



CV

1. Personal Information

| | |
|--------------------------------------|--|
| Surname | Beriashvili |
| Name | Rusudan |
| Mail : | r.berishvili@seu.edu.ge |
| Current occupational position | Head of Business Administration bachelor program |

2. Position and specialty

| | |
|------------------|---|
| Position: | <input checked="" type="checkbox"/> Associated Professor |
| Specialty | Business Administration |

3. Academic/Scientific decree

| | |
|---|--|
| Name of the higher education institution | International Black Sea University |
| Direction/ Specialty | Business Administration |
| Enrollment date | 2016 |
| Dissertation defense date | 2020 |
| qualification | PhD Dr |
| Title of the dissertation topic | Brand Development Modeling of Georgian Qvevri Wine and Its Potential for European Market |
| Conductor of the theme | Kakhaber Djakeli |

4. Other education

| I | | | |
|---|------------------------------------|-----------------|--|
| Name of the higher education institution | International Black Sea University | | |
| Faculty / Specialty | Business Administration | | |
| Date of the enrollment/Graduation | Beginning (yy) | End (yy) | |
| | 2014 | 2016 | |
| Qualification | Master Degree | | |
| II | | | |
| Name of the higher education institution | International Black Sea University | | |
| Faculty / Specialty | Business Administration | | |
| Date of the enrollment/Graduation | Beginning (yy) | End (yy) | |
| | 2010 | 2014 | |
| Qualification | Bachelor Degree | | |

5. Professional experience

| Date (mm/yy) | | Employer | Position / duties |
|--------------|------------|---|--------------------------------|
| -from | -to | | |
| 01/03/2019 | Till today | Ministry of Education, Science, Culture and Sport | Specialist |
| 02/08/2017 | 02/08/2020 | LTD Kakhetian Hazelnut | General Director |
| 2015 | 2020 | JSC Lopota | Marketing Manager/ Shareholder |
| 2015 | 2017 | L.T.D. Refix | Marketing manager |
| 2014 | 2015 | L.T.D. Georgian American High School | English Language Teacher |

6. Scientific-pedagogical experience

| Date (mm/yy) | | Higher Education Institutions | Study course / Research project | Learning step |
|--------------|------------|--|---------------------------------|---------------|
| -from | -to | | | |
| 2020 | 2021 | Telavi Iakob Gogebashvili State University | Assistant Professor | Bachelor |
| 01/02/2021 | Till today | International Black Sea University | Invited Professor | Bachelor |
| 2018 | 2019 | Telavi Iakob Gogebashvili State University | Assistant Professor | Bachelor |

7. Scientific publications

| Date | Topic of the working theme | Scientific Journal |
|------|---|---|
| 2019 | “Awareness and Knowledge to Georgian Qvevri Wine in Poland and the Ways to its Improvement” | <i>Academy of Marketing Studies Journal Vol. 23, Iss. 3, pp. 55-65.</i> |
| 2019 | “The Knowledge to Western Wine Sales Models among Georgian Wineries” | <i>Journal of Business, International Black Sea University, Vol. 8, Iss.1, pp. 15-25.</i> |
| 2019 | “The Role of CSR Policy and Digital Marketing in Georgian Qvevri Wine Brand Development” | <i>Quality Access to Success, Vol. 20, Iss. 3, pp. 59-65</i> |

8. Other activities

| N | The Name and Description of the Activity |
|---|---|
| 1 | “Wine Marketing_ Educational Programms and Employability on a Labour Market”. <i>7th International Research Conference on Education, Language and Literature</i> Tbilisi: Center for Teaching Excellence, pp. 778-785 |
| 2 | “Georgian Qyevri Wine is Opening New Markets in the World”. <i>14th International Silk Road Conference on Globalization: Trends and Perspectives</i> . Tbilisi: International Black Sea University 2019 |
| 3 | “Georgian Qyevri Wine Prospective on Netherlands Market”. <i>13th International Silk Road Conference</i> Tbilisi: International Black Sea University, pp. 111-118 |
| 4 | “The Role of CSR Policy and Digital Marketing in Georgian Qyevri Wine Brand Development”. ASEBUSS International Conference in Bucharest, Romania |
| 5 | ISS_ INTERNATIONAL SUMMER SCHOOL ON LEADERSHIP, Free University |
| 6 | EBS_ INTERNATIONAL SUMMER SCHOOL IN EUROPEAN BUSINESS SKILLS, AMSTERDAM UNIVERSITY OF APPLIED SCIENCE |