

CURRICULUM VITAE

OLGA A. TRETYAK



Tenured Professor, Ph.D. in Economics & Management,

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PERSONAL DATA

Date of Birth: *10.10.1949*

Citizenship: *Russian Federation*

EDUCATION AND DEGREES

1993 – PhD in Economics&Management Doctoral Dissertation ДТ № 018132 Saint-Petersburg State University, Saint-Petersburg, Russia

1983 – PhD in Economics (Mathematical Modeling in Economics), ЭК№ 014577, Leningrad (Saint-Petersburg) State University, Leningrad, USSR

1969 – 1974 – B.A./M.A (Specialist) in Economical Cybernetics, Diploma Я№663798, Leningrad (St. Petersburg) State University, Leningrad, USSR

LANGUAGE SKILLS

Language	Reading	Speaking	Writing
<i>English</i>	5	5	5
<i>Russian (native)</i>	5	5	5

TEACHING AND RESEARCH INTERESTS

Strategic Marketing

Interfirm Relationships

Marketing Theory

Relationship Marketing

Marketing metrics

Customer orientation and metrics

Business Models

ACADEMIC EXPERIENCE

September 2004 part time, September 2006 - present – Full Professor, Head of Strategic Marketing Department, National Research University Higher School of Economics, Moscow, Russian Federation

September 1997 - September 2006 – Full professor, Department of Economy of the Firm, Faculty of Economics, Head of master's program in Marketing, Moscow State University, Moscow, Russian Federation

September 1993 – September 1997 – Full Professor, Department of International Affairs, Faculty of Economics, Saint-Petersburg State University, Saint-Petersburg, Russian Federation

September 1988 – September 1993 – Associate Professor, Leningrad State University, Leningrad, USSR

September 1982 – September 1988 - Assistant Professor, Department of Economical Cybernetics, Leningrad State University, Leningrad, USSR

September 1977 - September 1982 - Researcher Laboratory of Economics and Mathematical Methods, Leningrad State University, Leningrad, USSR

DOCTORAL THESES SUPERVISED

10, during the last 10 years

Popov N.I. *Evaluation of the Interfirm Relationships Results: Marketing Approach. Ph.D. in Economics. Thesis defense took place in 2010, Saint-Petersburg State University, Higher School of Management, Saint-Petersburg, Russian Federation*

Pasutin I.B. *Forming Interfirm Relationships in Supply Chains. Ph.D. in Economics. Thesis defense took place in 2002, Moscow State University, Faculty of Economics, Moscow, Russian Federation*

Sobolev N.A. *Marketing Strategy. Ph.D. in Economics. Thesis defense took place in 2002, Moscow State University, Faculty of Economics, Moscow, Russian Federation*

Rozjgov A.G. *Customer orientation: steps to evaluate and to enhance customer orientation of the company. Thesis defense took place in 2012. Faculty of Management, Higher School of Economics, Moscow*

BUSINESS EXPERIENCE CONSULTING PROJECTS

1994 – **Credit Union** strategy development. Project supported by World Bank

1997 – Moldova, participation in research and workshop activity as an expert in the program, supported by World Bank

1999 – **UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (Vienna):** expert on Economies in Transition: inter-firm networks and clusters relationship, new perspective of marketing strategy

2001, 2002, 2003 – **ABB Avtomatizatsiya:** Expert in strategy and training program development

2000 till now – **L'OREAL:** Expert in Brand Storm & Marketing Strategy Competition

2005 – **Airport "Domodedovo" (Henley):** Corporate Training Program in Strategy and Marketing

2007 – **VTB bank:** Corporate Training Program in Brand Management

2008 – 2010 **Construction Firms:** International consultancy-research project STROI NETWORK

2010 – **MGTS:** Developing methods for evaluation of marketing results

2011- **DSA (Direct Sale Association)** Direct seller's analysis.

2012 – Small and medium business analysis in forms of non-store trade.

