MEGI GOGUA

PhD candidate

Assistant Professor
Consultant in Education & MarTech

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LinkedIn
YouTube Chanel
Instagram Professional Account
Facebook Professional Page
VK Public

CURRENT RESEARCH & WORK INTERESTS

- AI in marketing
- Marketing Analytics
- Digital economy transformation (country and industry levels)
- Consumer behavior (personalization, utilisation of data-driven tools)
- Ethics in marketing

LANGUAGES

- English (C2)
- Finnish (A2)
- French (A1)
- Georgian (native speaker)
- Russian (native speaker, 2nd language)

CITIZENSHIP

- Republic of Georgia
- Russian Federation

REFERENCES

Provided upon request.

INTERESTS

Music (incl. playing the piano)

Cinematography

Literature, Philosophy, Politics

EDUCATION

DEGREES

PhD candidate
- Doctoral Program in Management (in English)
- The qualification of lecturer-researcher
- Specialization in Marketing

Graduate School of Management, St Petersburg State University (St Petersburg, Russia)

2018 - 2021
- PhD thesis topic (in progress): Management of positive and negative outcomes of personalization along the stages of customer experience journey

Master of Economics (MSc)
- Program «International Trading System» (in English)
- Specialization in Digital Economy

Graduate School of Management, St Petersburg State University (St Petersburg, Russia)

2016 - 2018
- Master's thesis topic: Application of the Finnish companies' experience to the digital economy development in Russia: opportunities and barriers (the case of the forestry industry)

Bachelor of Business Administration (BBA)
- Program conducted in English
- Specialisation in Marketing

Mikkeli University of Applied Sciences (Mikkeli, Finland) currently South-Eastern Finland University of Applied Sciences

2012 - 2015

- Bachelor's thesis topic: Social Media Marketing Plan for internet-based trading platform

EDUCATION

ADDITIONAL ADVANCED QUALIFICATION DEVELOPMENT

2022
Google Data Analytics Professional
Certificate (8 courses), <u>Credly Confirmation</u>
By Google Analytics Center
(Coursera, Online)

2021
"Basics and practical use of the blockchains",
the certificate for limited access specialized
course
St Petersburg State University
(Coursera, Online)

2021
"Mastering advanced communications",
applied course on methodological
development and courses structuring
By Presium Educaiton
(Moscow, Russia, Online)

2021
Certificate, advanced training in "Artificial
Intelligence" (in Russian),432 ac. h.
By International scientific center
of St Petersburg State University
(St Petersburg, Russia, Online)

2020
Certificate for the course on "Toolkit of
lecturer-practitioner in business-school",
applied course on course formats and specific
approaches determination, audience
evaluation and communication, planning, and
use of online tools for learning enhancing
Moscow State Pedagogical University and
Graduate School of Management
of St Petersburg State University
(St Petersburg, Moscow, Russia, Online)

2016
ERASMUS+ exchange program
(Business4Exchange)
Karel de Grote University College
(Antwerp, Belgium)

WORK EXPERIENCE

CONSULTANT IN EDUCATION & MARTECH

MEGIGOGUA.GE (https://www.megigogua.ge) and associated social networks, online and offline

May 2023 - Current

- Emerging project based on personal brand development and community creation
- Group and individual tutoring in marketing and related subjects
- The primary work focus is on Academic & Corporate Education, Scientific Supervision & Mentoring, and consultations and project-based marketing-oriented services for businesses.

ASSISTANT PROFESSOR, MARKETING DEPARTMENT

Graduate School of Management, St Petersburg State University

June 2020 - June 2023

- Taught as a solo lecturer at the courses: Marketing (avg. 200+ students), Marketing Communications (avg. 50+ students), Marketing Analytics (avg. 40+ students), Consumer Behaviour (avg. 50+ students), and Research Seminar (avg. 30+ students), Bachelor and Master levels, in English and in Russian
- Supervised more than 30 students' final course projects at the Bachelor level
- Supervised 4 students' corporate projects at the Masters's level
- Developed courses and course materials based on recent trends and methodologies
- Completed a multitude of administrative tasks
- Published papers and collected data within the scientific grant
- Organized 3 round tables for academics and practitioners

JUNIOR RESEARCHER, MARKETING DEPARTMENT

Graduate School of Management, St Petersburg State University

2019 - 2020

- Worked on the theoretical development and data collection (surveys, interviews) within the grant
- Developed papers and consulting reports with the team
- Organized research seminars and round tables for the results' presentation

MANAGING DIRECTOR, OWNER

OOO Azimut (St Petersburg, Russia)

