

Curriculum Vitae

Vladimir Zhechev



Personal information

First name(s) / Surname(s) Zhechev, Vladimir Sashov
 Address(es) 119, Makedoniya str., Varna, Bulgaria
 E-mail vladimir.zhechev@ue-varna.bg
 Nationality Bulgarian
 Date of birth 02.01.1986

Work experience

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| Dates | 12/2014 - |
| Occupation or position held | Head of Executive analyses and Rankings Department |
| 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. |
| 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. |
| Name and address of employer | University of Economics - Varna, Bulgaria; 77, Knyaz Boris blvd., Varna, 9000 |
| Type of business or sector | Higher Education |
| Dates | 07/2012 – 10/2015 – 10/2015 - |
| Occupation or position held | Assistant Professor / Senior Assistant Professor |
| 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, Interpred Business Centre |
| Type of business or sector | Automotive |
| 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+*, 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 |
| Name and address of employer | Elysium Beach Resort, Queen Verenikis street, 8107 Paphos Cyprus |
| Type of business or sector | Hospitality |

Education and training

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| 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 and forward thinking, negotiation skills.

Organizational skills and competences

Teamwork, leadership, organizing skills

Academic Interests & International specialization

Brand Management, Marketing, and E-Marketing.

2018 - Thailand – Ramkhamhaeng University – visiting lecturer
2018 – UK – Nottingham Business School, Global Responsibility Week – Visiting professor
2017 - Germany - Worms University of Applied Sciences – visiting lecturer
2017 - Portugal - ISAG – European Business School – visiting lecturer
2017 – UK – Nottingham Business School, Global Responsibility Week – Visiting professor
2016 – India – VIRA International Foundation – Guest of Honor – Award Winner – Contributions in the field of Marketing
2016 – Thailand – Ramkhamhaeng University – visiting lecturer
2016 – UK – Nottingham Business School – Joint Degree – collaboration meeting
2015/2016 – Belgium – European Commission – HEInnovate university delegate
2015 – Germany - Worms University of Applied Sciences – visiting lecturer / finalizing the negotiations for double degree master program;
2013 – Germany – Worms University of Applied Sciences – delegate for a prospective double degree program / visiting lecturer;
2013 – Germany – Diploma University of Applied Sciences – visiting lecturer
2012 – The Netherlands – IBM Alumni Panel – Guest Speaker
2012 – Spain – University of Granada – visiting lecturer;
2012 – Ukraine – State Technological University of Cherkassy – visiting lecturer;
2011 – France – The European Parliament – supervisor of youth group.
2011 – Romania/Bulgaria- Development of the Dobrudzha region –research expert

Participation in international projects

1. **Project:** Preparation of validation documents for a Joint Master Degree programme with Nottingham Trent University, UK
Period: 11/2014 -
Position held: coordinator
2. **Project:** „Support to the development of Ph.D. students, post-doctoral students, post-graduate students and young scientists.
Period: 09/2013 -
Position held: project coordinator.
3. **Project:** „Student internships”.
Period: 09/2013 – 12/2014
Position held: academic supervisor.
4. **Project:** “Trans-Tour-Net: Design and marketing of pilot cross-border tourist products in the region of Dobrudzha”
Period: 2010-2012
Position held: lecturer.
5. **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.
6. **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.

List of selected publications

1. Books / Monographs

Zhechev, V. (2016). Integrated marketing communications of hotel chains. *The Routledge Handbook of Hotel Chain Management*, 274.

Stanimirov, E. and Zhechev, V. (2013) *Trademarks and brand management*. Science and Economics, UE-Varna, Bulgaria.

Stanimirov, E. and Zhechev, V. (2013) *CRM Management*, Science and Economics, UE-Varna, Bulgaria.

Ivanov, S. and Zhechev, V. (2010) *Hotel Marketing*, Zangador, Bulgaria, ISBN 978-954-92786-1-3.

Zhechev, V. and Yordanova, S. (2011), The importance of cross-border cooperation for the growth of employment and alternative job creation: the case of Dobrudzha region, IUC, Bulgaria) ISBN 978-954-635-006-0.

Zhechev, V. (2011), General Motors Bulgaria Research Paper: The penetration of the crisis and its impact on General Motors Bulgaria, VDM Publishing, Germany, ISBN 978-3-639-33421-0.

2. Journal articles

Zhechev, V. and Stanimirov, E. (2013) The impact of brand extensions on brand image dilution related to nichemanship: an example from Porsche in Bulgaria, *International Journal of Professional Management*, Volume 8, Issue 6.

Stanimirov, E. and Zhechev, V. (2012) The Impact of Organizational Flexibility and Employee Commitment on Customer Satisfaction, *International Journal of Professional Management*, Volume 7, Issue 3 –2012, ISSN 20422341.

Zhechev, V. and Ivanov, S. (2011), Critical review and practical application of change management, *International Journal of Professional Management*, Volume 5, Issue 4, October 2011, ISSN 20422341.

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Zhechev, V. and Ivanov, S. (2011), Change management case study – International University College, *International Journal of Professional Management*, Volume 5, Issue 4, October 2011, ISSN 20422341.

Ivanov, S., V. Zhechev (2012) Hotel revenue management – a critical literature review. *Tourism*, 60(2), pp. 175-197.

Other academic achievements

Editorial board member - The International Journal of Professional Management, UK (issued by the International Professional Managers' Association): <http://ipmajournal.com/editor/Editor-VladimirZhechev.php>.

Young Scientist Award - Municipality of Varna, Bulgaria

Young Scientist Award Winner - <http://www.viraw.info/ra16/winners/vladimirzhechev.html>

Reviewer of the Journal of Hospitality Marketing and Management and the European Journal of Tourism Research

Google scholar page: http://scholar.google.bg/citations?user=jbSA_g0AAAAJ&hl=bg.

SSRN profile: (SSRN ID): # 1382356