

CURRICULLUM VITAE

VERA A. REBIAZINA

PhD, Associate Professor
Strategic Marketing Department
Faculty of Management
National Research University “Higher School of Economics”
33, Kirpichnaya str., off. 730, Moscow 105187, Russia



CONTACT INFORMATION

Personal Page: <https://www.hse.ru/org/persons/35825528>

Mobile: +79031171113

E-mail: rebiazina@hse.ru

PERSONAL DATA

Date of Birth: 23.01.1986

Citizenship: Russian Federation

SHORT BIO

Vera Rebiazina, PhD, is an Associate Professor at Strategic Marketing Department, National Research University “Higher School of Economics”, Moscow, Russia. Ms. Rebiazina holds her PhD degree in Economics from Graduate School of Management, Saint-Petersburg State University, Saint-Petersburg, Russia. Her research interests include marketing, consumer behavior, marketing strategies in emerging markets, innovation marketing, e-commerce and relationship marketing. Vera Rebiazina is a member of American Marketing Association (AMA), European Marketing Academy (EMAC) and GAMMA (Global Alliance of Marketing & Management Associations). Vera Rebiazina is the National representative of Russia at the EMAC. She has managerial experience through realization of successful consulting projects for such leading companies as L’OREAL, Nokia, Nielsen and Sberbank. Vera Rebiazina is the author of more than 40 publications in the leading Russian and international scientific journals (including 4 publications in Scopus/Web of Science, 3 book chapters, and 10 publications in RSCI – Russian Science Citation Index).

EDUCATION AND DEGREES

2008 – 2011 – PhD program in Marketing, Saint-Petersburg State University, Graduate School of Management, Saint-Petersburg, Russian Federation

2006 – Exchange student, Business Administration, Corvinus University of Budapest, Hungary

2003 – 2008 – Specialist Program, Marketing Manager Diploma with honors, Saint-Petersburg State University, Graduate School of Management, Saint-Petersburg, Russian Federation

LANGUAGE SKILLS

English – fluently

French – basic

Russian – native

TEACHING AND RESEARCH INTERESTS

- ❖ Marketing strategy / Marketing strategy in emerging markets
- ❖ Consumer Behavior
- ❖ Marketing research
- ❖ B2B marketing and Relationship Marketing
- ❖ Innovation Marketing

TEACHING PROGRAMS

- ❖ **Master Program in Marketing**, Faculty of Business and Management, NRU HSE
- ❖ **AMIB – Advanced Master in International Business**, International Institute of Administration and Business, NRU HSE
- ❖ **PhD Program in Management**, Faculty of Business and Management, NRU HSE

VIDEO COURSE

Marketing course – Russian National Open Education Platform

<https://openedu.ru/course/hse/MARK/>

ACADEMIC EXPERIENCE

March 2013 – present – Associate Professor – Strategic Marketing, Department of Management, National Research University Higher School of Economics, Moscow, Russian Federation

March 2013 – June 2015 – Leading Specialist, Research Center, Sberbank Corporate University

September 2011 – March 2013 - Senior Lecturer – Strategic Marketing, Department of Management, National Research University Higher School of Economics, Moscow, Russian Federation

February 2012 – present – Senior Researcher, Department of Management, National Research University Higher School of Economics, Moscow, Russian Federation

September 2009 – June 2012 – Assistant Professor, Department of Marketing, Saint-Petersburg State University Graduate School of Management, Saint-Petersburg, Russian Federation

February 2009 – June 2010 – Visiting Researcher, Lappeenranta University of Technology, Lappeenranta, Finland

November 2009 – February 2012 – Researcher and Manager, Center for Strategic Marketing and Innovations, Saint-Petersburg State University Graduate School of Management, Saint-Petersburg, Russian Federation

BUSINESS EXPERIENCE & CONSULTING PROJECTS

2008 – **L'OREAL**: Developing marketing strategy for REDKEN in Russia (Marketing Department, Russia)

2009 – **NOKIA**: Increasing customer loyalty in case of device failure (Global Offering Department, Finland)

2009 – **SAP**: Performance measurement of research departments in ICT companies (SAP Research Center, Germany)

2010 – **NOKIA**: Developing on-line retail strategy on Russian Market (Nokia Eurasia, Russia)

2010 – **MTS**: Monitoring system of customer satisfaction for corporate clients (MTS Saint-Petersburg)

2011 – **NOKIA**: Developing relationship strategy for improving cooperation with applications developers (Nokia Eurasia, Russia)

2011 – **L'OREAL**: Developing marketing strategy for KERASTASE brand (Marketing Department, Russia)

