

Curriculum Vitae

Vladimir Zhechev

Personal information

First name(s) / Surname(s) Zhechev, Vladimir Sashov

Work experience

Dates

12/2014 - 09/2019; 09/2019-present moment

Occupation or position held

Head of Executive analyses and Rankings Dept/Erasmus+ institutional coordinator

Main activities

Managing the presence of UE-Varna in national and international ranking systems & provision of educational market analyses for the purposes of senior decision making; Managing the developing the scope of the Erasmus+ program at UE-V.

Name and address of employer

University of Economics - Varna, Bulgaria; 77, Knyaz Boris blvd., Varna, 9000

Type of business or sector

Higher Education

Dates

07/2014 – 10/2016

Occupation or position held

Deputy course leader (Joint Msc International Business and Management)

Main activities

Supervision, support and management of the programme. Reporting to UE-Varna and Nottingham Business School senior staff for the progression and development. University of Economics - Varna, Bulgaria; 77, Knyaz Boris blvd., Varna, 9000

Name and address of employer

Higher Education

Type of business or sector

Dates

07/2012 - present moment

Occupation or position held

Head of the Marketing Department (2020)/Assoc. Prof.,PhD(2019)/Assist. Prof.(2012)

Main subjects taught

Brand management, Marketing, Relationship marketing

Name and address of employer

University of Economics - Varna, Bulgaria; 77, Knyaz Boris blvd., Varna, 9000

Type of business or sector

Higher education

Dates

06/2015 -

Occupation or position held

Freelance marketing consultant

Main activities

Brand positioning and brand building. Reporting to executives and provision of guidelines for decision making.

Name and address of employer

Fantastic Services Australia, Representative office: Varna, Bulgaria

Type of business or sector

Household services

Dates

09/2011 – 06/2012

Occupation or position held

Assistant Professor / Marketing research expert

Main subjects taught

Marketing, Intellectual property, Branding, International Marketing

Name and address of employer

Varna University of Management, Bulgaria, 3, Bulgaria blvd, Dobrich, Bulgaria

Type of business or sector

Higher Education

Dates

02/2009 – 07/2009

Occupation or position held

Marketing Consultant

Main activities and responsibilities

Marketing research project, preparation of a business project for optimization of the marketing function within the company

Name and address of employer

General Motors Southeast Europe, Bulgaria, Sofia, Interpreted Business Centre

Type of business or sector

Automotive retailing

Dates

05/2007 – 09/2007

Occupation or position held

Front Office Associate

Main activities

Accommodation catering activities, administrative activities.

Name and address of employer

Rui Helios Bay 4+*, Tchernomorska, 50, 8250 Obzor, Bulgaria

Type of business or sector

Tourism / hospitality industry

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Dates 05/ 2006 – 09/ 2006
Occupation or position held **Retail management intern**
Main activities and responsibilities Guest relations, guest services
Name and address of employer Elysium Beach Resort, Queen Verenikis street, 8107 Paphos Cyprus
Type of business or sector Hospitality

Education and training

Dates 05/2013 – 04/2015
Title of qualification awarded **Ph.D. in Marketing**
Occupational skills covered Marketing, Branding, CRM
Name of awarding institution University of Economics – Varna, Bulgaria

Dates 10/2009 – 09/2010
Title of qualification awarded **Master of Business Administration**
Principal subjects/occupational skills covered Strategic management, Corporate Finance, Marketing, Accounting for Decision makers, International Human Resources Management, Research Methods
Name of awarding institution University of Wales, UK

Dates 09/2005 – 09/2009
Title of qualification awarded **Bachelor of International Business and Management**
Principal subjects/occupational skills covered Major: Marketing
Name of awarding institution Arnhem Business School (ABS) – The Netherlands

Dates 09/2000 – 05/2005
Title of qualification awarded Secondary education degree in foreign languages (English and Russian)
Principal subjects/occupational skills covered Intensive courses in English and Russian languages; extracurricular courses in European integration
Name of awarding institution English Language High school “N.Y.Vaptsarov”, Shumen, Bulgaria

Language(s)

Languages	Comprehension	Speaking	Writing
English	Excellent (C2)	Fluent (C2)	Excellent (C2)
Russian	Excellent (C2)	Fluent (C2)	Excellent (C1)

Social skills and competences Ability to work in multi-cultural setting, self-motivation, persistence, proactive, negotiation skills.
Organizational skills and competences Teamwork, leadership, organizing skills
Academic interests Brand Management, International Marketing, and E-Marketing.
International specializations

