



CURRICULLUM VITAE

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EDUCATION AND DEGREES

2011 - PhD in Economics (Marketing), ДКН № 149817, State University of Management, Moscow, Russian Federation

1998 - MSc in Economics № ABM 0025267 State University – Higher School of Economics, Moscow, Russian Federation

1996 – BSc in Engineering ЭБ № 461793 Moscow Aircraft Technology Institute (State University), Moscow, Russian Federation

ACADEMIC EXPERIENCE

January 2012 - present – Associate Professor, School of Management, Marketing Department, National Research University “Higher School of Economics” (NRU HSE), Moscow, Russian Federation

September 2009 - December 2011 – Senior Lecturer, School of Management, Marketing Department, NRU HSE, Moscow, Russian Federation

February 2008 - August 2009 - Senior Lecturer, General School of Management and Institute of Professional Retraining, both NRU HSE, Moscow, Russian Federation

September 2003 – January 2008 - Senior Lecturer, School of Management, Marketing Department, NRU HSE, Moscow, Russian Federation

September 1997 – August 2003 - Lecturer, School of Economics, Department of International Economic Relations, HSE, Moscow, Russian Federation

BUSINESS EXPERIENCE

March 2008 – now – Consultant in Marketing and Branding, Zoloto group, Moscow, Russian Federation

March 2000 - November 2002 – Marketing consultant, Unicon group, Moscow, Russian Federation

PROFESSIONAL DEVELOPMENT PROGRAMS

2006 – Certified tutor of NIMA program

July-August 2003 - Summer School, Diploma on “International Business Strategy,” LSE, London, Great Britain

February 2002 - Certificate of Financial Restructuring and Capital Market Promotion Program, Hanyang University, Seoul, South Korea

October-December 2000 - Certificate of International Faculty Development Program, IESE, University of Navarra, Barcelona, Spain

February 2000 - Certificate of International Management Teachers Academy, IEDC-Bled School of Management, Bled, Slovenia

GRANTS AND AWARDS

'An Impact of Customer Satisfaction on E-retail Companies' Performance' - research grant was supported by The National Research University–Higher School of Economics' Academic Fund Program in 2014;

Grant "Connection between client satisfaction and financial performance in the hotel industry," School of Management, NRU HSE, 2012-2013;

Grant "Analysis of the international expansion opportunities and strategies of the Russian companies," School of Management, SU HSE, 2004-2005

MEMBERSHIP OF PROFESSIONAL BODIES

Member of European Marketing Academy

PUBLICATIONS

Books and book chapters:

- 1 *Marketing Management: textbook for master students. Moscow: Urait, 2015* (co-authored)
- 2 (Book chapters) "Customer satisfaction and loyalty as a basis for a sustainable business formation" and "Measuring customer satisfaction" in *Modern consumer trends and customer satisfaction. – Moscow: INFRA-M, 2013* (co-authored with O.Oyner)
- 3 (Book chapters) "Analysis of customer satisfaction in B2B markets" and "Research of customer satisfaction and loyalty in ROSNO" in *Customer satisfaction measurement: empirical evidence and practice. Moscow: INFRA-M, 2013*
- 4 (Book chapter) International Marketing in *Marketing: textbook for bachelor students. Moscow: Geotar-Media, 2012. 540 c.*
- 5 *Marketing analysis: tools and cases. Collection of case studies and business situations in marketing. - Economist, 2007*, (co-authored with L.Latishova)

Journal articles:

- 1 The relationship of internal marketing and quality management in innovative companies // *Marketing and Marketing Research*, 2010. No 5. pp. 386-394 (co-authored with L.Latishova)
2. An influence of internal marketing on business performance // *Marketing and Marketing Research*, 2009. No 1. pp. 18-29 (co-authored with L.Latishova)
3. Technology of marketing decision making: a case of fitness // *Marketing and Marketing Research*, 2006. No 3. (co-authored with L.Latishova)
4. Managing the process of firm internationalization // *Problems of Management Theory and Practice*, 2003. No.3. (co-authored with I.Kratko)

Working papers, preprints:

1. Panteleeva, Elena K., Oyner, Olga K. Corporate brand values perception gap analysis as an internal marketing management system assessment tool. MAN "Management", NRU HSE, 12/2012.

2. Panteleeva, Elena K., Oyner, Olga K.. Using CLV concept for marketing budgets allocation. MAN "Management", NRU HSE, 11/2012.

CONFERENCE PARTICIPATION AND SEMINARS

1. Panteleeva E. Creation of Unique experience for hostel guests. Seminar “Hostels – new principles of customer relations”, NRU HSE, 2015, Moscow, Russia
2. Panteleeva E., Shamiryan F. Impact of customer experience on customer satisfaction and loyalty in e-commerce settings. 7th International Research Conference “Modern Management: Problems, Hypothesis, Research”, NRU HSE, 2014, Moscow, Russia
3. Panteleeva E., Valvakova E. Panteleeva, Value Co-creation: the New Frontier for Russian Companies. 6th International Research Conference “Modern Management: Problems, Hypothesis, Research”, NRU HSE, 2013, Moscow, Russia
4. Panteleeva E.K. Oyner, O.K. Corporate Brand Values Perception Gap Analysis as an Internal Marketing Management System Assessment Tool. 41st EMAC Conference, ISCTE Business School, 22-25 May, 2012, Lisbon. Portugal
5. Oyner, O.K., Panteleeva, E.K. Measuring Public Satisfaction of Government Programs as a tool of Public Administration. 4th International Research Conference “Modern Management: Problems, Hypothesis, Research”, NRU HSE, 2011, Moscow, Russia
6. Oyner, O.K., Panteleeva, E.K. Using CLV concept for marketing budgets allocation. 40th EMAC Conference, University of Ljubljana, 25-27 May, 2011, Ljubljana, Slovenia
7. Panteleeva E.K., Soustin N. Building internal marketing system within the company: conceptual approaches and business practice, 3rd International Research Conference “Modern Management: Problems, Hypothesis, Research”, NRU HSE, 2010, Moscow, Russia

OTHER FORMS OF INTELLECTUAL CONTRIBUTION

Reports:

1. Russian Financial-Industrial Groups: Positive or Negative Power // Country Report on Financial Restructuring and Capital Market Promotion for Russian Officials, 2002

Cases:

1. Case “Long route in the dunes: Camel brand repositioning”, 2006

Other:

1. Teaching materials for the case “Long route in the dunes: Camel brand repositioning”, 2006

LANGUAGES

Russian (native), English (fluent)

HOBBY

Theatre, traveling