



ALINA ZUBKOVA

Kharkiv, Ukraine

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EXPERTISE AREA

*International Business | Marketing Strategy Development
International Branding
Business Design | Modeling
Sustainable Development Management
Supply Chain Management
Business Research*

PROFESSIONAL EXPERIENCE

January 2022 –
present

*Associate Professor, Department of Management, National Technical University
“Kharkiv Polytechnic Institute”*

Main activities:

- Lecturer at the “International Business” English language program NTU “KhPI”, Kharkiv, Ukraine: preparing and conducting English language classes in Project management, Research in International Business, Strategic Management of International Companies;
- Researcher in International Business Management field (see Google Scholar). Current research topics: Sustainable Business Modeling; Digital Transformation of Business; Digital Transformation for Civic Engagement;
- Initiator, organizer and participant of the joint projects with the business community to expand local business internationalization;
- Organizer of the joint projects with the multifunctional teams: international business managers and graphic designers

September 2003 –
January 2022

Associate Professor, Department of International Business and Finance, National Technical University “Kharkiv Polytechnic Institute”.

Main activities:

- Lecturer at the “International Business” English language program NTU “KhPI”, Kharkiv, Ukraine: preparing and conducting English language classes in International Entrepreneurship, International Marketing, Business Research, Research in International Business, Strategic Management of International Companies, Project Management :
<https://www.youtube.com/watch?v=Kc2KgBKkOGM>
- Coordinator at the Double Degree Program “International Business” NTU “KhPI”, Kharkiv, Ukraine - Otto von Guericke University Magdeburg, Germany (2006-2019);
- Researcher in International Business Management field (see Google Scholar). Research topic: Business Modeling in Digital Age;
- Initiator, organizer and participant of the joint projects with the business community to expand local business internationalization;
- Organizer of the joint projects with the multifunctional teams: international business managers and graphic designers;

	<ul style="list-style-type: none"> – FB (@IBF.DepKhPI) and Instagram (@ibf_khpi) marketing communications, visual identity. Content creation and management (fully or partly); – Curator of the IBF Talks project: https://www.youtube.com/watch?v=IR6UBBSpEUw
January 2021- June 2021 (and present)	<i>Social Volunteering</i> , 4th Bock International Triennial (Global Graphic Design Exhibition of Eco-Posters)
February 2018 – June 2018	<u>Main activities</u> : marketing strategy and support of SMM promotion for international audience. Content creation and management, copywriting. Instagram promotion (@4thblock_community). Press release in English copywriting and placing.
February 2014 – June 2014	<i>Business consulting</i> , Kharkiv region SME Coalition
June 2008 – March 2009	<u>Main activities</u> : brand development and promotion <i>Business consulting</i> , KhTZ Plant and Ltd “KhTZ Trade House”, Kharkiv, Ukraine. <u>Main activities</u> : quality culture measurement; brand value survey preparing
INTERNATIONAL PROJECTS PARTICIPATION	<i>TEMPUS No 159327-TEMPUS-1-2009-1-AT-TEMPUS-SMGR “EICL – E-Internationalization for Collaborative Learning”</i> <i>TEMPUS SCM – T013A04-2004 “Development of University Policy in Quality Assurance”</i>
INTERNATIONAL INTERNSHIPS	“Learn, Do, Stay Inspired!”, Erasmus+ «KA1 youth workers mobility», Gothenburg, Sweden, 2016 Coordination of the Double Degree Program “International Business”: Business Processes, Otto von Guericke University Magdeburg, Germany, 2013 Quality Assurance in the Universities, Universitat Autònoma de Barcelona, Barcelona, Spain, 2006 Summer Students Language School, Vienna, Austria, 1999
EDUCATION	
2020	<i>Sustainable Vikings: Sustainability and Corporate Social Responsibility in Scandinavia</i> , Copenhagen Business School
2018	<i>Design Kit: The Course for Human-Centered Design</i> , IDEO & Acumen
2014	<i>Understanding Language: Learning and Teaching</i> , University of Southampton
2014	<i>Associate Professor academic title</i>
2010	<i>PhD in Business Economics</i> . Research Topic: The Measurement and Development of Quality Culture in a Company
2003 - 2007	<i>PhD Student</i> , Finance, Controlling and International Business Department, National Technical University “Kharkiv Polytechnic Institute”.
1996 – 2002	National Technical University “Kharkiv Polytechnic Institute”, Economic Faculty, Business and Controlling Department, Major “Finance Management”, diploma with honor.
LANGUAGE PROFICIENCY	Native Ukrainian, Russian Fluent in English (C1), Working knowledge of German.
SOCIAL PROFILES	FB: alina.zubkova.AZ LinkedIn: linkedin.com/in/alina-zubkova Google Scholar: https://bit.ly/36Bi4ud Academia.edu: https://kpi-kharkov.academia.edu/AlinaZubkova