2020 - 2021

- Small organization (5 employees), management of logistics and storage of beverages and other products; sales in B2B segment with 50+ customers
- Control over the products (500+ positions) and clients
- Communications with stakeholders

MAIN COORDINATOR OF INTERNATIONAL SUMMER SCHOOL

Faculty of Economics, World Economy Department, St Petersburg State University (St Petersburg, Russia)

2020 - 2021

- SMM activities for program development and awareness increase through targeted ads and promotions on Facebook
- Communication with the partner business schools (in France, in Switzerland)
- Program timetable development, support to the participants upon arrival and stay in St Petersburg
- Free time activities organization (museums, company visits, etc.)

BUSINESS-ANALYST

OOO Ellada, B2B, logistics company, St Petersburg, Russia

2016 - 2018

- Comparative analysis of direct and indirect competitors
- Presentations and projects fulfillment
- Communication with the foreign clients

MARKETING ASSISTANT (TRAINEE)

MHG Systems Oy (Mikkeli, Finland)

2015

- Research of the UK market in terms of manufacture and biomasses
- Creation of the databases of the potential clients of the UK in the sectors of manufacturing and biomaterial
- Activities in the CRM systems and client databases

RESEARCH FUNDING AND GRANTS

2021-2022
- Financial support from St Petersburg State University
- Amount of funding 1 000 000 RUB (approximately 13 650 EUR by exchange rates on 01.09.2021)
- Research project «PERSOGRAPHICS: Typologizing personalization in the context of AI solutions in online retail», grant ID 77098515
- Leading contributor in the development of the theoretical justification of the project

2019-2020
- Financial support from St Petersburg State University
- Amount of funding 1 500 000 RUB (approximately 20 440 EUR by exchange rates on 01.09.2019)
- Research project «A three-component model of consumer performance in the digital marketplace: motivational, cognitive and competence-based drivers (MCC-framework)»; grant ID 40940187
- Team member, completed the assigned tasks on the customer's perceptions of personalized offerings

KEY RESEARCH OUTPUT

Selected publications in English

- Golovacheva K. S., Gogua M. M., Smirnova M. M., Alkanova O. N. 2022.Treating customers as individuals in online retail. Russian Management Journal 20(2): 224–246. (indexed in Web of Science) Link
- Gogua M., Rebiazina, V., Smirnova, M., How has the COVID-19 Pandemic Transformed the E-Commerce Market on the Firm Level: Qualitative Insights from the Russian Market (2022) In et al. Digital Transformation and Global Society. DTGS 2021. Communications in Computer and Information Science, 1503 (477-490). Springer, Cham. (Book chapter, SCOPUS, in English; Conference)
- Gogua M., Smirnova, M., Revisiting personalization through customer experience journey (2020), Vestnik of Saint Petersburg University. Management 19 (4):430-460. (Article, RSCI) Link
- Malchenko, Y., Gogua M., Golovacheva, K., Smirnova, M. and Alkanova, O., A critical review of digital capability frameworks: a consumer perspective (2020), Digital Policy, Regulation and Governance, Vol. 22 No. 4, pp. 269-288. (Article, SCOPUS) Link

Selected conferences

- 50th Annual Conference of the European Marketing Academy (EMAC), Enhancing customer relationships through personal data collection in retail (2021), Madrid, Spain (Online)
- Annual Conference of the Academy of International Business (AIB), Personalization Preferences of Russian Consumers: The Implications for International E-Tailers for Customer Relationships Establishment (2021), Miami, USA (Online)
- 46th Annual Conference of the European International Business Academy (EIBA), What are Personalization Preferences of Russian Consumers? The Implications for International E-Tailers (2020), Brussels, Belgium (Online)
- Qualitative insights into firm perception of e-commerce potential in the context of the Russian emerging market (2020) XXII April International Academic Conference on Economic and Social Development, HSE, Moscow, Russia (Online)
- Consumer behavior in electronic commerce in emerging and developed markets (2019), VI International Doctoral Workshop on Innovation and Entrepreneurship, Lappeenranta University of Technology, Lappeenranta, Finland
- An integrated approach to personalization in marketing in e-commerce transactions (2019), Graduate School of Management, Emerging Markets Conference, St. Petersburg, Russia (in English)
- Factors affecting Finnish companies' sales in Russia (the case of Metsä Group and Metso Corporation) (2017), International Economic Symposium – 2017: Conference reports, editor O. L. Margania p. 142 (in English)

