

Curriculum Vitae

Vladimir Zhechev



Personal information

First name(s) / Surname(s) Zhechev, Vladimir Sashov
Address(es) 77 Knyaz Boris I blvd., Varna, Bulgaria
E-mail vladimir.zhechev@ue-varna.bg
Nationality Bulgarian

Work experience

Dates (1) 09/2019-present moment / (2) 12/2014 - 09/2019;
Occupation or position held **(1) Erasmus+ institutional coordinator/ (2) Head of Executive analyses and Rankings Dept.**
Main activities Managing the developing the scope of the Erasmus+ program at UE-V.
Managing the presence of UE-Varna in national and international ranking systems & provision of educational market analyses for senior decision-making.
Name and address of employer University of Economics - Varna, Bulgaria; 77, Knyaz Boris blvd., Varna, 9000
Type of business or sector Higher Education
Dates 07/2014 – 10/2016
Occupation or position held **Deputy course leader** (Joint MSc International Business and Management) Supervision, support and management of the programme. Reporting to UE-Varna and Nottingham Business School senior staff for the progression and development.
Main activities
Name and address of employer University of Economics - Varna, Bulgaria; 77, Knyaz Boris blvd., Varna, 9000
Type of business or sector Higher Education
Dates 07/2012 - present moment
Occupation or position held **Head of the Marketing Department (2020)/Assoc. Prof. PhD(2019)/Assist. Prof.(2012)**
Main subjects taught Brand management, Marketing, Relationship marketing
Name and address of employer University of Economics - Varna, Bulgaria; 77, Knyaz Boris blvd., Varna, 9000
Type of business or sector Higher education
Dates 06/2015 – 09/2015
Occupation or position held **Freelance marketing consultant**
Main activities Brand positioning and brand building. Reporting to executives and provision of guidelines for decision making.
Name and address of employer Fantastic Services Australia, Representative office: Varna, Bulgaria
Type of business or sector Household services
Dates 09/2011 – 06/2012
Occupation or position held **Assistant Professor / Marketing research expert**
Main subjects taught Marketing, Intellectual property, Branding, International Marketing
Name and address of employer Varna University of Management, Bulgaria, 3, Bulgaria blvd, Dobrich, Bulgaria
Type of business or sector Higher Education
Dates 02/2009 – 07/2009
Occupation or position held **Junior Marketing Consultant**
Main activities and responsibilities Marketing research project, preparation of a business project for optimization of the marketing function within the company
Name and address of employer General Motors Southeast Europe, Bulgaria, Sofia, Interpred Business Centre
Type of business or sector Automotive retailing
Dates 05/2007 – 09/2007
Occupation or position held **Front Office Associate**
Main activities Accommodation catering activities, administrative activities.
Name and address of employer Rui Helios Bay 4+*, Tchernomorska, 50, 8250 Obzor, Bulgaria
Type of business or sector Tourism / hospitality industry

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Dates	05/ 2006 – 09/ 2006
Occupation or position held	Retail management intern
Main activities and responsibilities	Guest relations, guest services
Name and address of employer	Elysium Beach Resort, Queen Verenikis street, 8107 Paphos Cyprus
Type of business or sector	Hospitality

Education and training

Dates	05/2013 – 04/2015
Title of qualification awarded	Ph.D. in Marketing
Occupational skills covered	Marketing, Branding, CRM
Name of awarding institution	University of Economics – Varna, Bulgaria
Dates	10/2009 – 09/2010
Title of qualification awarded	Master of Business Administration
Principal subjects/occupational skills covered	Strategic management, Corporate Finance, Marketing, Accounting for Decision makers, International Human Resources Management, Research Methods
Name of awarding institution	University of Wales, UK
Dates	09/2005 – 09/2009
Title of qualification awarded	Bachelor of International Business and Management
Principal subjects/occupational skills covered	Major: Marketing
Name of awarding institution	Arnhem Business School (ABS) – The Netherlands
Dates	09/2000 – 05/2005
Title of qualification awarded	Secondary education degree in foreign languages (English and Russian)
Principal subjects/occupational skills covered	Intensive courses in English and Russian languages; extracurricular courses in European integration
Name of awarding institution	English Language High school “N. Y. Vaptsarov”, Shumen, Bulgaria

Language(s)

Languages	Comprehension	Speaking	Writing
English	Excellent (C2)	Fluent (C2)	Excellent (C2)
Russian	Excellent (C2)	Fluent (C2)	Excellent (C1)

Social skills and competences	Ability to work in multi-cultural setting, self-motivation, persistence, proactive, negotiation skills.
Organizational skills and competences	Teamwork, leadership, organizing skills
Academic interests	Brand Management, International Marketing, and Marketing Strategy.
International specializations	