2014 Direct sale as a business model: core bloc's development

RESEARCH PROJECTS

2006-2007 – *How to develop and organize the research activity. The Head of Innovative Educational Project: **Network of Excellence** “Development of Interfirm Cooperation: Networks and Relationships” designed and organized **within the framework of the newly forming European Higher Education Area.***

2008-2009 – *International research project «**STROI Network – Business Networks in Russia**»*

2008-2009 – *International research project «**Foundations of Fairness**»*

2011 – *Peculiarities and tendencies in development of non retail commerce in Russia (Comity of Market Development, Chamber of Commerce & Industry)*

2011 – 2012 – *Contemporary Marketing Practices, International research project*

2011-2012 *BOAT Intellectual Networks and Their Impact on Integration between Science, Education and Business, International research project*

2012-2013 *International research project Contemporary Marketing Practices*

2014 –2015 *Business models: evaluation and development*

PROFESSIONAL DEVELOPMENT PROGRAMS

(last five years)

April 2010 – EIASM, 4th Workshop on market driven supply chains, Brussels, Belgium

GRANTS AND AWARDS

GRANTS:

- 1) *Participation in preparing and holding joint Soviet-Italian Seminar in Marketing Management. SDA Bocconi Scuola Didirezione Aziendale Dell Bocconi. Milan,Italy and Leningrad, International Universita Luigi Management Institute,1990;*
- 2) *Participation in developing the joint program for establishing business education in St.Petersburg State University. Haas School of Business, University of California, Berkeley, 1992;*
- 3) **Fulbright Scholarship, Fulbright Grant.** *Teaching / research program. College of Business Administration, University of Nebraska-Lincoln, 1993-1994;*
- 4) *Participation in preparing and holding joint Russian Sweden Seminar in Marketing in Insurance. IFU (Sweden Educational and Training Institute of Insurance), Institute of Insurance, St.Petersburg, Russia-Sweden:Stockholm, Sicentific adviser,1994-1995;*
- 5) **The Rockefeller Foundation Grant.** *Residency in Bellagio Study & Conference Centre to work on study «Development of Market-Oriented Retailing and Distribution in Russia», 1995;*
- 6) *Participation in joint research program (IMP GROUP) Relationship Marketing. Uppsala University.Department of Business Studies, 1997;*
- 7) *Participation in developing and lecturing (as a guest professor) the special course "International & Baltic Marketing", Fachhochschule Stralsund Business School, Germany: Stralsund, 1998;*

- 8) UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION, expert on *Economies in Transition: networks and clusters relationship, new perspective of marketing strategy*, Austria: Vienna, 1999;
- 9). *Support the Innovations in Higher Education*, **World Bank grant** Professional mobility within the period of writing new text book in marketing and strategy Canada, Toronto University, 2001;
- 10) *Support the Innovations in Higher Education*, **World Bank grant**. Professional mobility for new course development. England Reading University and Warwick Business School, 2002;
- 11) **Soros Foundation grant**. New course development for PhD program “Theories of Marketing”, Haas School of Business, University of California, Berkeley, 2005;
- 12) “The Impact of Client Orientation on the Innovation Development of Russian Companies”, Saint-Petersburg State University, Graduate School of Management 2011;
- 13) “Methodology of Forming Managerial Techniques for Development of Client-Oriented of the Russian Companies” 2011-2013

AWARDS:

- 2007-2009 Special awards “For the academic successes and a contribution to scientific reputation GU-VShE”
- 2009-2011 Special awards “For the academic successes and a contribution to scientific reputation GU-VShE”
- 2009 - «Certificate of Honor» from the Ministry of Education and Science of Russian Federation.
- 2013 – Ordinary (Distinguished) Professor of National Research University – Higher School of Economics

MEMBERSHIP OF PROFESSIONAL BODIES

- Member of EMAC (European Marketing Academy Conference)
- Member of ELASM (The European Institute for Advanced Studies in Management)
- Member of AMA (American Marketing Association)
- Member of IMP (Industrial Marketing and Purchasing Group)
- Member of Academy of Management
- Member of Editorial Board of the *RUSSIAN MANAGEMENT JOURNAL* (<http://www.rjm.ru>)
- **Chairman of the State Diploma Committee on Marketing master’s program**, Moscow State University
- **Chairman of the State Diploma Committee on specialization –“Marketing”**. Higher School of Management, **St. Petersburg State University**
- The member of three **Scientific Boards (National Research University Higher School of Economics)**.
- Member of Higher Expert Committee (Ministry of Education)

PUBLICATIONS

More than 200 publications, including

Books:

1. Marketing: Interaction Between Production, Trade, and Consumption, St.Petersburg, 1992.-160 p.
2. General Marketing. Text book. St.Peterburg, 1993.-156 p.(co-authored).
3. Marketing in Practice (case studies). St.Petersburd, 1992.-100 p.(co-authored)
4. Marketing: new perspectives of management models. M. 2005. - 403 p.
5. Marketing: new perspectives of management models. Second ed. M 2009. – 415 p.

