

**Irina Shafranskaya**

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**Education and Qualification:**

Graduate: 2001 - Economic Theory, Perm State University, Russia

2002 - Linguistics, Perm State University, Russia

Post-graduate: 2006 - Candidate of Sciences (analogue of PhD) Management

Research Internships:

2004 – Scientific Training Program for PhD Students, Manchester Metropolitan University, UK

2012 – Short-term program at the Institute of Place Management, London, UK

2012 – Stockholm University Business School, Marketing Department, Metropolitan branding group

2013 – Business Strategies in Global Environment, Essex University, UK

**Research skills:**

- research reports preparation (mostly in Russian)
- data compilation and analysis (Excel, SPSS)
- event planning (summer schools, conference etc.)
- special field of expertise – Russian cities

**Conferences:**

2011 – International Place Branding Conference, Bogota, Columbia. “City Image as the Basis for Strategic Planning of City Development”

2011 – International Colloquium on Place Management, Marketing and National Branding, Lincoln, UK. “Creative Class prefers a Special City – is it True?”

2012 – 2<sup>nd</sup> International Place Branding Conference, Utrecht, Netherlands. “City: Utility, Measurability, Preferrability”

2013 – 3<sup>rd</sup> International Place Branding Conference, Manchester, UK. “Moving from Strategy to Tactics: City Intervention and its Insights”

2013 – 4<sup>th</sup> Regional European Marketing Academy Conference, Russia. “Multi-attribute Products Utility: an Approach to Measuring for the Real Estate Market”

2013 – International Conference “Positioning Cities”, Beijing, China. “Creative is Attractive: is it Triu for Russian Cities?”

2014 – Global Marketing Conference, Singapore. “Competing with Free: the effects of Movie Piracy on Box-office Revenue”

**Publications:**

Shafranskaya I. N., Potapov D. An empirical study of consumer-based city brand equity from signalling theory perspective // *Place Branding and Public Diplomacy*. 2014. Vol. 10. No. 2. P. 117-131.

Shafranskaya I. N. Moving from tactics to strategy: city intervention practices and their strategic insights, in: *The Business of Place: Critical, Practical and Pragmatic Perspectives*. Manchester : Manchester Metropolitan University, 2013. P. 186-193.

Shafranskaya I. N., Potapov D. City: Utility, Measurability, Preferability, in: *International Place Branding Conference Special Edition: Roots – Politics – Methods Conference Proceedings*. Manchester : The Institute of Place Management, 2012. P. 225-236.