2012 – **NIELSEN**: Developing employer brand strategy for the Nielsen Company (Nielsen Europe and CIS)

2013 – **CROCS**: Developing marketing strategy for the international brand in the Russian market

2014 – **Sberbank Corporate University**: Developing the Strategy for the Sberbank Corporate University development

2015 – **Yuit Dom**: Developing Customer orientation in the Russian Market

2015 – **NIELSEN**: Competitor analysis in the ad-hoc consumer research (Nielsen, Russia)

2016 – **Industrial Park Levoberezhnyy**: Developing the promotion strategy in the Russian Market

PROFESSIONAL DEVELOPMENT PROGRAMS

July 2014 – **Mixed Methods Research Strategy: Integration Qualitative and Quantitative Methods**, National Research University “Higher School of Economics”, Moscow, Russia

May 2014 – **Developing Academic Writing Skills**, National Research University “Higher School of Economics”, Moscow, Russia

May 2011 – **EDEN PhD Seminar on Economics and Management of Innovations**, Milan Polytechnic University, Milan, Italy

August 2010 – **Summer School 2010 “Behavioral Economics and Economic Psychology (Study program for academic development)”** IAREP/SABE/ICABEEP, Moscow, Russian Federation

January 2010 – **Open Innovation & Business Model Seminar**, ESADE, Barcelona, Spain

GRANTS & AWARDS

GRANTS:

- 1) **“Innovativeness in Russian Companies: Marketing perspective”** (Russian Humanitarian Scientific Foundation) (2007-2009)
- 2) **“Interfirm Cooperation and Innovativeness of Russian Companies”** (mutual project with Academy of Finland, Lappeenranta University of Technology) (2008-2009)
- 4) **“Innovation Radar” as a multifunctional tool of measuring the innovation activities of Russian companies** (as a part of Federal Target Program “Academic and teaching staff of Innovative Russia” for 2009-2013) (2010-2011)
- 5) **“The Impact of Client Orientation on the Innovation Development of Russian Companies”**, Saint-Petersburg State University, Graduate School of Management (2011)
- 6) **“Methodology of Forming Managerial Techniques for Development of Client-Oriented of the Russian Companies”**, Saint-Petersburg State University, Graduate School of Management (2011-2012)
- 7) **“Contemporary Marketing Strategies in Russia”**, National Research University “Higher School of Economics” (2013-2014)
- 8) **“The Role of Customer Orientation in Creating Competitive Advantage in the Russian E-commerce Market”**, National Research University “Higher School of Economics” (2016-2017)

AWARDS:

- 1) **The Best Professor**, National Research University Higher School of Economics, Moscow, Russia (2015)
- 2) **Academic Premium «Staff Reserve»** in the category «New Professors», National Research University Higher School of Economics, Moscow, Russia (2012-2013)
- 3) Winner of the competition organized by the Fund of Educational Innovations in the category “New educational practicum” (spring 2012)
- 4) **Academic Premium for Academic Excellence**, National Research University “Higher School of Economics”, Moscow, Russia (2012 – 2013; 2013 – 2014; 2014 – 2016)

MEMBERSHIP IN THE PROFESSIONAL ORGANIZATIONS

Since 2015 - Representative of Russia at EMAC

Memberships:

- Member of EMAC (European Marketing Academy Conference) since 2008
- Russian Re
- Member of EIASM (The European Institute for Advanced Studies in Management) since 2010
- Member of AMA (American Marketing Association) since 2011
- Member of ISPIM (International Society for Professional Innovation Management) since 2012
- Member of GAMMA (Global Association of Marketing Management) since 2014

PUBLICATIONS

More than 40 publications, including 4 publications in Scopus/Web of Science, 3 book chapters, and 10 publications in RSCI – Russian Science Citation Index:

Journal articles in English (Scopus/Web of Science, peer reviewed):

1. Rebiazina V. A., Tsybina E. Managing portfolios of interconnected customers: evidence from Russian B2B market // Journal of Business & Industrial Marketing. 2013. Vol. 28. No. 3. P. 229-239.
2. Rebiazina V. A., Smirnova Maria, Moreva I. Transforming industry landscape in response to the transition of the economy - the case of the Russian bakery industry // Trziste. 2014. Vol. 26. No. 1. P. 23-44.

