



Sergey Alexandrovskiy

Associate Professor

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Personal data:

Date of birth: 08.12.1983

Nationality: Russian federation

Language skills:

Business English (upper intermediate)

General English (upper intermediate)

Education and Degrees:

2006-2010 / Candidate of Sciences (PhD) in Economics and National Economy Management, Nizhny Novgorod State University of Architecture and Engineering, Nizhny Novgorod, Russia

2001-2006 / Marketing management specialist, diploma with honors, State University Higher School of Economics, Nizhny Novgorod, Russia

Training and professional development:

2014 / General English, National Research University Higher School of Economics

2012 / General English, National Research University Higher School of Economics

2011 / International summer school on entrepreneurship & Technology venturing, the Dutch institute of knowledge intensive entrepreneurship (NIKOS), University of Twente, Netherlands

2011 / Design of web surveys (instructor - Mick P. Couper, University of Michigan, USA)

2010 / Commercialization of innovations: best practices (workshop), Entrepreneurial center of NUS, National University of Singapore, Singapore

2009 / Business English, National Research University Higher School of Economics

Professional interests (teaching and research):

Branding, Marketing communications

Courses:

Brand management (in English)

Advertising strategy (in English)

Contemporary marketing tools (research seminar)

Academic experience:

National Research University Higher School of Economics

2015-till now / Master's Programme Academic Supervisor: Marketing

2012-till now / Associate Professor, Department of Marketing

2010-till now / Expert, «Innovative Systems Management» Laboratory

2013-2014 / Analyst, "Contemporary marketing practices in Russia" (HSE research group)

2009-2012 / Senior Lecturer, Department of Marketing

2007-2009 / Lecturer, Department of Marketing

Training experience (as trainer):

2012 / Social media marketing, OAO «Rostelecom», Nizhny Novgorod, Russia

2012 / Marketing tactics for small- and medium-sized businesses, International Youth Forum «Seliger», Tver oblast, Russia

2011 / Market research for new products, Youth Innovative Business Forum «Povoljie» (Volga), Nizhny Novgorod, Russia

2010-2014 / Marketing of innovations: research and communications (The Presidential program for managers), Nizhny Novgorod, Russia

Business experience / Market research / Consulting:

2014-2015 / Brand image and advertising research (for car dealer "Nizhegorodets"), analyst, marketing consultant

2013 / Customer segmentation on b2b market of cloud services in Russia (for "OOO Mega-N"), expert, analyst

2013 / HSE project group "International market analysis for "OOO DiSiCon", project manager, analyst

2013 / Design of franchise offer (for "DIVO" development center for kids), marketing consultant, analyst

2013 / Brand design (for manufacturing company «Woodflex»), marketing consultant

2013 / Promoting loyalty program (BTL campaign, focus group study) (for car dealer "Nizhegorodets"), project manager, marketing consultant

2012 / Brand image research (for car dealer "Nizhegorodets") analyst, marketing consultant

2011 / Consulting innovative small- and medium-sized businesses (for residents of «NIBI» / «CLEVER» business incubator), marketing consultant

2011 / Freon market research in Volga Federal District (for "ZAO Promcomplekt-NN), analyst, marketing consultant

2011 / Study of barriers to innovative entrepreneurship in Nizhny Novgorod (research of project laboratory "Innovative systems management"), project manager, analyst

2011 / Competitive study of National Research University Higher School of Economics in Nizhny Novgorod, project manager, analyst

2010 / Study of barriers to innovative behavior of employees (for "OAO VMZ", Vyksa Steel Works, Vyksa, Russia), project manager, analyst

2008 / Market research for new service (for telecommunication company «Mega-NN», Nizhny Novgorod, Russia), project manager, analyst, marketing consultant

Grants:

2014 / "Imitation-based strategies of innovative companies", Faculty of Management, National Research University Higher School of Economics.

2013 / "Contemporary marketing practices in Russia" (HSE research group), National Research University Higher School of Economics.