



## CV

### 1. Personal Information

<b>Surname</b>	Alpaidze
<b>Name</b>	Manana
<b>Mail :</b>	m.alpaidze@seu.edu.ge

### 2. Position and specialty

<b>Position:</b>	✓ Invited Lecturer
------------------	--------------------

### 3. Academic/Scientific decree

<b>Name of the higher education institution</b>	P.Zhgenti state Agro Industrial complex Economics and Management Institute of Georgia
<b>Direction/ Specialty</b>	21.04.2006
<b>Enrollment date</b>	2006
<b>Dissertation defense date</b>	Doctor of economy, Professor.
<b>qualification</b>	Doctor of economy, 005357
<b>Title of the dissertation topic</b>	Issues of state regulation in the conditions of transition to a market economy
<b>Conductor of the theme</b>	Doctor of economy- T. Kunchulia

#### 4. Other education

I			
<b>Name of the higher education institution</b>	Iv. Javakhishvili state university		
<b>Faculty / Specialty</b>	faculty of economics		
<b>Date of the enrollment/Graduation</b>	<b>Beginning (yy)</b>	<b>End (yy)</b>	
	1971	1976	
<b>Qualification</b>	economics-cubernrtics		

#### 5. Professional experience

Date (mm/yy)		Employer	Position / duties
-from	-to		
2018	today	SEU	Invited professor
2011	2018	SEU	Associate Professor
2018	today	Tbilisi Free Academy	full Professor Affiliated (By competition)
2004	2017	USGEORGIA	full Professor
1999	2007	Iv. Javakhishvili's State University Meskheti's branch,	lecturer

#### 6. Scientific-pedagogical experience

Date (mm/yy)		Higher Education Institutions	Study course / Research project	Learning step
-from	-to			
2011	today	SEU	International Management Fundamentals of Marketing Fundamentals of Management	Undergraduate
2007	today	Tbilisi Free Academy	Marketing Complex Marketing Management Branding	Undergraduate

### 7. scientific publications

Date	Topic of the working theme	Scientific Journal	Publisher
2019	Brand and branding	Iveroni	TFA
2018	Trends in social responsibility of the organization	The magazine econ.and fin.	GTU
2018	Aspects of social policy of the buyer-oriented company	SEU and Science №7	SEU
2017	Social directions and management of marketing	SEU and Science №6	SEU
2017	Future and Development Trends in Marketing Management	SEU and Science №4	SEU
2017	Social Responsibility Projects in Corporate Commercial Activities	Inter. Scientific-Practical Conf.	Black Sea Research Instit. of Econ. and Innovat.
2016	Challenges of the economy and social responsibility of Georgian business	SEU and Science №5	SEU
2016	The role of the state in business success	SEU and Science №4	SEU
2016	The era of tourism business in Georgia	SEU and Science №3	SEU