



## CV

### 1. Personal Information

<b>Surname</b>	Kazaishvili
<b>Name</b>	Ana
<b>P/N</b>	18001022340
<b>Birthdate (dd/mm/yy)</b>	06/01/1988
<b>Address</b>	41 Tavdadebuli street; Tbilisi
<b>Tel:</b>	+995598787840
<b>Mail :</b>	Ann.kazaishvili@gmail.com
<b>Current occupational position</b>	Education and communications manager

### 2. Position and specialty

Please mention position (✓ Put a symbol) an exact specialty

<b>Position:</b>	<input type="checkbox"/> Professor <input type="checkbox"/> Associated Professors <input checked="" type="checkbox"/> Assistant Professor <input type="checkbox"/> Assistant <input type="checkbox"/> Invited Professor
<b>Specialty</b>	Business administration

### 3. Academic/Scientific degree

*PhD/ Candidate dissertation defense /Habilitation/ PHD candidate dissertation defense*

<b>Name of the higher education institution</b>	International Black Sea University
<b>Direction/ Specialty</b>	Business Administration / Marketing
<b>Enrollment date</b>	2017
<b>Dissertation defense date</b>	2021
<b>qualification</b>	Ph.D.
<b>Title of the dissertation topic</b>	Branding of Universities Using Approaches of Internal Marketing in the Disruptive Environment
<b>Conductor of the theme</b>	Assoc. Prof. Kakhaber Jakeli; Assoc. Prof. Goderdzi Buchashvili

### 4. Other education

*Higher (Master) education*

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Name of the higher education institution	Caucasus International University	
Faculty / Specialty	Business Administration/ Management	
Date of the enrollment/Graduation	Beginning (yy)	End (yy)
	2009	2011
Qualification	Master	
II		
Name of the higher education institution	Tbilisi State University	
Faculty / Specialty	English Philology	
Date of the enrollment/Graduation	Beginning (yy)	End (yy)
	2005	2009
Qualification	Bachelor	

## 5. Foreign languages

Level	A2<	B1	B2	C1>
Foreign language				
English				√
Russian		√		

## 6. Computer Skills

Program	Level
Microsoft Office	Very good

## 7. Professional experience

(In chronological order, start with the latest information, experience must be mentioned in the paragraph-8)

Date (mm/yy)		Employer	Position / duties
-from	-to		
2019	Today	Educational agency "ELL"	Education and Communications Manager (Cooperation with the educational institutions worldwide, organizing meetings, participation in marketing activities)
2014	2020	Motivational Internet journal "Jolo"	Co-founder
2018	2019	Dental Clinic GT	Marketing Manager (Organizing marketing activities; content marketing)s
2017	2018	„Ramro Services Georgia"	Marketing Manager (Planning marketing activities)

## 8. Scientific-pedagogical experience

*(Only in a state-recognized higher education or scientific institution shall be taken into account)*

Date (mm/yy)		Higher Education Institutions	Position	Study course / Research project	Learning step
-from	-to				
2022	Today	Georgian National University SEU	Assistant Professor	Business Communications	Bachelor
2022	Today	Georgian National University SEU	Assistant Professor	Product Development Strategies	Bachelor
2022	Today	Georgian National University SEU	Assistant Professor	Organizational Behaviour and Change Management	Master
2022	Today	Georgian National University SEU	Assistant Professor	Communications and Negotiations in Multicultural Context	Master
2022	Today	Georgian National University SEU	Assistant Professor	Mediation and Negotiations	Master
2022	Today	Georgian National University SEU	Assistant Professor	Sales and Marketing Management	Master

## 9. scientific publications for the last 5 year.

*(Chronological sequence needed, start with the latest information)*

Date	Topic of the working theme	Scientific Journal	Publisher
2022	„The Impact of the Communicative Behaviour in Social Media on the University Brand Image“	International Journal of Management, Knowledge and Learning	MakeLearn 2022
2022	„Leadership Challenges and the Role of Education in Forming Leaders in VUCA World" (Book Chapter)	Agile Management and VUCA-RR: Opportunities and Threats in Industry 4.0 towards Society 5.0 (Book)	Emerald Publishing Limited
2022	„Marketing Strategies Used by Georgian Beauty Companies and Challenges they Face in New Technology Era“	International Electronic Scientific and Practical Journal «WayScience»	ISSN 2664-4819 (Online)

2022	"The Relationship Between Job Embeddedness and Career Success"	Advances in Economics, Business and Management Research	Proceedings of the 3rd Annual Management, Business and Economics Conference (AMBEC 2021)
2022	"HR Marketing and EVP Challenges on Georgian	Silk Road 17 <sup>th</sup> International Conference	International Black Sea University
2021	Nurturing M-Learning for professional development through online digital communicational channels during COVID-19 pandemic.	Reliability and Statistics in Transportation and Communication	Springer
2019	Managerial skills can be provided by the universities in the digital era.	Quality – Access to Success	EBSCO
2019	Branding of the university attributes promoting higher education institutions to be positively different from competitors.	International E-Journal of Advances in Education	International Organization Center of Academic Research (OCERINT)

#### 10. Other activities (Latest 10 year)

*Reports at local and international scientific conferences, grant projects, academic scholarships, trainings, internships, other information (optional)*

N	The Name and Description of the Activity
1.	January 26, 2022 – Member of American Marketing Association
2.	2022 year – International conference „Integration of Education, Science, and Business in Modern Environment: Winter Debates”. Scientific paper: „Marketing Strategies Used by Georgian Beauty Companies and Challenges they Face in New Technology Era”.
3.	2021 year – International conference „Challenging the Future of Information System and Digital Business Post Pandemic. Scientific paper: „The Relationship between Job Embeddedness and Career Success”.
4.	2021 year - HubSpot Academy; Certificate in „Content Marketing”
5.	2020 year - HubSpot Academy; Certificate in „Inbound Marketing”
