

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

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, Interpret 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

Curriculum Vitae

Vladimir Zhechev

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

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

Curriculum Vitae

Vladimir Zhechev

Participation in international projects

- Project:** Preparation of validation documents for a Joint Master Degree programme with Nottingham Trent University, UK
Period: 11/2014 -
Position held: coordinator
- 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.
- Project:** „Student internships”.
Period: 09/2013 – 12/2014
Position held: academic supervisor.
- Project:** “Trans-Tour-Net: Design and marketing of pilot cross-border tourist products in the region of Dobrudzha”
Period: 2010-2012
Position held: lecturer.
- 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.
- 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.

Curriculum Vitae

Vladimir Zhechev

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