Practice-oriented publication

- Can AI do business more harm than good, (2022) RBC Trends (in Russian) Link

TEACHING MERITS

FEBRUARY 2022 – JUNE 2022; FEBRUARY 2023 – APRIL 2023
MARKETING COMMUNICATIONS (IN ENGLISH)

36 ac. h., solo lecturer, hybrid/online format of the course,
57-84 students (development of the course materials and structure)

Graduate School of Management, St Petersburg State University, students of bachelor program, 3rd year of studies

- Topics covered: Marketing communication trends (worldwide and local), Marketing Communication Cycle, Sales promotion, Product placement, Touchpoints, Brand Positioning, Models & Frameworks applications, Loyalty programs, Personalization e-commerce, Social Commerce, Marketing Communication in social media and analytics, Ethics of marketing communications and sustainability, Marketing Communications in crisis management, AI in marketing communications.
- Instruments used in teaching: Microsoft Teams (communications with students, recordings of the study sessions, presentations, and additional literature sharing), Blackboard (GSOM SPbU internal system, analog to Moodle, used for assignments' uploading, feedback to students), Menti.com (for word clouds, students' insights gathering through statements, Yes/No or other questions to "feel" the inclinations of the audience towards the topic), Miro.com (for group work, in-class discussions), Google Drive (Google Slides – for creation of in-class shared presentation with interesting cases by the students, Google Sheets – for group formations for the home tasks and presentations scheduling).
- Tasks formats: 3 individual/in pairs, 5 in-class random groups of three students, 2 home tasks in groups with an in-class presentation of results, 1 idea bank assignment for interesting cases collection for further collaborative sharing for exam preparation.
- Course Assessment: 4,7/5 based on 20 participants' responses; I also asked students for the reflection essays on the course, anonymized results can be shared upon your request.

MARCH 2023 - APRIL 2023
RESEARCH SEMINAR (IN ENGLISH)

10 ac. hours., invited lecturer, online format of the course, 45 students

Graduate School of Management, St Petersburg State University, students of master program, 1rd year of studies

- ·Topic covered: Sources for the research - types, databases, keywords; Literature review - structure, best practices, academic writing; Literature review - critical evaluation, sources trustworthiness and quality
- ·Instruments used in teaching: MS Teams – focus on discussions
- ·Task formats: individual assignments focused on the development of students' Master dissertation topics
- ·Course Assessment: not yet available

NOVEMBER 2021 - DECEMBER 2021; SEPTEMBER 2022 - NOVEMBER 2022
MARKETING ANALYTICS (IN RUSSIAN)

16 ac.h. /36 ac. h., 1 of 4 lecturers,
25 (2021)/52 (2022) students (development of the course materials and structure)

Graduate School of Management, St Petersburg State University, students of bachelor program, 4th year of studies, online (2021)/offline (2022) format of the course

- *Topics covered in my part of the course:* Advertising campaigns and their effectiveness, Marketing reports and analytical results documentation and visualization, Ethics in marketing analytics.
- *Instruments used in teaching in my part of the course:* Microsoft Teams (communications with students, recordings, presentations and additional literature sharing), Blackboard (GSOM SPbU internal system, analogue to Moodle, used for assignments' uploading, feedback to students), Menti.com (for word clouds, students' insights gathering through statements, Yes/No or other questions), Miro.com (for group work, in-class discussions), practical sessions in RStudio (practicing basic analytics using programming language R) and Google BigQuery (practicing basic analytics specifically for structured data using language SQL), Facebook ads manager (for Facebook and Instagram, to build the ad campaign and see their types), Tableau (to build up and explore dashboards).
- *Task formats in my part of the course:* 3 individual/in pairs tasks, 1 group home task covering all topics of the course.
- *Course Assessment of my part of the course:* 4,6/5 based on 13 participants' responses (2021).

NOVEMBER 2021, OCTOBER 2022
CONSUMER BEHAVIOR (IN RUSSIAN)

4,5 ac.h. /36 ac. h., 1 of 2 lecturers,
40 (2021)/44 (2022) students (development of the course materials and structure)

Graduate School of Management, St Petersburg State University, students of bachelor program, 4th year of studies, online (2021)/offline (2022) format of the course

- *Topics covered in my part of the course:* Personalization in general and in online retail, Ethics in research of consumer behavior
- *Instruments used in teaching in my part of the course:* Microsoft Teams (communications with students (timetable/format changes, Q&A, in-class activities uploading), recordings of the study sessions, presentations and additional literature sharing), Blackboard (GSOM SPbU internal system, analogue to Moodle, used for assignments' uploading, feedback to students), Menti.com (for word clouds, students' insights gathering through statements, Yes/No or other questions).
- *Task formats in my part of the course:* 1 individual task.
- *Course Assessment of my part of the course:* 4,9/5 based on 27 participants' responses (2021).

