



**LEPL - David Aghmashenebeli National
Defence Academy of Georgia**



Personal Information

Name Surname: **Rusudan Dalakishvili-Chichinadze**

Education

1. 19.03.2009 – PHD, Doctor of Economics
2. 1987-1992 - Ivane Javakhishvili Tbilisi State University
 - Faculty of Economics,
 - Specialization in political economy
3. 1990-1992 - Ivane Javakhishvili Tbilisi State University
 - Spec faculty `` High School of Business
 - Specialization Finance Management

Workplace, experience

2014 - to present – Associate Professor

- Management Program, Baccalaureate,
- David Aghmashenebeli National Defense Academy of Georgia

2019 - to present - Associate Professor

- Business Administration Program, Head of International Marketing Master's Program,
- Caucasus International University

2016 November – Trainer

- Applied Economics
- Tbilisi - Association Junior Achievement Georgia, Seminar of Teachers Trainers Course in Applied Economics

2016 September

- Trainer

- *USAID - Modern views of Leadership, Kakheti*

2012 – 2020

- Trainer

– Healthcare Marketing - Management

- Tbilisi, Caucasus University, School of Healthcare

2005 From year to present

- Trainer

- Business/Marketing/Strategic Management

- Tbilisi, Consulting Center "Future Manager"

2012 From year to date

- Trainer

- Training courses: Management/Strategic Management/Human Resources Management

- Georgia, Consulting and Competition center

2012 - to present - Associate Professor

– Business Administration Program,

– Caucasus International University

2012-2023 – Associate Professor

- Business Administration Program,

- Guram Tavartkiladze teaching University

2012-2021 - Associate Professor

– Healthcare management Program,

– Caucasus University

2007-2012 - Invited professor,

- Business Administration Program

- Ilia state university

2006-2012 - Trainer of modern teaching methods,

- Ministry of Education and Science

2001 - to present – Trainer of economics, National council on Economic Education, USA

2001 - to present – Trainer

- Marketing / Strategic Management / Modern Teaching Methods / Public Relations / Leadership
- Training organized by various organizations

1996-2009 – Invited Professor/Assistant professor,

- Faculty of International business/economics and Business.
- Ivane Javakhishvili Tbilisi State University

Courses and trainings taken

2025 November - Lesson planning and curriculum development.
DEEP,

- National Defense Academy; Gori
- Participant

2024 February – ``AI in science``,

- Zugdidi State University (Georgia)
- participant

2024 February - "Improving Scientific Research Skills",

- Zugdidi State University (Georgia)
- participant

2024 January - Modern methods of education in higher education institutions,

- Caucasus International University (Georgia)
- Participant

2024 July - Workshop "Student – "Centered Active Learning Methods" DEEP,

- National Defense Academy; Gori
- Participant

2023 December - Research for a scientific, Caucasus International University (Georgia)

- Caucasus International University (Georgia)

- Participant

2019 March - Active Learning and ICT – enhanced teaching: M-learning and gamification - „Change in classroom: Promoting Innovative Teaching and Learning to Enhance Student Learning Experience in Eastern Partnership Countries;

- Telavi state University

- Participant

2018 February - Curriculum development methods; Ministry of Defense of Georgia, Development Workshop (DEEP), (Georgia)

2015 June - "Gender Mainstreaming in the Security Sector" Women's International center, Kakheti (Georgia)

Knowledge of languages

Georgian language - native;

English language; pre Intermediate

Russian language; Upper Intermediate

computer programs

Microsoft Office Word, Microsoft Office Excel, , Microsoft Office PowerPoint, Internet/Web browsers.

Scientific papers published in local journals (Last 10 years)

2025 - Economic Security in the Context of Globalization - New Challenges and Modern Visions

- P. Gugushvili Institute of Economics (in progress)

2025 - “Transport Labyrinths and Georgia”

- D. Agmashenebeli National Defence Academy (in progress)

2024 - Macroeconomics - course of lectures

- David Agmashenebeli National Defense Academy of Georgia,

2022 - "Effectiveness of Digital Marketing –

- J. Ekonomisti

<https://doi.org/10.36172/EKONOMISTI.2021.XVII.04.Rusudan.Dalakishvili/NinoTchanturia>

2021 - `Social innovation: economic and social content`

- TSU P.Gugushvili Institute of economics – International science conference

<http://conferenceconomics.tsu.ge/?mcat=1&cat=pers&leng=ge>

2018 - „Business Basics“ – course of lectures ISBN 978-9941-12-977-3

- Georgian Technical university

2010 - „Business Basics“ – course of lectures ISBN 978-9941-27-849-5

- LTD `Universal` , Georgia

Scientific papers published in international journals (Last 10 years)

Implementation and Impact Assessment of Artificial Intelligence Technologies in Contemporary Marketing Practices“.