Book chapters in English (Scopus):

1. Rebiazina V. A., Smirnova M., Podmetina D., Volchek D. Uncovering Driving Forces for Better Product Innovation: Have Russian Firms Learned to Balance the Focus on Internal and External Partners?, in: Adoption of Innovation. Balancing Internal and External Stakeholders in the Marketing of Innovation. Switzerland : Springer International Publishing, 2015. doi Ch. 12. P. 197-222.
2. Rozhkov A. G., Smirnova M. M., Rebiazina V. A. Customer orientation in emerging markets: concepts and empirical tests, in: Emerging Markets and the Future of the BRIC Nations. Massachusetts : Edward Elgar Publishing, 2015. Ch. 10. P. 170-191.

Cases registered in The Case Center:

1. Rebiazina V. Uraltrubmash' Unique Selling Proposition: Increasing Competitiveness in the Russian B2B Market, Case - Reference No. 514-082-1.
2. Rebiazina V. Uraltrubmash' Unique Selling Proposition: Increasing Competitiveness in the Russian B2B Market, Teaching Note - Reference No. 514-082-8.

Preprints:

1. Давий А. О., Rebiazina V. A. Investigating Barriers and Drivers of the E-Commerce Market in Russia / Working papers by NRU Higher School of Economics. Series MAN "Management". 2015. No. WP BRP 40/MAN/2015.
2. Rebiazina V. A., Smirnova M., Khomich S. Cooperation at Different Stages of Innovation Process: the Effect on Company's Performance / Working papers by Graduate School of Management Saint-Petersburg State University. Series # 4 (E)-2015 "Working Papers". 2015. No. 4.

3. Rebiagina V. A., Smirnova Maria. Strategic Orientations as a Driver of Innovations in Russian Firms / Working papers by Высшая школа менеджмента СПбГУ. Series # 7 (E)–2014 "Management". 2014. No. 7.
4. Vera A. Rebiagina, Olga A. Tretyak, "The Model Of Contemporary Marketing Practices (CMP) In The Russian Market: Evidence From Empirical Research", Series: Management, WP BRP 21/MAN/2014

Book chapters in Russian:

- Ребязина В. А. Управление портфелем взаимоотношений компании в контексте маркетинга взаимоотношений // В кн.: Методология исследования сетевых форм организации бизнеса / Науч. ред.: М. Ю. Шерешева. М. : Издательский дом НИУ ВШЭ, 2014. Гл. 3.1. С. 107-132.

Journal articles in Russian (RSCI – Russian Science Citation Index – peer reviewed):

1. Давий А. О., Карлова Я. И., Ребязина В. А. Анализ использования маркетинговых метрик российскими компаниями — производителями товаров повседневного спроса // Вестник Московского университета. Серия 6: Экономика. 2016. № 1. С. 108-130.
2. Третьяк О. А., Ребязина В. А., Ветрова Т. В. Современные маркетинговые практики в России: результаты эмпирического исследования // Российский журнал менеджмента. 2015. Т. 13. № 1. С. 3-26.
3. Гулакова О. В., Ребязина В. А., Смирнова М. М. Специфика клиентоориентированности компаний на российском рынке: результаты эмпирического исследования // Вестник Санкт-Петербургского университета. Серия 8: Менеджмент. 2015. № 4. С. 39-73.
4. Ребязина В. А., Давий А. О. Маркетинговые практики: теоретические подходы к определению и понимание представителями российских компаний // Вестник Московского университета. Серия 6: Экономика. 2014. № 6. С. 101-122.
5. Рожков А. Г., Ребязина В. А., Смирнова М. М. Ориентация компании на клиента: результаты эмпирической проверки на примере российского рынка // Российский журнал менеджмента. 2014. Т. 12. № 3. С. 33-58.
6. Ребязина В. А., Смирнова М. М., Куш С. П. Портфельный и эволюционный подходы к построению взаимоотношений российских компаний с партнерами // Российский журнал менеджмента. 2013. Т. 11. № 3. С. 31-52.
7. Ребязина В. А., Владимиров Ю. Л. Сетевые формы взаимодействия российских компаний в сфере информационно-коммуникационных технологий // Журнал социологии и социальной антропологии. 2012. Т. XV. № 5 (58). С. 280-292.
8. Ребязина В.А., Куш С. П., Красников А. В., Смирнова М. М. Инновационная деятельность российских компаний: результаты эмпирического исследования // Российский журнал менеджмента. – 2011. – Т. 9, № 3. – С. 29–54.
9. Куш С.П., Ребязина В.А. Портфель взаимоотношений компании с партнерами на промышленных рынках // Вестник Санкт-Петербургского государственного университета. – Вып. 1. – 2011, с. 77 – 104.
10. Ребязина В.А., Смирнова М.М. Взаимодействие с партнерами как фактор развития инноваций на примере российских промышленных компаний // Инновации. – № 7 (153). – 2011, с. 48 – 57.