

Curriculum Vitae



1. **Name:** Nugzar Todua

2. **Address:** (Home) Tbilisi 0132, Michurini st., 9

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4. **E-mail:** nugzartodua@yahoo.com nugzar.todua@tsu.ge

5. **Year of Birth:** 1964

6. Education and Degree:

1995: Doctor of Economics Sciences (Field of study: Marketing)
Scientific-Research Institute of Economic and Social Problems (Georgia)

1990: Candidate of Science (PhD)
Moscow State Institute of Commerce (Russia)

1986: Diploma in Trade Economics (diploma with honors)
Ivane Javakhishvili Tbilisi State University (Georgia)

7. Professional Experience:

2002-now: Head of Marketing Department
Ivane Javakhishvili Tbilisi State University
Faculty of Economics & Business

1996-now: Professor of Marketing
Department of Marketing.
Ivane Javakhishvili Tbilisi State University
Faculty of Economics & Business

1992-1996: Associate Professor of Marketing
Department of Marketing.
Ivane Javakhishvili Tbilisi State University
Faculty of Economics & Business

1991-1992: Assistant Professor of Marketing
Department of Marketing.
Ivane Javakhishvili Tbilisi State University
Faculty of Economics & Business

1990-1991: Research Assistant
Department of Marketing.
Ivane Javakhishvili Tbilisi State University
Faculty of Economics & Business

8. Other Social Works:

Member of scientific societies:

- Georgian Business Scientific Academy:
- Georgian Economic Scientific Academy
- International Social Marketing Association (ISMA)
- European Centre for Research Training and Development (UK)
- Founder and Chairman of Association „Marketing Research Center“

Head of BBA, MBA and PhD Programs of Tbilisi State University

Member of editorial boards:

- International Scientific Journal „Economics World“ (David Publishing Company, USA)
- International Scientific Journal „International Journal of Business and Economics Research“ (Publisher Science Publishing Group, USA)
- International Scientific Journal „Asian Business Research“ (Publisher July Press, USA)
- International Scientific Journal „International Journal Information Models and Analyses“ (Publisher Institute of information theories and applications FOI ITHEA , Bulgaria)
- International refereed and reviewed scientific Journal „Economics and Business“ (Publisher Tbilisi State University, Georgia)
- International refereed and reviewed Scientific Journal „Global World“ (Publisher Sukhumi State University, Georgia)
- Interuniversity Scientific-Analytical Journal „Business and Management“ (Publisher Batumi State University, Georgia)
- International refereed and reviewed Scientific Journal „New Economist“ (Georgia)
- Scientific-Practical Journal „Globalization and Business“ (Georgia)

9. Course:

- International Marketing (bachelor studies)
- Marketing Management (master studies)
- Marketing Research (master studies)
- Global Marketing (master studies)
- Research Methodology in Business (doctoral studies)