SEPTEMBER 2021 - JANUARY 2022
MARKETING, BASIC COURSE (IN RUSSIAN)

Seminar assistant, 207 (2021)/260 (2022) students

Graduate School of Management, St Petersburg State University, students of bachelor program, 2nd year of studies, online (2021)/offline (2022) format of the course

- *Assisting tasks assigned:* communication with the students, students group formation for 3 group home works (5-7 students in each), presentations scheduling and time limitations and deadlines control, evaluation collection and distribution of files with grades, exam development and conducting.
- *Course Assessment of my part of the course:* 4,6/5 based on 40 participants' responses (2021).

JANUARY 2020 - MAY 2020, JANUARY 2021 - MAY 2021
SOCIAL MEDIA MARKETING (IN ENGLISH)

Seminar assistant, 43 (2020)/55 (2021) students

Graduate School of Management, St Petersburg State University, students of the bachelor program, 4th year of studies, online/offline (2020)/online (2020) format of the course

- *Assisting tasks assigned:* communication with the students, academic assistance for the invited lecturers, presentations scheduling and time limitations and deadlines control, evaluation collection and distribution of files with grades, exam development and conducting.
- *Course Assessment of my part of the course:* not available

RESEARCH SUPERVISION AND LEADERSHIP EXPERIENCE

- <u>January 2023 – June 2023</u> - Scientific supervisor of 4 student groups on business-plan development (bachelor program, 2nd year of studies, case – startups (for example, airport optimization, coffeeshop founding, online retail platform creation))
- <u>January 2023 – June 2023</u> - Scientific supervisor of 5 student groups on the development of company analyses (bachelor level, 1st year of studies, case: Lenmilk)
- <u>January 2023 – June 2023</u> - Scientific supervisor of 6 individual student work (bachelor program, 3rd year of studies, cases, for example, on market crisis adaptation, personalization in marketing, marketing communications strategies creation and optimization, UX design for retail)
- <u>November 2022 – December 2022</u> - Scientific supervisor of 1 student groups on consulting project (masters' level, 2ndyear of studies, case on Procter & Gamble)
- <u>January - June 2022</u> - Scientific supervisor of 5 student groups on development of company analyses (bachelor level, 1st year of studies, case: SberLogistics (sponsored by Sberbank (Sber)))
- <u>January - June 2022</u> - Scientific supervisor of 4 student groups on business-plan development (bachelor program, 2ndyear of studies, case – startups (for example, applications for people with diabetes, online academy for marketing freelancers))
- <u>October 2020 – June 2021</u> - Scientific supervisor of 4 individual student work (bachelor program, 3rd year of studies, cases, for example, on market structure change after the crises in focus on beauty-industry, customer personal data allocation and protection in online retail)

- <u>October 2021 – December 2021</u> - Scientific supervisor of 2 student groups on consulting project (masters' level, 2ndyear of studies, cases on Armani Beauty and Urban Decay)
- <u>February 2020 – June 2020</u> - Scientific supervisor of 1 student group on a consulting project (masters' level, CEMS program, case on Redken by L'Oreal)

AWARDS AND HONORS

- 2016, Ist Degree Diploma for the presentation at the XXII international conference of young economists «Entrepreneurship and reforms in Russia»
- 2015, personal scholarship upon successful graduation from Mikkeli University of Applied Sciences (Finland, Eevi and Emil Tanninen fund)

MEMBERSHIP IN INTERNATIONAL PROFESSIONAL ASSOCIATIONS

- European Marketing Academy (EMAC), 2020 - current
- Academy of International Business (AIB), 2020 – current

SCIENTIFIC AND SOCIETAL IMPACT; OTHER KEY ACADEMIC MERITS

- Organization of two round tables for practitioners, researchers and students of all levels on topic of personalization and AI in online retail (8.10.2021; 23.05.2022)
- Member of the Young Scientist Union in St Peterburg State University (2022)
- Organization of 4 research seminars for doctoral students on personalized communications and systematic literature review (13.05.2021), clustering method for typology development (04.05.2022), customers' perceptions of personalization tools (30.01.2023), Persographics: AI-based tools in marketing (25.05.2023)
- Successful participation in the exhibition of Etelä-Savon keskus (2014), aimed to provide small and medium business with the governmental support and the forum for cooperation with other interested companies LINK