Development of Economy: Reality and Perspectives".International Scientific-Practical Conference. | Some aspects of children's marketing and advertising. | Georgia, Kutaisi |
| 13 | 20-21 October, 2012. | "Problems of Sustainable Development of Economy: Reality and Perspectives",International Scientific-Practical Conference. | Modern user’s features. | Georgia, Kutaisi |
| 14 | 18 December, 2010. | Professor-Teacher II Republican Scientific-Practical Conference | The role of Education in Society and State development. | Georgia, Kutaisi |
| 15 | 4-10 November, 2010 г. | Materials of 10-th International Science –Practical School-Conference “Modern Problems of Humanization and Harmonization of Management”,  | THE ROLE OF MARKETING RESEARCH FOR PERFECTION OF THE SYSTEM FOR THE PREPARATION OF PROFESSIONAL CADRES.  | Ukraine, Kharkov  |
| 16 | 4-10 November, 2010. | Materials of 10-th International Science –Practical School-Conference “Modern Problems of Humanization and Harmonization of Management”, Kharkov-2010. | The Competition of Universities in the World Market of Educational Services. | Ukraine, Kharkov  |
| 17 | 5-6 June, 2010  | I International Scientific-Practical Conference “Tourism, Economic and Business”  | Tourism perspective in the Guria Region. | Georgia, Batumi-Trabzon |
| 18 | 26-28 May, 2009. | Professor-Teacher I Republican Scientific-Practical Conference | Psychological Aspects of Advertising Perception by Costumer | Georgia, Kutaisi |
| 19 | 16-17 May 2009. | International Scientific-Practical Conference | Globalization Processes in the Education System. | Georgia, Kutaisi |
| 20 | 1-2 May, 2010.  | International Scientific-Practical Conference ‘Regionalization, Modern Regional Economic and Social Processes” | Technique of an Estimation of Quality of Regional Educational Services. | Georgia, Kutaisi |

**Published Books and Monographs**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| № | Author / Authors | Title | Publication | Year |
| 1 | Valishvili T., Genelidze L. | Branding | Electronic manual | 2018 |
| 2 | Valishvili T., Ukleba Sh. | Service marketing | Electronic manual | 2015 |
|  | Chikhladze N., Valishvili T., Gabelashvili K. | Topical issues of city branding- bookmarks of Kutaisi  | Publishing House of ATSU | 2014 |
|  | Lukhutashvili N., Valishvili T. | Economics and management of nonprofit organizations. | Electronic manual | 2012 |

**Editorial Board Membership of Scientific Publications**

|  |  |  |
| --- | --- | --- |
| № | Title of the Scientific Publication | Position |
| 1 |  |  |
| 2 |  |  |

**Participation in International Grant Projects**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| № | Years | Scientific Fund | № - Project Title | Status in the Project |
| 1 | 2017 | PIN – People in Need | YouTube branded channel for vocational programs video lessons and promo clips | Key Person |
| 2 | 2010-2014 | Euroeconomy | Promoting Internationalization and Comparability of Quality Assurance in Higher Education511035-TEMPUS-1-2010-1-DE-TEMPUS-SMGR  | Key Person |
| 3 | 2013-2014 | PH-international USAID | Study-educational project "Georgian Business Today and Tomorrow" | PH-international USAID |

**Participation in Grant Projects Within the Framework of the Educational Program**

|  |  |  |  |
| --- | --- | --- | --- |
| № | Years | Project Title | Status in the Project |
| 1 |  |  |  |
| 2 |  |  |  |

 **Knowledge of Foreign Languages**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Foreign Language | Starting level | Average level | Good | Very good | Mark if you have the relevant certificate |
| English Language |  |  |  |  |  |
| Russian Language |  |  |  |  |  |
| Specify another |  |  |  |  |  |

**Computer Skills**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Starting level | Average level | Good | Very good |
|  |  |  |  |  |
| Microsoft Office Excel |  |  |  |  |
| Microsoft Office PowerPoint |  |  |  |  |
| Zoom |  |  |  |  |
| google drive |  |  |  |  |
| Microsoft Teams |  |  |  |  |

**Additional Information**

You can specify additional information