

# CURRICULUM VITAE

**FAMILY NAME**                      Bakalinskyi

**FIRST NAME**                        Oleksandr

**NATIONALITY**                      Ukrainian

**DATE OF BIRTH**                    1966

## **EDUCATION & TITLES**

Kyiv electromechanical college, 1985  
Wire Communications

National technical university of Ukraine “Kyiv Polytechnical Institute”, 1993  
Automatization of Experimental Researches

Kyiv State Economical University, 1998  
Marketing, Post-graduate programme

German’s Management Academy in Lower Saxony, 2002  
Manager’s Training Program

PhD (Business, management, marketing), 1998

Dr. of Economics (Economics of the enterprise, marketing), 2012

Professor, 2014

## **ACTIVITIES**

### **Business experience**

- NEMIROFF Distillery, Ukraine – Marketing Director
- Universum Box Promotion representative office (Klitschko Brothers Boxing Club), Ukraine, Germany – Marketing Director
- World Bank, Ukraine – Senior developer of distance course Marketing, coach
- OJSC “Kremenchugskiy gormolokozavod”, OJSC “GALACTON” ( now DANONE), Ukraine – Marketing Director
- Deutsche Messe AG, Hannover, Germany – Marketing Manager
- NIKO (import and distribution of Mitsubishi cars), Ukraine – Marketing Director

### **Scholar and teaching experience since 2004**

- National technical university of Ukraine “Kyiv Polytechnical Institute”, Marketing Department – Professor
- National Transport University, Management Department – Professor

**PhD thesis (dissertation)** “Advertizing at press mass media”, 1998

**Doctor of Economics thesis (dissertation)** “The marketing of passenger transportation by perspective railway rolling-stock”, 2012

**SCOPE OF SCIENTIFIC INTERESTS**

- Service marketing
- Management of customer service value
- Passengers transportation marketing
- Marketing researches and measurement in marketing

**COURSES**

Marketing, Strategic marketing, Service marketing, Marketing researches, Marketing communications, Business planning, Passengers transportation marketing

**PUBLICATIONS**

Patent – 1

Articles – 135

Books without co-authors (monographs) – 2

Books with one co-author – 2

Textbook – 1

**SUPERVISING**

PhD – 2 students (defended thesis)

PhD – 1 students (in process)

Dr. of Economics – 1 person (defended thesis)

**Mobile:** +38 050 351 25 10 (WhatsApp)

**e-mail:** anticrisiscrew@gmail.com