- «ІНСТИТУТ ЕКОНОМІКИ ТА ПРОГНОЗУВАННЯ НАЦІОНАЛЬНОЇ АКАДЕМІЇ НАУК УКРАЇНИ»
- Publication
- 21 February 2025

The Importance of Marketing Models in Digital Marketing

- Publisher. agency: Proceedings of the 8th International Scientific Conference «Research Reviews»(January 9-10, 2025). Prague, Czech republic, 2025. 144p
- Publication
- 1/9/2025

Harnessing Data Analytics and Marketing Intelligence for Sustainable Marketing Innovation –

- Advances in Marketing, Customer Relationship Management, and E-Services
- 2024-02-29 |
- Book chapter
- DOI: [10.4018/979-8-3693-1231-5.ch003](https://www.igi-global.com/gateway/chapter/339821) <https://www.igi-global.com/gateway/chapter/339821>

The Impact of Artificial Intelligence on E-commerce Success

- the 5th International Scientific Conference «Academics and Science Reviews Materials»
- January 18-19, 2024.
- Helsinki, Finland <https://ojs.publisher.agency/index.php/ASCRM/issue/view/66/172>

Implementing of digital models in marketing, impact and perspectives

- Journal of Eastern European and Central Asian Research (JEECAR) 11 (3), 452-464
- Publication (scopus)
- 6/4/2024

Renewable energy for long-term, green progress

- Reviews of Modern Science
- Publication
- 5/4/2024

Beyond Greenwashing: Unveiling the Triumphs of Authentic Sustainable Branding

- IGI Global, Book Compelling Storytelling Narratives for Sustainable Branding 244-262
- Book chapter
- 2024

Why Do We Need Sustainable Digital Marketing?

- IGI Global IGI Global, USA, ISBN: 1668486814; DOI: [10.4018/978-1-6684-8681-8.ch020](https://dx.doi.org/10.4018/978-1-6684-8681-8.ch020)
<http://dx.doi.org/10.4018/978-1-6684-8681-8.ch020>
- Handbook of Research on Achieving Sustainable Development Goals With Sustainable Marketing 33. 372-386

Inovative Approaches to teaching and problems of its implementation in Georgia

- The National Academy of Sciences of Ukraine, SO "Institute for Economics and Forecasting of the NAS of Ukraine
- " 2023
- | Article in scientific journal (0000-0003-1894-5822) http://ief.org.ua/wp-content/uploads/2023/06/Fundamental-shifts_.pdf

"Marketing as one of the levers of rapprochement with the European Union in the post-pandemic period",

- The National Academy of Sciences of Ukraine, SO "Institute for Economics and Forecasting of the NAS of Ukraine"
- 2023

Why do need Sustainable digital marketing?

- Advances in Marketing, Customer Relationship Management, and E-Services
- 2023-06-30
- | Book chapter
- DOI: [10.4018/978-1-6684-8681-8.ch020](https://doi.org/10.4018/978-1-6684-8681-8.ch020) <http://dx.doi.org/10.4018/978-1-6684-8681-8.ch020>

The Impact of Digital Marketing on Customer Buying Decision Empirical Study Based on Georgian Market

- Journal of Economics, Finance And Management Studies,
- 2022-09-03 |
- Article in scientific journal
- DOI: [10.47191/jefms/v5-i9-01](https://doi.org/10.47191/jefms/v5-i9-01) <http://dx.doi.org/10.47191/jefms/v5-i9-01>

- "D will be processed by nations in conditions of global instability~
- Odessa National University named after and mechnikova
- 2017

Reports made in local scientific conferences (Last 10 years)

- „Sustainable development and its consequences in the future“ - "International Scientific Conference on Innovation and Entrepreneurship", Caucasus International University, 2024 february
- `Green energy for sustainable development" - David Aghmashenebeli National Defense Academy of Georgia, December 2022
- "Conceptual issues of sustainable development of the region", International Scientific Conference - "Intercultural Dialogues", Telavi (georgia)2023 November
- ``Truth-Justice, what is the cutoff point? - David Aghmashenebeli National Defense Academy of Georgia, 2022
- „Learning teaching methods, problems and perspectives “- David Aghmashenebeli National Defense Academy of Georgia, 2022
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- „Factors determining the competitiveness of tourism companies“ - New Higher School - Newun; Conference on "Sustainable tourism: a contributing factor to the economy", jun 2022
- Pre-pandemic and post-pandemic marketing, its positive results"- David Aghmashenebeli National Defense Academy of Georgia, 2021
- Marketing strategies for the promotion of Georgian gastronomy in the international market" article - David Aghmashenebeli National Defense Academy of Georgia, 2019

- „Organizational culture and its management problems in a company“ - Batumi, Eurasia Multidisciplinary Forum, 4-5 september 2019

- ``Social Responsibility of Business as Marketing Instrument`` Batumi, international scientific-practical conference „The problems of socio-economic development at the present stage and solutions`` Held by The National Institute of Economic Research, jun 2016

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Reports made in international scientific conferences (Last 10 years)

- **Proceedings of the 5th International Scientific Conference «Academics and Science Reviews Materials» (January 18-19, 2024). Helsinki, Finland, 2024. No. 5 (2023): Academics and Science Reviews Materials**
https://ojs.publisher.agency/index.php/ASCRM/issue/view/66?fbclid=IwAR3A-eb0inL93okcnrJbFlk0yAEeCy_CvReeMhqswVW71eW301h4XIu087Y
- Processes of rapprochement of new countries with the EU within the framework of the Eastern Partnership. NATIONAL ACADEMY OF SCIENCES OF UKRAINE DU "INSTITUT OF ECONOMICS AND FORECASTING NAS OF UKRAINE" Ukraine, 2023, **Marketing as one of the levers of rapprochement with the European Union in the post-pandemic period**,
- Development of the nation in conditions of global instability ~ Seventh international scientific and practical conference - Odessa National University. Odessa. 2017

Other Participation in scientific research projects (Last 10 years)

- Member of the Scientific Committee - Caucasus International University - "International Scientific Conference on Innovation and Entrepreneurship" 2024
- Research project - Transformational teaching-learning management challenges and results on the example of ETA

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Additional information

Awards:

2019 Medal - For "5-year Service" (Georgia)