

Aleksandra Sazhina

Email: alexandra.perm@gmail.com

Education

2009 – 2010

MSc Marketing (obtained with distinction)
Glasgow Caledonian University

Modules include: Organisations and the Business Environment, The Marketing Challenge of International Business, Consumer Behaviour, Integrated Marketing Communications, Marketing Planning and Strategy

Dissertation: Evaluation of Attitudes amongst Generation Y towards Word of Mouth through Social Networking Websites as a Communication Tool

2004 – 2009

BA History
Perm State University, Russia

Modules include: History of Russia, International History, Tourism, Regional Tourism, Research Methodology and Ethnology, Psychology, Sociology, Politics

Experience

September 2012 – Present time

PhD Student, lecturer, Higher School of Economics University, Faculty of Management, Department of General Management, Perm, Russia

Duties and responsibilities:

- Carrying out the research on Place Marketing
- Design and delivery of lectures on Branding and Brand Management for the 1st year Masters Students
- Designing and conducting seminars on Place Marketing for the 2nd year Masters Students

2011 – 2012

Assistant Researcher, Centre of Applied Economics, Russia

Projects:

- Comprehensive monitoring of tourism industry of Perm Region
- Monitoring of the economic, social and marketing effects of the "White Nights" festival in Perm

February - March 2010

Marketing Assistant, Action for Children, Glasgow, UK

Duties and responsibilities:

- Marketing research, which included carrying out research on the largest Scottish companies and mass events
- Supporting and facilitating mass participation events, such as Woman of Influence Award and Zip Slyde
- Working with CRM database to design invitations for participating in such mass events as the Woman of Influence Award and Zip Slyde
- Liaising with participants, visitors and sponsors via telephone, e-mail and face-to-face
- General office administration: filing and dealing with enquiries

Conference items

- **Актуальность изучения полезности жителей в территориальном маркетинге (2014)** [*Urgency of Researching the Residents Equity in Place Marketing*]. Paper presented at the International Scientific Conference «City as a challenge», Perm, Russia.
- **Development of a Methodology for Measuring the Residents Utility within Place Marketing (2014)**. Paper presented at Interregional Place Branding Conference, Lubeck, Germany.
- **Development of a Loyalty Measurement Model for City Branding (2013)**. Paper presented at the 4th International Colloquium on Place Brand Management: Strategic Marketing of Cities, Regions and Nations, Aosta, Italy.
- **Сегментация жителей как основа измерения удовлетворенности местом (2013)** [*Residents Segmentation as a Place Satisfaction Measurement Basis*]. Paper presented at All-Russia Scientific and Practical Conference «City as style: formation of a modern urban identity in Russia», with International Participation, Perm, Russia.
- **Значимость «привязанности к месту» для повышения конкурентоспособности городов (2013)** [*The Significance of Place Attachment in the Cities Increasing Competitiveness*]. Paper presented at the International Scientific and Practical Conference «Social, Economic and Cultural Challenges of the XXI Century», Perm, Russia.
- **Разработка плана интегрированных маркетинговых коммуникаций для Молодежного Межнационального Форума Пермского края (2012)** [*Development of Integrated Marketing Communications Plan for the Youth Forum*]. Paper presented at the 5th Annual International Conference «Modern management: issues, hypotheses, research» Moscow, Russia.

Publications

- Хамадиева (Сажина) А. И. Актуальные подходы к пониманию лояльности для территориального маркетинга // Маркетинг в России и за рубежом. 2013. № 6. С. 89-100.
- Аликина Е. В., Хамадиева (Сажина) А. И. Модель рекомендательного поведения потребителей услуг туристических компаний // Маркетинг и маркетинговые исследования. 2013. № 4. С. 292-303.

Key skills and qualities

- Research skills
- Communication skills
- Teamwork and organisational skills
- Commercial awareness and budgeting skills
- IT skills (SPSS, Stata, Atlas.ti and Microsoft Office)

Research interests

- Place Marketing
- Regional Economy
- Segmentation in Place Marketing

References

Available upon request