Chapters in books:

1. International Marketing // International Economic Relations. Problems and Tendencies,1990
2. Marketing Strategy in Railway Managing. // Railway to Market, 1994.
3. Advertising in Russia. In “Advertising Worldwide”. Springer.2001.P 185-222.
4. An Enterprise’s Market Policy //Russian Industry: Institutional Development, 2002. Moscow.P.112-135
5. Relationship Marketing: New Direction of Marketing Development // Relationship Marketing: Concept, Strategy and Efficiency. 2009. St.Petersburg. P.75-93
6. [Network Strategies of Hospitality Companies in Emerging and Transitory Economies: Evidence from Russia](#) //Service Science Research, Strategy and Innovation: Dynamic Knowledge Management Methods. Hershey, Pennsylvania (USA): IGI Global, 2012

Journal articles:

1. Potential Contributions of Marketing and Government for Small Food Distribution Firm Development in CIS Nations. “Agribusiness”. March/April 1995.V11,N2 USA
2. New Step in Evolution of Marketing Management Concept "Russian Economic Journal" № 10 1997.
3. Russian Firms in Network Perspective: Analyses & Tendencies. 10 Ilmenarer Wirtschaftsforum 1997.
4. Network Marketing – New Level in Evolution of Marketing Management Concept. Journal about Advertisement “YES!” № 4 1998/99
5. Brand Equity: Content, Value and Management. “Brand Management” №2. 2001
6. Network Forms of Inter-firm Cooperation: Approaches to Explanation of the Phenomena. RUSSIAN MANAGEMENT JOURNAL V.1 №2. 2003.
7. Developing relationships with suppliers in Russia: a network perspective// Industrial Organization №4. 2005.
8. Firm Transformation into Network Organization: on the example of R&D Externalization Process RUSSIAN MANAGEMENT JOURNAL V. 4. №4. 2006.
9. Marketing Evolution: Steps, Priorities, Conceptual Base, Dominant Logic RUSSIAN MANAGEMENT JOURNAL V. 4. №2. 2006
10. The New Base for Development of the Demand Chain Management Concept. RUSSIAN MANAGEMENT JOURNAL V.6.№4,2008.
11. The Peculiarities of the Relation View on Strategic Management RUSSIAN MANAGEMENT JOURNAL V.7. №3, 2009
12. **Explaining scientific networking with b2b theories: the cases from the EU and Russia.** Journal of Business & Industrial marketing 2009. 24/5/6. 408-420

13. Client Lifetime Value: One of the Key Relation Marketing Idea Development // Russian Journal of Management, 2011.№3. P. 55-68
14. Evaluation of marketing performance on the base of client's flow // Russian Journal of Management, 2012.№1.
15. **Customer flow: evaluating the long-term impact of marketing on value creation** O.A. Tretyak // Journal of Business & Industrial Marketing, 2013. T. 28. № 3. P. 221—228
16. Invited Editor of Journal of Business & Industrial Marketing. Inter-firm relationships in Russia: responding to new challenges Emerald Group Publishing Limited, 2013. T. 28. 103 c. Editorial P.163-166.
17. Relationship paradigm of contemporary marketing// Russian Journal of Management, 2013 T 11. P.№1. P.41-62
18. Economic factors of low firm's customer orientation in BRICS. (2014) Russian Journal of Management T.12, №1, P.109-138.
19. Business models: Main directions of research and in searching the core stones of the concept. (2014). Russian Journal of Management.T.12, №3 P.100-130.
20. Contemporary marketing practices in Russia: results of empirical research (2015) Russian Journal of Management T.13,№1. P.3-26

CONFERENCE PARTICIPATION AND SESSION CHAIRING (Some of participation during last five years)