2025 - Romania – Romanian-Canadian Executive MBA– visiting professor
 2025 - Kosovo – University of Pristina – visiting professor
 2025 - Azerbaijan – Baku Business School – visiting professor
 2025 - Germany - Worms University of Applied Sciences – visiting professor
 2024 - UK – Nottingham Business School, Global Responsibility Week – visiting professor
 2024 - Germany - Worms University of Applied Sciences – visiting professor
 2024 - Italy - University of Foggia – invited professor
 2023 - Slovakia - University of Economics in Bratislava - invited professor under the European project "EDUTRANSFORM"
 2022 - Germany - Worms University of Applied Sciences – visiting professor
 2022 - Latvia - Liepaja University - teaching arrangement as an invited professor
 2022 - Netherlands - Fontys University of Applied Sciences - Erasmus+ training visit
 2022 - Tajikistan - Tajik State University of Finance and Economics - international consultant
 2022 - Serbia - Faculty of Economics (Belgrade) - member of jury ("Go Green" PhD students' competition)
 2022 - Armenia - Armenian State University of Economics - visiting professor
 2021 - Romania - West University of Timisoara - Erasmus+ delegate
 2021 - Russia - Plekhanov Russian University of Economics - visiting professor
 2021 - Serbia - Faculty of Economics (Belgrade) - visiting scholar
 2021 - Romania - West University of Timisoara - visiting scholar
 2021 - Albania - University of Tirana - visiting professor
 2021 - Kazakhstan - Aktobe University named after Bayishev - visiting professor (virtual)
 2020 - Russia - Plekhanov Russian University of Economics - visiting professor (virtual)
 2020 - UK - Nottingham Business School, Global Responsibility Week – visiting prof.
 2019 - Ukraine - Kyiv National University of Trade and Economics - visiting professor
 2019 - Russia - Plekhanov Russian University of Economics - visiting professor/delegate
 2018 - Ukraine - Odessa National Economics University - visiting professor
 2018 - Russia - Plekhanov Russian University of Economics - visiting professor
 2018 - Czech Republic - University of Economics, Prague - conference speaker
 2018 - Thailand – Ramkhamhaeng University – visiting professor
 2018 - UK – Nottingham Business School, Global Responsibility Week – visiting prof.
 2017 - Germany - Worms University of Applied Sciences – visiting professor
 2017 - Portugal - ISAG – European Business School – visiting professor
 2017 - UK – Nottingham Business School, Global Responsibility Week – visiting prof.
 2016 - India –VIRA International Foundation – Guest of Honor – Award Winner –Contributions in the field of Marketing
 2016 - Thailand –Ramkhamhaeng University – visiting professor
 2016 - Bosnia and Herzegovina - International University of Sarajevo - conference speaker
 2016 - UK –Nottingham Business School – Joint Degree – collaboration meeting delegate
 2015/2016 - Belgium –European Commission – H-Innovate university delegate
 2015 - Germany - Worms University of Applied Sciences – visiting professor / delegate double degree program
 2013 - Germany – Worms University of Applied Sciences – delegate double degree program / visiting professor
 2013 - Germany – Diploma University of Applied Sciences – visiting professor
 2012 - The Netherlands – IBM Alumni Panel – guest speaker
 2012 - Spain – University of Granada – visiting professor
 2012 - Ukraine – State Technological University of Cherkassy – visiting professor
 2011 - France – The European Parliament – supervisor of youth group
 2011 - Romania/Bulgaria- Development of the Dobrudzha region – research expert

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Participation in international projects

- Project:** Erasmus+ (Key action 1)
Period: 2019 -
Position held: institutional coordinator (project manager of KA131 and KA171)
- Project:** The development of inter-university network cooperation as a factor of improving the quality of education and the professional growth of the teaching staff
Period - 2020 - 2022
Position held: international consultant
- Project:** HEInnovate
Period: 2015 -
Position held: University of Economics-Varna project coordinator / elected delegate
- Project:** Preparation of validation documents for a Joint Master Degree programme with Nottingham Trent University, UK
Period: 11/2014 - 09/2015
Position held: coordinator
- Project:** „Support to the development of Ph.D. students, post-doctoral students, post-graduate students and young scientists.
Period: 09/2013 - 2015
Position held: project coordinator.
- Project:** „Student internships”.
Period: 09/2013 – 12/2014
Position held: academic supervisor.
- Project:** “Trans-Tour-Net: Design and marketing of pilot cross-border tourist products in the region of Dobrudzha”
Period: 2010-2012
Position held: lecturer.
- Project:** “Black Sea Cultural Animation Program. Pilot model for mobilizing the common cultural characteristics for creative destination management in the Black Sea Basin”.
Period: 2011-2013
Position held: lecturer.
- Project:** “INNO-JOBS: Creation of employment opportunities in the cross-border region by identification of innovative jobs and delivery of specialized training”.
Period: 2011-2012
Position held: research expert.

Other academic achievements

- Editorial board member - Economic Studies (SCOPUS Journal), issued by the Bulgarian Academy of Sciences (until 04.2025).
- Editorial board member - The International Journal of Professional Management, UK (issued by the International Professional Managers' Association)
Website: <http://ipmajournal.com/editor/Editor-VladimirZhechev.php>
- Young Scientist Award 2016 - Municipality of Varna, Bulgaria
Website: <http://nts.varna-bg.org/bg/52795>
- Young Scientist Award Winner 2016 - VIRA Foundation
Website: <http://www.viraw.info/ra16/winners/vladimirzhechev.html>
- Invited reviewer for the Journal of Hospitality Marketing and Management (SCOPUS, WoS)
Website: <https://www.scimagojr.com/journalsearch.php?q=19700183600&tip=sid>
- Invited reviewer for the European Journal of Tourism Research (SCOPUS)
Website: <https://www.scimagojr.com/journalsearch.php?q=20500195207&tip=sid&clean=0>
- Invited reviewer for Journal of Nursing Management (SCOPUS, WoS)
Website: <https://onlinelibrary.wiley.com/journal/13652834>
- Young Scientists Award 2019 - Municipality of Varna, Bulgaria
- *Website:* <http://su-varna.org/>
Google Scholar page: http://scholar.google.bg/citations?user=jbSA_g0AAAAJ&hl=bg.
LinkedIn profile page: <https://www.linkedin.com/in/vladimir-zhechev-7671865a/>