

Elena Davydenko

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EDUCATION:

2011-2012 English Language Course. St. Petersburg State University, Faculty of Economics.

2011 Professional Development Program (Saint-Petersburg State University of Economics and Finance) «Brand Management»

2009 Professional Development Program (SPSU): «Features of Faculty of Economics Internet Portal».

2008 Defending the PhD paper on the topic 'Designing and developing the systems of budgeting for small and medium enterprises (SME) in Russia: methods and tools'.

2007 Professional Development Program (SPSU): «Creating a slide show for the educational process».

2005 Professional Development Program (SPSU): «Web-site creation».

2001-2005 Postgraduate student. Department: Business Economics. Faculty of Economics. St. Petersburg State University.

1996-2001 Student. Department: Business Economics. Faculty of Economics. St. Petersburg State University. Degree: 2001- economist (Diploma with honours)

1998-2000 English Language Course, French Language Courses, German Language Courses. Faculty of Economics. St. Petersburg State University



EXPERIENCE:

2001-present Associate Professor. Department: Business Economics.

Faculty of Economics. St. Petersburg State University. Courses of Lectures: Brand Management, Brand Portfolio Management, Advertising and brand management, Corporate Finance, Corporate Planning, Mergers and Acquisitions.

2009-2010 Course of Lectures: Process Management. Moscow State University of Economics, Statistics and Informatics.

2008-2010 Consultant for the Project Management and Project Expertise. OEZ Expert, PLC (St. Petersburg). Responsibilities: project evaluation, project expertise.

2004 Consultant. Center of Project Management, Ltd. (St. Petersburg)

Responsibilities: evaluation of investments, market research, business planning.

2001- 2002 Consultant. V&M Consulting Group, Ltd. (St. Petersburg).

MAIN PUBLICATIONS:

2015 E. Davydenko «The Features of Collaboration Luxury and Mass-Market Brands» // Marketing and Marketing Research. - № 3.- 2015.

2015 E. Davydenko «Import Substitution as a Result of Retaliatory Sanctions of the Russian Government: Opportunities and Challenges for Domestic Producers». // Brand Management. - № 2 (81). – 2015.

- 2013 E. Davydenko «A new approach to classification anthropomical brands» // Marketing and Marketing Research. - № 2.- 2013.
- 2012 E. Davydenko «Financial planning for small and medium-sized businesses: approaches to creation and development». Monograph. Germany, Lambert Academic Publishing, 2012 – 184 p.
- 2012 E. Davydenko, I. Arenkov «Value-oriented approach in branding» // Brand Management. - № 1 (62). – 2012.
- 2011 E. Davydenko «Personal Brands and Brand Communications»// Brand Management. - № 1. – 2011.
- 2010 E. Davydenko, E. Tchernova «Corporate Finance». Workbook. - SPb.: 2010.
- 2009 E. Davydenko «The Problems of Corporate Financial Planning»//Firm's World.- № 2. - 2009.
- 2009 E. Davydenko « On the Formation of Personal Brand»//Management in Russia and abroad. - № 5. – 2009.
- 2008 E. Davydenko «Problems of BSC application at small and medium sized enterprises (SME) in Russia»//Management in Russia and abroad. - № 1. - 2008

SKILLS: Operating systems: MS-DOS, Windows (MS Word, MS Excel, MS Power Point)

LANGUAGES: Russian (native), English (fluent), French (basic).