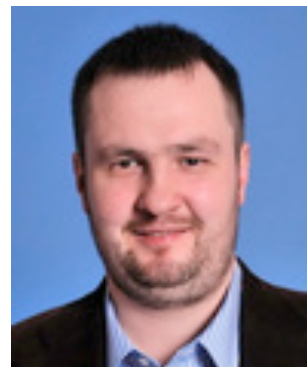


Curriculum Vitae



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Professional record	<p>January 2015 – December 2016. Head of Teacher-Student Team «Empirical Demand Estimation» (HSE Research Project Competition Grant № 15-05-0063)</p> <p>May 2012 – present. Executive Head of Research Group for Applied Market and Enterprises Studies, HSE – Perm.</p> <p>March 2010 – present. Deputy director, HSE – Perm. Responsibilities: research, consultancy, innovations, international affairs.</p> <p>Sept. 2007 – present. Assistant Professor, HSE - Perm Taught courses: Marketing engineering (MSc); Mathematical modeling and IT in project management (MSc); Game theory (BSc); Discrete mathematical models (BSc); Mathematical modeling in management (BSc); Operations research (BSc)</p> <p>2002-2007. Economist then Deputy head of economic department, Perm printing factory «Goznak» (the largest security printing factory in Europe).</p>
Education and degrees	<p>2006 - Candidate of science: A.M. Gorkiy Perm State University (field: Economics and Mathematical Methods; thesis title: Industrial enterprise activity model: construction, optimization and instrumental implementation.)</p> <p>2002 – Diploma (full university degree): A.M. Gorkiy Perm State University, Department of Economic Cybernetics. (cum laude)</p>
Professional development and training	<p>«Discrete Choice Analysis: Predicting Demand and Market Shares». EPFL, Lausanne, 2013.</p> <p>«EDEN Doctoral Seminar on Building Models for Marketing Decisions». University of Groningen, Groningen, 2012.</p> <p>«Empirical Industrial Organization». NES, Moscow, 2012-2014.</p> <p>«Research Administration Professional Development Program». Indiana University, Bloomington, 2012</p> <p>«Empirical Applications in Industrial Organization». NES, Moscow, 2011.</p> <p>«Modern Instrumental Techniques in Economic Theory». NES, Moscow, 2009.</p>

Grants and awards	<p>2014 - Higher School of Economics best teacher award (for supervision of the winner thesis at HSE Students Papers Research Competition)</p> <p>2011 - Higher School of Economics best teacher award (for teaching excellence)</p> <p>2006 - Personal fellowship of Perm region, Russia for outstanding achievements in studying and research</p>
Organization services	<p>International Conference for Applied Research in Economics (icare.hse.ru): 2013, 2014, 2015 – head of organizing committee; 2016 – member of program committee</p>
Applied projects & consultancy	<p>2014 «Municipal standard costs methodology elaboration and implementation for Perm region» head of methodology team. Ministry of Territory Development of Perm Region, Russia.</p> <p>2009-2013. Annual project «Investigation of school graduates choice in Perm region», leader. Ministry of Education of Perm Region, Russia.</p> <p>2010-2012. Annual project «Social, marketing and economic effects of festival 'Belie Nochi'», researcher. Ministry of Culture of Perm Region, Russia.</p> <p>2009. «Marketing research of swimming pool users at city Perm», researcher. Sport complex Olimpiya.</p>
Publications and presentations	<p><u>Papers in progress</u></p> <p>The Effectiveness of Individual Targeting Through Smartphone Application in Retail: Evidence from Field Experiment (with Mariia Okuneva)</p> <p>Consumer behavior in online games (with Mariia Okuneva)</p> <p>What affects brand equity: the precise measurement with consumer choice model (with Natalia Kochkina and Olga Novikova)</p> <p><u>Journal articles and conference proceedings</u></p> <p>Novikova O., Potapov D. Empirical analysis of consumer purchase behavior: interaction between state dependence and sensitivity to marketing-mix variables // Journal of Promotion Management. 2017 (in print)</p> <p>Potapov D., Bozhya-Volya A. A., Shafranskaya I. N. Happiness and the city: an empirical study of the interaction between subjective well-being and city satisfaction // Journal of Place Management and Development. 2016. Vol. 9. No. 3</p> <p>Shafranskaya I. N., Potapov D. An empirical study of consumer-based city brand equity from signalling theory perspective // Place Branding and Public</p>

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Integrated model of industrial enterprise activity: general description, optimization problem, computer experiments.// Control systems and information technologies, 2006, #3.1(25). (in Russian)

The model of industrial enterprise, built as financial-flow structure.// Information technologies of modeling and control, 2006, #5(30). (in Russian)

Conferences and Presentations

Individuals versus couples in their choices of differentiated goods: preliminary evidence from performing arts industry (with Evgeniy Ozhegov). 4th International Conference for Applied Research in Economics, Essex, 2016.

The Effectiveness of Individual Targeting Through Smartphone Application in Retail: Evidence from Field Experiment (with Mariia Okuneva). 45th European Marketing Academy Annual Conference, Oslo, 2016.

The Effectiveness of Individual Targeting Through Smartphone Application in Retail: Evidence from Field Experiment (with Mariia Okuneva). 3rd International Conference on Applied Research in Economics (iCare3), Perm, 2015

Modeling multi-level choice of heterogeneous product (with Olga Novikova). Industrial Organization and Spatial Economics International Workshop, Saint-Petersburg, 2015.

Application of conjoint-analysis for the estimation of multi-attribute product's utility - the case of real estate market (with Mariia Yagovtseva). 43rd European Marketing Academy Annual Conference, Valencia, 2014.

Residents' perception of the city: the interaction between city and life

satisfaction (instrumental variable identification) (with Irina Shafranskaya and Anastasiia Bozia-Volia). XV April international Academic Conference on Economic and Social Development, Moscow, 2014

Brand equity measurement: consumer choice model (with Olga Novikova). 2nd International Conference on Applied Research in Economics (iCare2), Perm, 2014

Creative Class Prefers Special City: Is It True? (with Irina Shafranskaya). 3rd International Colloquium on Place Management, Marketing and Nation Branding, Lincoln, 2011.

Measuring city utility: on approach to residents' preferences estimation (with Irina Shafranskaya) XIII April international Academic Conference on Economic and Social Development, Moscow, 2012

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