

CURRICULUM VITAE

Staff of: Comrat State University, Department of Economics

1. **Family name:** GHENOVA
2. **First names:** Svetlana
3. **Date of birth:** 07.12.1970
4. **Nationality:** Gagauzian
5. **Place of Residence:** Moldova
6. **Civil Status:** Married



7. Education:

Institution	Degree(s) or Diploma(s) obtained
Academy of Economic Studies of Moldova, (1988-1993)	Diploma (5 years studies) of Marketing and Logistic
Academy of Economic Studies of Moldova, (2002-2006)	Doctoral scholarship; PhD Diploma in Marketing and Logistic
Academy of Science of Moldova, (2015-2017)	Alumni of the Post Doc research scholarship in area of Marketing and Tourism developing

Additional Education:

Institution	Degree(s) or Diploma(s) obtained
EMBER ERASMUS MUNDUS Alumni (Academic scholarship, Lodz University, Poland) September-December, 2015	Alumni of EMBER ERASMUS MUNDUS in research activity in area of tourism
UASP IREX Alumni (George Washington University, USA) September-November, 2016	Alumni of UASP in conducting of the research activity (data collection and analysis, situation analysis, potential analysis)
EFFORT ERASMUS MUNDUS Alumni (Postdoc scholarship Alumni, Tomas Bata University in Zlin, Czech Republic) December, 2016-June, 2017	Alumni of EFFORT ERASMUS MUNDUS in research activity in area of rural tourism developing
FULBRIGHT Scholar Program – PostDoc Internship (Kogod School of Business, American University, USA) September. 2017-May, 2018	Alumni of FULBRIGHT Scholar Program in research activity in area of winery tourism developing, product policy of wineries
OUTREACH LECTURING FUND - (Bluefield College in West Virginia, Centenary University in New Jersey, USA) March, 2018	Short - term speaking engagements in promoting of winery and rural tourism area in Moldova
The Training courses for trainers –	Management of training activities for LPA

(Academy of Public Administration of Republic of Moldova), May-June, 2019	
ERASMUS + Alumni (Staff Mobility of Teacher, Opole Technical University, Poland) May, 2023	Alumni of T ERASMUS + in research activity in area of Marketing and Logistic (Lateral Marketing)

8. **Language skills:** (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
Gagauzian	Mother tongue		
Russian	1	1	1
English	1	1	1
Romanian	1	1	2

9. **Membership of professional bodies:** Member of American marketing Association (AMA), (from 2016), Member of the Council of Bashkan ATU Gagauzia of the regional economic development, Expert of the working group on SMART specialization under the Agency for Regional Development of ATU Gagauzia (Republic of Moldova)

10. **Other skills:** Computer literate

11. **Present position:** Assoc. Prof. Department of Economics (Comrat State University)

12. **Years within the University:** 30 years

13. **Key qualifications:**

- Experience in organizing and conducting research activity; experience in maintaining project realization and controlling good command of quality control processes; experience in consulting of marketing and tourism developing areas (more than 5 years)
- Expertise in regional development: elaboration of regional development plans and strategies, identification and formulation of the projects with regional impacts (5 years)
- Good business management skills (15 years of management experience)
- 7 years of experience in the field of elaboration, implementation and evaluation of University education projects in field of the Economic with European financing

14. **Professional experience:**

WORK EXPERIENCE	POSITION
2018 - till present day	Expert in analyzing the tourist attractiveness of the region of ATU Gagauzia
2018 - till present day	Business trainer in area of Marketing and Logistics
2015- 2018	Head of the Doctoral activity of the Department of Economics of the Comrat State University
2001-2009	Head of the Department of Economics of the Comrat State University
2009- till present day	Associate Professor of the Department of Economics of the Comrat State University (full time job)
2012- till present day	Consultant of Marketing in the Inno Center KDU (part -time job)
2006- till present day	PhD in Economics, Associate Professor of the Department of Economics of the Comrat State University
1995-2001	Senior Lecturer of the Department of Economics of the Comrat State University
1993-1995	Lecturer of the Department of Economics of the Comrat State University

15. **Projects:**

- 1) Trainer in Marketing and Logistics: Project "Introduction of lifelong education in the field of entrepreneurship in rural areas through hybrid learning formats"(ATU Gagauzia, Republic of Moldova)
- 2) Expert in analyzing the tourist attractiveness of the region of ATU Gagauzia: project name "RO MD Cross Border Wine Tourism Cluster Development" (ATU Gagauzia, Republic of Moldova)
- 3) Expert in the project direction "Civil society contributes to the social and economic development of the country", the project "Business Support Center" BusinessHUB "", implemented by the Association of Businessmen of Gagauzia "NEXT" (Research of the state and prospects of the market development greenhouse facilities of ATU Gagauzia (Republic of Moldova);
- 4) Consultant on the distribution of capital investments for Local authorities in the ATU Gagauzia: TAG project "Technical assistance of Gagaguzia";
- 5) Expert in analyzing the tourist attractiveness of the region of ATU Gagauzia, developing concepts for the tourist attractiveness of the region for developing the ATU of Gagauzia: TAG project "Technical assistance of Gagaguzia";
- 6) Consultant in Marketing and Logistic in the development of marketing strategies InnoCentr KDU: Project "Production of a set of equipment for the efficient use of free wood waste in production facilities" SRL "Goliat-Vita" (ATU Gagauzia, Republic of Moldova) Grape Production Technology Optimization Project at SC Tomai-Vinex SA (ATU Gagauzia, Republic of Moldova)
- 7) Expert in the marketing research of the Investment project «Creation the tourist equestrian sports and recreation complex SI At-Prolin (JV AVENSA CONSULTING (Romania), Executive Committee of Gagauzia)»
- 8) Expert in the marketing research of the Investment project «Investigation of the state and prospects of development of the market of greenhouse of Gagauzia» (Moldova) (Association of Businessmen of Gagauzia "NEXT", Eastern Europe Foundation)»
- 9) Coordinator of the educational projects of Comrat State University (TEMPUS (SUCSID, La-MANCHE, EUNEG), EMBER ERASMUS MUNDUS, Leader SHE)

