**CURRICULLUM VITAE**

**Aleksandr G. Rozhkov**

PhD, Associate Professor

Marketing Department

Graduate School of Business

National Research University Higher School of Economics

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**CONTACT INFO**

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**PERSONAL INFORMATION**

Citizenship: Russian Federation

**EDUCATION AND DEGREES**

2012 Candidate of Sciences\* (PhD) in Economics and National Economy Management Higher School of Economics

2006 Master in Marketing Higher School of Economics

2004 Bachelor in Management Higher School of Economics

**LANGUAGE SKILLS**

Russian: native

English: C2 IELTS 8 band score (Academic)

French: basic knowledge

**ACHIEVEMENTS and GRANTS**

Best [Teacher](https://www.hse.ru/en/best/2019bm) – 2019

Best [Teaching Innovation](https://foi.hse.ru/winners2019) “Creation and implementation of DataCulture courses (BA level)”

Student vote awards:

Best Course for [Career Development](https://www.hse.ru/en/edu/courses/219896084) (2019, 2020)

Best Course for [Broadening Horizons and Diversity of Knowledge and Skills](https://www.hse.ru/en/edu/courses/219896084) (2019)

Best Course for [New Knowledge and Skills](https://www.hse.ru/en/edu/courses/221151602) (2019, 2020)

Young Faculty Support Program (Group of Young Academic Professionals)

Category "Future Professoriate" (2019, 2020)

Category "New Lecturers" (2008)

Personal travel grants (HSE, GSOM SPBU) 2007 – present

**TEACHING**

HSE Master’s programme Marketing

* Customer Relationship Management (in English)
* Marketing Strategy (MarkStrat) (in English)

HSE Master’s programme Management in Retail

* Customer Relationship Management (CRM)

HSE Master’s programme Experience Economy: Hospitality and Tourism Management

* Management Strategies: Strategic Management and Marketing in the Hospitality Industry and Tourism

HSE Advanced Master in International Business (Double-degree programme with ESSEC Business School)

* Advanced Marketing (in English)
* Marketing Analytics (in English)

HSE Bachelor programme Marketing and Market Analytics

* Customer Analytics (in English)
* Management Decision Making in Marketing
* Machine Learning in Marketing with Python
* Marketing Strategy (MarkStrat) (in English)

HSE Bachelor programme Management

* ICT in Marketing (in English)

**MOOCS @COURSERA**

Internet Entrepreneurship by Moscow Institute of Physics and Technology (in Russian)

[**https://www.coursera.org/learn/internet-predprinimatelstvo**](https://www.coursera.org/learn/internet-predprinimatelstvo)

**PROFESSIONAL TRAINING**

HSE Compact Cases Crafting Seminar, The Case Centre 2020

Teaching Data Science Courses, HSE 2019

Teaching Machine Learning and Data Science Courses, HSE 2017

Markstrat certified instructor, StratX SA, France 2016

Writing cases (Case Centre), INSEAD, France 2015

Academic writing in English, HSE 2014

International Summer School "Social Network Analysis", HSE 2014

Teaching with cases (ECCH), Hult Business School, Dubai, UAE 2012

Web Survey Design, HSE 2011

Institutional gender mainstreaming. Gender based analysis in research. Gender Equality Inc., Toronto, Canada 2007

**ACADEMIC EXPERIENCE**

2020 – present Associate Professor, Marketing Department, Graduate School of Business, HSE

2014 – 2020 Associate Professor, Strategic Marketing Dept, School of Business Administration, Faculty of Business and management, HSE

2013 – 2014 postdoctoral researcher, Graduate School of Management, St.Petersburg University

2012 – 2013 Senior Lecturer, Strategic Marketing Dept, Faculty of Management, HSE

2006 – 2012 Lecturer, Strategic Marketing Dept, Faculty of Management, HSE

2010 – 2016 Research fellow, Laboratory of Network Organizational Forms, HSE

Services

2010 – 2017 HSE International Olympiad Competitions for University Students and Graduates/ Head of the Marketing Section

2012 – present State Attestation Commission HSE

2015 – 2018 State Attestation Commission MSU

**RESEARCH AND CONSULTING PROJECTS**

Research grants by HSE CBR (Center for Fundamental Studies) 2014-2019

Direct Sales Industry Distributor Research, DSA Russia, 2011, 2017

Research group Contemporary marketing practices (HSE 2013-2014)

BOAT University – Business Innovation partnership development in Russia (HAMK, EU), 2013

STROI-network - Business Networks in Russia (VTT Technical Research Centre of Finland, Finnish Funding Agency for Technology and Innovation funding), 2008 – 2010

**PROFESSIONAL ORGANIZATION MEMBERSHIP**

Member of EMAC (European Marketing Academy Conference) 2013 –

Member of AMA (American Marketing Association) 2013 –

Member of GAMMA (Global Association of Marketing Management) 2018 –

**PUBLICATIONS**

Over 25 publications in leading Russian and international journals, indexed in Scopus/Web of Science and RSCI –Russian Science Citation Index.

Journal articles in English

Zobnina M. R., Rozhkov A. G. Listening to the voice of customer in hospitality industry: Kano model application // Worldwide Hospitality and Tourism Themes. 2018. Vol. 10. No. 4. P. 436-448.

Rozhkov A. G. Personal Level Customer Orientation in Russian Direct Sales Market // Trziste. 2014. Vol. 26. No. 1. P. 7-22.

Book chapters in English

Rozhkov A. G., Smirnova M. M.,Rebiazina V. A.Customer orientation in emerging markets: concepts and empitical tests, in:Emerging Markets and the Future of the BRIC Nations. Massachusetts : Edward Elgar Publishing, 2015. Ch. 10. P.170-191

Weck M., Sheresheva M., Simontsev S., Rozhkov A. G. Knowledge-based networking in Russia: the case of emerging ural regional innovation system, in: Yhteistyöllä menestykseen – BOAT-hankkeen tulosraportti. Helsinki : HAMK University of Applied Sciences, 2014. Ch. 10. P. 72-97

Teaching Cases (ECCH/The Case Center)

Rozhkov A. G., Zobnina M. R. «Izbenka: what if less is more?». The Case Center. Series Case Ref. no 514-072-1 "Marketing", 2014.

Rozhkov A. G., Zobnina M. R. «Izbenka: what if less is more?». The Case Center. Series Teaching notes Ref. no 514-072-8 "Marketing", 2014.

Preprints

Morozova A. I., Rozhkov A. G. GAMIFICATION TOOLS AND PRACTICIES OF RUSSIAN COMPANIES / NRU Higher School of Economics. Series MAN "Management". 2017.

Rozhkov A. G. Building and developing customer relations in the emerging Russian market. The case of Finnish companies / Research Centre for East European Studies at the University of Bremen. Series "Changing Europe Summer School". 2012