1. *43 Annual EMAC (European Marketing Academy Conference), «Paradigm Shifts & Interactions» Valencia (Spain), 2014 Paper presentation **CONTEMPORARY MARKETING PRACTICES IN RUSSIA: TRANSACTIONS, RELATIONSHIPS AND INTERACTIONS. EVIDENCE FROM EMPIRICAL RESEARCH.***
2. *2014 (July) Global Marketing Conference at Singapore, Paper presentation **INSIGHTS ON CONTEMPORARY MARKETING PRACTICES IN RUSSIA: EVIDENCE FROM EMPIRICAL RESEARCH,** and Session chairing*
3. *2014 (July) Global Marketing Conference at Singapore, paper presentation **Economic antecedents of low customer orientation level of firms in the BRICs***
4. *2014 August AOM (Academy of Management) Annual Meeting of the Academy of Management, Филадельфия, США. Paper presentation «**CUSTOMER INVOLVEMENT AND VALUE PROCESS: IN SEARCH OF INTERDISCIPLINARY CORE STONES OF BUSINESS MODEL'S CLASSIFICATION AND FURTHER VALUATION**»*
5. *Maastricht University Joint conference of Maastricht University and Higher School of Economics “The role of PhD education in the knowledge society: Dutch and Russian approaches for the 21 st century 2-3 December 2013 Presentation «**New challenges of XXI century : How grow up modern teacher-researcher**»*
6. *2013 Summer Marketing Educators' Conference “Innovating and Collaborating in a Global Marketplace”. American Marketing Association August 9-11. 2013 Boston. USA «Contemporary Marketing Strategies in Russia: Evidence from Using New Metrics and Indicators», paper presentation and session chairing.*
7. *2013. IMP Confernce (Industrial Marketing & Purchasing Group) “Building and Managing Relationships in a Global Network: Challenges and Necessary Capabilities” IMP (Industrial*

- Marketing & Purchasing Group) August 29 2013. Atlanta USA, "Contemporary Marketing Practices in Russia: From Transactional to Relationship Approach".*
8. 2013. 4th EMAC CEE Regional Conference *Marketing Theory Challenges in Emerging Societies. 25-27 September 2013. St. Petersburg. Russia. «Contemporary marketing practice and metrics in Russia».*
 9. 17-19.08.2012 *AMA Summer Marketing Educators Conference Chicago, USA*
 10. 03-07.08.2012 *Academy of Management "The Informal Economy" Boston, USA*
 11. 12-14.2012 – *International Conference in marketing. Indian Institute of Management, Lucknow (New Delhi)*
 12. 4.04.2012 – *Consumer 360, Nielson, Moscow*
 13. 23-24.11.2011 – *4th International research conference "Modern Management: Problems, Hypothesis, Researches", National Research University "Higher School of Economics", Moscow*
 14. 30.08-03.09.2011 - *27th Annual Conference of the IMP Group. THE IMPACT OF GLOBALIZATION ON NETWORKS AND RELATIONSHIP DYNAMICS, Glasgow UK*
 15. 5-7.08.2011 – *Summer Marketing Educators' Conference 2011, American Marketing Association, San Francisco, USA*
 16. 15.06.11 – *Meeting of Chamber of Industry & Commerce "The results of the research on non retailer commerce sector. Moscow*
 17. 23.04.2011 – *International scientific conference "Sustainable development of Russian regions" Yekaterinburg*
 18. 5-7.04.2011 – *XII International research conference "Modification of the Economy and Globalization", Moscow*
 19. 25-26.11.2010 – *3rd International research conference "Modern Management: Problems, Hypothesis, Researches", Higher School of Economics, Moscow*
 20. 24-25.09.2010 – *1st EMAC Regional Conference Marketing Theory Challenges in Emerging Societies, Budapest, Hungary*
 21. 7-9.04.2010 – *XI International research conference "Modification of the Economy and Globalization", Moscow*
 22. 24-25.04 2010 - *4TH WORKSHOP ON MARKET DRIVEN SUPPLY CHAINS BRUSSELS, BELGIUM*
 23. 25-26.11.2009 – *2nd International research conference "Modern Management: Problems, Hypothesis, Researches", Higher School of Economics, Moscow*
 24. 07-12.12.2009 – *First Russian Congress in Economy, Moscow*
 25. 16-19.09. 2009 - *17 International Colloquium in Relationship Marketing "Building bridges connects people" Maastricht University. Department of Marketing & Supply Chain Management. Maastricht*
 26. 26-30.05.2009 – *38th EMAC "Marketing & the Core Disciplines", Audencia, Nantes, France*
 27. 1-3.04.2009 – *X International research conference "Modification of the Economy and Globalization", Moscow*
 28. 26.03.2009 – *International Research Seminar "Innovations in Russian Companies", GSOM, Saint-Petersburg*
 29. 2.03.2009 – *Research Seminar "Perceived Value of Key Account Relationships - An Emerging Theory-in-Use", GSOM, Saint-Petersburg*