16. Honors and awards:

Honorary Diploma of the Minister of Education of the Republic of Moldova,
 Honorary Diploma from Bascan (President) of the Autonomy Territorial Unit of Gagauzia (Republic of Moldova)

17. Research publications:

GHENOVA, S. (2017) *Wine tourism as component of service of the wineries product policy in the Republic of Moldova: marketing analysis of the situation and opportunities*. International Scientific Conference «Finance and Performance of the Firms in Science, Education and Practice», April 26-27, 2017, Tomas Bata University, Zlin, Czech Republic p. 28

GHENOVA, S. (2017) *Marketing Substantiation of Efficiency of Product Policy of Medium-size Wineries in the Republic of Moldova*. Chapter in the book: *Strategic Optimization of Medium-Sized Enterprises in the Global Market*: IGI Global (USA), December, 2017: p. 245

GHENOVA, S. *Marketing Substantiation of Efficiency of Product Policy of Medium-size Wineries in the Republic of Moldova*. În: Chapter in the book: *Strategic Optimization of Medium-Sized Enterprises in the Global Market*: IGI Global, DC Washington, USA, 2018, December pp. 93-110 ISBN13: 9781522557845 DOI: 10.4018/978-1-5225-5784-5.ch005 1,0 c.a. Accesibil pe Internet: URL: <https://www.igi-global.com/chapter/marketing-substantiation-of-efficiency-of-product-policy-of-medium-sized-wineries-in-the-republic-of-moldova/207818>

GHENOVA, S., KASHKAVAL, A., LAZAR, S., KYURKCHU,V., AKULOVA, O., NICOLAEV, M., CHERNIOGLO, A. (2019) În: *Sectoral Regional program to increase the tourist attractiveness of the Development Region of ATU Gagauzia for 2019-2025*. Developed by an EU funded project: "Technical Assistance for the Integration of ATU Gagauzia into the national framework Regional Development ", 2019, May, Comrat, Republic of Moldova, 56 p., 3,1 c.a. Accesibil pe Internet: URL: http://adrgagauzia.md/public/files/2019_05_23_RSP_RU_light_version.pdf

GHENOVA, S., KASHKAVAL, A., LAZAR, S., KYURKCHU, V., AKULOVA, O., NICOLAEV, M., CHERNIOGLO, A. (2019) În: *Project Concepts of the Sectoral Regional program to increase the tourist attractiveness of the Development Region of ATU Gagauzia for 2019-2025*. Developed by an EU funded project: "Technical Assistance for the Integration of ATU Gagauzia into the national framework Regional Development", 2019, May, Comrat, Republic of Moldova, 98 p., 5,8 c.a. Accesibil pe Internet: URL: http://adrgagauzia.md/public/files/2019_05_27_Concepts_ru.pdf

GHENOVA, S. *Using of the modern promotion methods of moldavian wineries brands: status and challenges*. În: Collection of the International Scientific and Practical Conference "Science, education, culture", dedicated to the 27th anniversary of the Comrat State University, Comrat State University, Comrat, Republic of Moldova, 2019, pp. 28-32, ISBN 978-9975-83-057-7, 0,4 c.a. Accesibil pe Internet: URL: <https://kdu.md/images/Files/tom122-2018.pdf>

GHENOVA, S. *Growing Opportunities in Attracting Investments for the Sustainable Socio-Economic Development of the ATU Gagauzia (Republic of Moldova)* Chapter in the book: Ch. 13: [Building an Entrepreneurial and Sustainable Society](#); IGI Global (USA), January, 2020: p. 300 ISBN 1799827054, 9781799827054 DOI: 10.4018/978-1-7998-2704-7 Accesibil pe Internet: URL: <https://www.igi-global.com/book/building-entrepreneurial-sustainable-society/237828>

GHENOVA, S. *Marketing aspects the development of the tourist equestrian sport and helth complex (based on the SOE AT-PROLIN)*. În: Conferința științifico-practică internațională "Știință, educație, cultură" - Международная научно-практическая конференция "Наука, образование, культура", 2020, Сборник статей, Том 1, КГУ, (Тирогр. "A&V Poligraf") Комрат, Республика Молдова, С. 19.-22 ISBN 978-9975-83-091-1 0,23 c.a. Accesibil pe Internet: URL: <https://kdu.md/images/Files/sbornik-statey-29-2020-1.pdf>

GHENOVA, S. *Marketing (Social Media Promotion): Module 3 (Theory and Practice): Study Guide* / Genova S., Sibova O. Institutul de Dezvoltarea Economică regională, Universitatea de Stat din Comrat, Facultatea de Economie, (A&V Poligraf) , 2023-81 p. ISBN 978-997583-239-7 <https://library.kdu.md/ekonomicheskij-fakultet/1022-genova-s-sibova-o-marketing-prodvizhenie-v-sotsialnykh-setyakh-modul-3-teoriya-i-praktika-uchebnoe-posobie>