



## CV

### 1. Personal Information

<b>Surname</b>	Nogaideli
<b>Name</b>	Natalia
<b>Mail :</b>	n.nogaideli@seu.edu.ge
<b>Current occupational position</b>	Head of Marketing dep. at Ashley HomeStore Georgia; Marketing Consultant at Cargon

### 2. Position and specialty

<b>Position:</b>	<input checked="" type="checkbox"/> Invited Lecturer
<b>Specialty</b>	Marketing

### 3. Academic/Scientific decree

<b>Name of the higher education institution</b>	Georgian Technical University
<b>Direction/ Specialty</b>	Business Administration;
<b>Enrollment date</b>	2015
<b>Dissertation defense date</b>	present
<b>qualification</b>	<i>Ph.D. Candidate</i>
<b>Title of the dissertation topic</b>	The role of Integrated Marketing Communications in the introduction and development of energy efficient technologies in Georgia
<b>Conductor of the theme</b>	Lela Kochlamazashvili

#### 4. Other education

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<b>Name of the higher education institution</b>	Ilia State University	
<b>Faculty / Specialty</b>	BUSINESS ADMINISTRATION AND MANAGMENT	
<b>Date of the enrollment/Graduation</b>	<b>Beginning (yy)</b>	<b>End (yy)</b>
	2011	2013
<b>Qualification</b>	Master of Business Administration	

#### 5. Professional experience

Date (mm/yy)		Employer	Position / duties
-from	-to		
2020	Present	Ashley Homestore Georgia	Head of Marketing Department
2020	Present	Cargon	Marketing Consultant
2017	2020	Store Chain ZODI	Head of Marketing Department
2014	2017	Store Chain SAGA	Head of Marketing Department
2011	2014	Store Chain SAGA	Marketing Manager
2009	2011	TBC Bank Constanta	Loan Expert

#### 6. Scientific-pedagogical experience

Date (mm/yy)		Higher Education Institutions	Study course / Research project	Learning step
-from	-to			
2019	present	Georgian National University SEU	Marketing Research; Retail and Merchandising	Undergraduate

## 7. Scientific publications

Date	Topic of the working theme	Scientific Journal	Publisher
2020	Pandemic marketing challenges and changes: case of Georgia	SCIENTIFIC JOURNAL OF GEORGIAN NATIONAL UNIVERSITY SEU	Natalia Nogaideli, Guram Sherozia, Davit Chkotua
2019	Efficient use of energy - The main concern of the modern world and the key to a successful future	SCIENTIFIC JOURNAL SOCIAL ECONOMY	Natalia Nogaideli
2018	THE ROLE OF INTEGRATED MARKETING COMMUNICATIONS IN ENERGY EFFICIENT TECHNOLOGIES INTRODUCTION AND DEVELOPMENT	SOCIAL AND ECONOMIC REVENUE	Natalia Nogaideli, Tamar Koblianidze
2017	Energy efficiency as a global issue and Georgia's challenge	SCIENTIFIC JOURNAL SOCIAL ECONOMY	Natalia Nogaideli, Tamar Koblianidze

## 8. Other activities

N	The Name and Description of the Activity
1.	2020 – present: Mentor at “Civil Initiative Knowledge Cafe”'s mentorship program.