






PERSONAL INFORMATION

Tornike Khoshtaria

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 Skype tornike.khoshtaria2

Sex Male | Date of birth 24/08/1982 | Nationality Georgian

WORK EXPERIENCE

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- | | |
|--------------------|---|
| 01/02/2017–Present | Dean of the Faculty of Business and Technologies
European University
D. Guramishvili 77, 0141 Tbilisi (Georgia)
www.eu.edu.ge |
| 01/07/2017–Present | Associate Professor
Business and Technology University
Ilia Chavchavadze Avenue 82, 0162 Tbilisi (Georgia)
www.btu.edu.ge |
| 01/06/2017–2017 | Marketing and Management Programs Administrator
International Black Sea University
David Agmashenebeli Alley 13km, 2, 0131 Tbilisi (Georgia)
www.ibsu.edu.ge |
| 01/09/2014–2016 | Coordinator of business centre for start-ups and entrepreneurship/Programmes Administrator
International Black Sea University
David Agmashenebeli Alley 13km, 2, 0131 Tbilisi (Georgia)
www.ibsu.edu.ge |
| 01/09/2014–2016 | Chairman of marketing group/Marketing programme co-coordinator
International Black Sea University
David Agmashenebeli Alley 13km, 2, 0131 Tbilisi (Georgia)
www.ibsu.edu.ge |
| 01/09/2012–Present | Invited lecturer
International Black Sea University
David Agmashenebeli Alley 13km, 2, 0131 Tbilisi (Georgia)

<u>Courses in English (bachelor programme):</u>
Tourism and hospitality marketing;
Brand marketing management;
Essentials of marketing ; |
| 15/09/2014–Present | Invited lecturer
Siedlce University of Natural Sciences and Humanities
ul. Konarskiego 2; 08-110 Siedlce (Poland)
www.uph.edu.pl

<u>Courses:</u> |

Research methods for business students (English programme);
Marketing strategy;

01/09/2018–Present Chartered Institute of Marketing (CIM) Member
The Chartered Institute of Marketing
Moor Hall, Cookham, SL6 9QH, UK
www.cim.co.uk

Scholarships 2015-2017 **Doctoral research scholarship programme** (Researcher) - BACKIS, Erasmus Mundus project funded by the European Commission.
Erasmus + Scholarship for lecturing, Siedlce university of natural sciences and humanities, Poland.

EDUCATION AND TRAINING

10/2013–2016 Ph.D. in Business Administration
Iv. Javakhishvili Tbilisi State University, Tbilisi (Georgia)
Dissertation topic: *"The impact of business strategy on Georgian manufacturing companies"*

10/2008–01/2010 University of Wales Institute, Cardiff (UWIC)
Master of Business Administration, Cardiff (UK)

09/2003–06/2005 Master's Diploma in Economic Diplomacy and Politics of Globalization
Iv. Javakhishvili Tbilisi State University, Tbilisi (Georgia)

09/1999–06/2003 Bachelor's Diploma in International Business and Foreign Trade
Iv. Javakhishvili Tbilisi State University, Tbilisi (Georgia)

PERSONAL SKILLS

Mother tongue(s) Georgian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Russian	C2	B2	B2	B2	B1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user
Common European Framework of Reference for Languages

Computer skills

- Microsoft Office (Access, Word, Excel, PowerPoint, Publisher)
- Navision, SPSS for Windows, NVivo for Windows

RESEARCH INTERESTS: STRATEGIC MANAGEMENT;
STRATEGIC MARKETING;
BUSINESS AND MARKETING STRATEGIES.

ADDITIONAL INFORMATION

- Publications**
- Khoshtaria T. (2017). "The impact of the degree of Business strategy implementation planning on organizational performance: Georgian based manufacturing companies" IBSU Publishing, vol. 6; issue 1.
- Khoshtaria T. (2016). „Strategic Processes in Georgian Manufacturing Companies – Business-Level Strategy Perspective", Scientific journal of University of Natural Sciences and Humanities in Siedlce, Series: Administration and Management, N 109, (36).
- Khoshtaria T. (2016). "Theoretical and methodological aspects of strategic management", Journal of economic and business, issue IX, N2, Tbilisi, Georgia.
- Khoshtaria T. (2016). "Main streams of strategy formulation research" TSU Paata Gugushvili Institute. Tbilisi, Georgia.
- Khoshtaria T. (2014). "The role of marketing in football business", conference paper; Siedlce, Poland.
- Shaburishvili S., and Khoshtaria T. (2013) "Critical assessment of the Human resource challenges and issues faced by hospitality and tourism sector" conference paper; Siedlce, Poland.
- Khoshtaria T. (2012) "The concept of business format franchising as an international market entry strategy" conference paper; Kiev, Ukraine.
- Khoshtaria T. (2012) "The importance of multinational marketing information systems (MMIS) to marketing management"; "Ekonomisti"; TSU Paata Gugushvili Institute. Tbilisi, Georgia.
- Khoshtaria T. (2011) "The aspects and complications of advertisement on international markets" University Press; Tbilisi, Georgia.
- Khoshtaria T. (2005) "The role of globalization in football development"; Irida Publication House; 1st edition; Rustavi, Georgia.
- Khoshtaria T. (2005) "Sport business in the global environment" Conference paper
- Khoshtaria T. (2004) "The importance of tourism in development of Georgian economy"; Economic University Press; Baku, Azerbaijan.
- Khoshtaria T. (2004) "The role of economic diplomacy in the process of globalisation" Conference paper. Tbilisi, Georgia.
- Khoshtaria T. (2003) "The role of marketing in football business development" Conference paper. Tbilisi, Georgia.
- Conferences**
- Conference [2017– 2018]
15th international scientific conference. Participant. Siedlce, Poland
- Conference [2016– 2017]
14th international scientific conference. Participant. Siedlce, Poland
- Conference [2015– 2016]
13th international scientific conference. Participant. Siedlce, Poland
- Conference [2014– 2015]
12th international scientific conference. Participant. Siedlce, Poland
- Summer School "Oikos" [2014– 2015]
Social Entrepreneurship and Sustainability in Emerging Markets. Facilitator. Tbilisi, Georgia
- Conference [2014– 2015]
9th Silk road international conference on business, economics, international relations and education. Participant. Tbilisi, Georgia
- Conference [2012 – 2013]
Oikos CEE Regional meeting "Sustainable Agritourism" Seminar Speaker
- Conference [2012 – 2013]
3rd International Scientific-Practice Conference on "Sustainable Tourism: Economics and Business" Participant. Batumi, Georgia
- Conference [2011 – 2012]
The socio-cultural environment of international business. Participant. Tbilisi, Georgia