2023 - Bratislava - University of Economics in Bratislava - invited professor under the European project "EDUTRANSFORM"
2022 - Germany - Worms University of Applied Sciences – visiting professor
2022 - Latvia - Liepaja University - teaching arrangement as an invited professor
2022 - Netherlands - Fontys University of Applied Sciences - Erasmus+ training visit
2022 - Tajikistan - Tajik State University of Finance and Economics - international consultant
2022 - Serbia - Faculty of Economics (Belgrade) - member of jury (GoGreen PhD students competition)
2022 - Armenia - Armenian State University of Economics - visiting professor
2021 - Romania - West Univeristy of Timisoara - Erasmus+ delegate
2021 - Russia - Plekhanov Russian University of Economics - visiting professor
2021 - Serbia - Faculty of Economics (Belgrade) - visiting scholar
2021 - Romania - West University of Timisoara - visiting scholar
2021 - Albania - University of Tirana - visiting professor
2021 - Kazakhstan - Aktobe University named after Bayishev - visiting professor (virtual)
2020 - Russia - Plekhanov Russian University of Economics - visiting professor (virtual)
2020 - UK - Nottingham Business School, Global Responsibility Week – visiting prof.
2019 - Ukraine - Kyiv National University of Trade and Economics - visiting professor
2019 - Russia - Plekhanov Russian University of Economics - visiting professor/delegate
2018 - Ukraine - Odessa National Economics University - visiting professor
2018 - Russia - Plekhanov Russian University of Economics - visiting professor
2018 - Czech Republic - University of Economics, Prague - conference speaker
2018 - Thailand – Ramkhamhaeng University – visiting professor
2018 - UK – Nottingham Business School, Global Responsibility Week – visiting prof.
2017 - Germany - Worms University of Applied Sciences – visiting professor
2017 - Portugal - ISAG – European Business School – visiting professor
2017 - UK – Nottingham Business School, Global Responsibility Week – visiting prof.
2016 - India –VIRA International Foundation – Guest of Honor – Award Winner –Contributions in the field of Marketing
2016 - Thailand – Ramkhamhaeng University – visiting professor
2016 - Bosnia and Herzegovina - International University of Sarajevo - conference speaker
2016 - UK –Nottingham Business School – Joint Degree – collaboration meeting delegate
2015/2016 - Belgium –European Commission – HEInnovate university delegate
2015 - Germany - Worms University of Applied Sciences – visiting professor / delegate double degree program
2013 - Germany – Worms University of Applied Sciences – delegate double degree program / visiting professor 2013 - Germany – Diploma University of Applied Sciences – visiting professor
2012 - The Netherlands – IBM Alumni Panel – guest speaker
2012 - Spain – University of Granada – visiting professor
2012 - Ukraine – State Technological University of Cherkassy – visiting professor
2011 - France – The European Parliament – supervisor of youth group
2011 - Romania/Bulgaria- Development of the Dobrudzha region – research expert

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Participation in international projects

1. **Project:** Erasmus+ (Key action 1)
Period: 2019 -
Position held: institutional coordinator (project manager of KA131 and KA171)
2. **Project:** The development of inter-university network cooperation as a factor of improving the quality of education and the professional growth of the teaching staff
Period - 2020 - 2022
Position held: international consultant
3. **Project:** HEInnovate
Period: 2015 -
Position held: Univerisity of Economics-Varna project coordinator / elected delegate
4. **Project:** Preparation of validation documents for a Joint Master Degree programme with Nottingham Trent University, UK
Period: 11/2014 - 09/2015
Position held: coordinator
5. **Project:** „Support to the development of Ph.D. students, post-doctoral students, post-graduate students and young scientists.
Period: 09/2013 - 2015
Position held: project coordinator.
6. **Project:** „Student internships”.
Period: 09/2013 – 12/2014
Position held: academic supervisor.
7. **Project:** “Trans-Tour-Net: Design and marketing of pilot cross-border tourist products in the region of Dobrudzha”
Period: 2010-2012
Position held: lecturer.
8. **Project:** “Black Sea Cultural Animation Program. Pilot model for mobilizing the common cultural characteristics for creative destination management in the Black Sea Basin”.
Period: 2011-2013
Position held: lecturer.
9. **Project:** “INNO-JOBS: Creation of employment opportunities in the cross-border region by identification of innovative jobs and delivery of specialized training”.
Period: 2011-2012
Position held: research expert.

Other academic achievements

1. Editorial board member - Economic Studies (SCOPUS Journal), issued by the Bulgarian Academy of Sciences.
2. Editorial board member - The International Journal of Professional Management, UK (issued by the International Professional Managers' Association)
Website: <http://ipmajournal.com/editor/Editor-VladimirZhechev.php>
3. Young Scientist Award 2016 - Municipality of Varna, Bulgaria
Website: <http://nts.varna-bg.org/bg/52795>
4. Young Scientist Award Winner 2016 - VIRA Foundation
Website: <http://www.viraw.info/ra16/winners/vladimirzhechev.html>
5. Invited reviewer for the Journal of Hospitality Marketing and Management (SCOPUS, WoS)
Website: <https://www.scimagojr.com/journalsearch.php?q=19700183600&tip=sid>
6. Invited reviewer for the European Journal of Tourism Research (SCOPUS)
Website: <https://www.scimagojr.com/journalsearch.php?q=20500195207&tip=sid&clean=0>
7. Invited reviewer for Journal of Nursing Management (SCOPUS, WoS)
Website: <https://onlinelibrary.wiley.com/journal/13652834>
8. Young Scientists Award 2019 - Municipality of Varna, Bulgaria
Website: <http://su-varna.org/>
Google Scholar page: http://scholar.google.bg/citations?user=jbSA_g0AAAAJ&hl=bg.
LinkedIn profile page: <https://www.linkedin.com/in/vladimir-zhechev-7671865a/>