10. Publication: More than 180 scientific works, 4 Textbook and 4 Monographs. The most important works:

- Todua, N., and Maghlakelidze, K. (2019). Marketing research on food consumers' behavior in Georgia's consumer market. *British Journal of Marketing Studies*. Vol. 7, No. 4, PP. 76-82.
- Todua, N. (2019). The impact of destinations image on tourists buying behavior. In *Proceedings of the 4th International Scientific Conference „Challenges of Globalization in Economics and Business“*, Tbilisi, pp. 144-150
- Todua, N. (2019). Using social media marketing for attracting foreign tourists to Georgian destinations. *Globalization and Business*. Vol. 7., pp. 39-48.
- Todua, N. and Mghebrishvili, B. (2019). Impact of the university image on the choice of enrollees (TSU example). In *Proceedings of all Ukrainian scientific and practical conference „Marketing: challenges and solution“*, Odessa, Ukraine, 2019, pp. 10-14.
- Todua, N. (2019). Attitude of Georgian Consumers to Healthy Nutrition. *Proceedings of International Academic Conference*, Italy, Roma.
- Todua, N., and Maghlakelidze, K. (2019). Anova in the marketing investigation of some spheres of consumers' market of Georgia. *Proceedings of the Tskhum-Abkhazian Academy of Sciences*. Vol. 17, pp. 226-231.
- Todua, N., and Vashakidze, B. (2018). Perception of the Service Quality connected with Personal Selling by Georgian Consumers. In *Proceedings of the 3rd International Scientific Conference „Challenges of Globalization in Economics and Business“*, Tbilisi, pp. 156-164.
- Todua, N. (2018). Georgian consumers awareness about the benefits associated with healthy nutrition. *International Scientific Journal of Business*. Vol. 1, pp. 11-18.
- Todua, N., and Mghebrishvili, B. (2018). Legal Fundamentals of Food Safety Provisions in Georgia. *Journal of International Academic Research*. 2018, Vol.1, No. 1, pp. 9-16.
- Todua, N. and Jashi, C. (2018). Influence of Social Marketing on the Behavior of Georgian Consumers Regarding Healthy Nutrition. *Bulletin of the Georgian National Academy of Sciences*, Vol. 12, No. 2, pp. 183-190.
- Todua, N. (2018). The Role of Food Labeling on Consumers' Buying Decision: Georgian Case. *International Journal of Economics and Management Engineering*, Vol.12, No. 4, pp. 479-482.
- Todua, N. (2018). Impact of Food Labeling on Consumer Buying Decision (Georgian Case). *International Journal of Innovative Technologies in Economy*, Vol.1, No.13, pp. 38-43.
- Todua, N. (2018). Impact of Social Media Marketing on Consumer Behavior in the Georgian Tourism Industry. *International Academy Journal Web of Scholar*, Vol. 5, No. 5(23), pp. 11-16.
- Todua, N., and Vashakidze, B. (2018). Consumers Attitudes towards Personal Selling on the Georgian Market. *Economics and Business*, Vol.11, , No. 1, pp. 114-130.
- Todua, N. (2017). Perceptions of Georgian consumers about healthy nutrition. *International Journal of Innovative Technologies in Economy*. Vol. 5, No. 11, pp. 11-15.
- Todua, N., Gogitidze, T., and Phutkaradze, B. (2017). Georgian Farmers' Attitudes Towards Genetically Modified Crops. *Economics World. USA*. Vol. 5, , No. 4, pp. 362-369.
- Todua, N. (2017). Social Media Marketing for Promoting Tourism Industry in Georgia. *Proceedings of 22nd International Conference on Corporate and Marketing Communications (Zaragoza, Spain)*. pp. 168-171.
- Todua, N. (2017). Influence of Food Labeling Awareness on Healthy Behavior of Georgian Consumers. *Ecoforum. Romania*, Vol. 6, , No. 2.

- Todua, N., and Gogitidze, T. (2017). Marketing research of attitudes towards genetically modified crops by Georgian farmers. *Annals of Constantin Brancusi University of Targu-Jiu. Economy Series. Romania.* , No. 1, pp. 69-76.
- Todua, N., Jashi, C., and Jangulashvili, T. (2016). Employment Opportunities in the Context of the Georgia – EU Association Agreement/ DCFTAS. Gender Overview. *Proceedings of International Academic Conference „Opportunities and Risks in the Contemporary Business Environment“.* Publisher „SNSPA“, Bucharest, Romania, pp. 135-144.
- Todua, N., and Jashi, C. (2016). Conceptual and Practical Aspects of Peace Marketing in Tourism (Georgian Case). In Book: „Peace Marketing“ (chapter XXVII), Publisher „Editura universitara“, Bucharest, Romania, pp. 346-356.
- Todua, N., and Jashi, C. (2016). Main Aspects of Service Quality in the Hotel Industry of Georgia. *Proceedings of 4th International Conference on Contemporary Marketing Issues, 22-24 June 2016, Heraklion, Greece.* pp. 431-435.
- Todua, N., and Dochviri, T. (2015). On the Marketing Research of consumer prices and inflation process. *British Journal of Marketing Studies.* Vol.3, No.2, pp. 48-57.
- Todua, N., and Jashi, C. (2015). Some Aspects of Social Media Marketing (Georgian Case). *International Journal of Social, Behavioral, Educational, Economic and Management Engineering.* Vol. 9, No. 4, pp. 1160-1163.
- Todua, N., Gogitidze, T., and Phutkaradze, B. (2015). Georgian Consumer Attitudes towards Genetically Modified Products. *International Journal of Management and Economics.* Vol. 46, , No. 1. pp. 120-133.
- Todua, N., and Dochviri, T. (2015). Anova in Marketing Research of Consumer Behavior of Different Categories in Georgian Market. *Annals of the „Constantin Brâncusi” University of Târgu Jiu, Economy Series, Romania, Vol. I, , No. 1,* pp. 183-190.
- Todua, N., and Jashi, C. (2014). Perception of Consumer loyalty of Foreign Brands (Georgian Case). *Proceedings of 19th International Conference on Corporate and Marketing Communication.* Milan (Italy), pp. 159-160.
- Todua, N., Babilua, P., and Dochviri, T. (2013). On the Multiple Linear Regression in Marketing Research. *Bulletin of the Georgian National Academy of Sciences.* Vol. 7, No. 3, pp. 135-139.
- Todua, N. (2013). Marketing Research of the Changes of Consumer Motivation in Georgian Tourism Market. *Proceedings of the 4th International Scientific-Practical Conference „Innovation in Tourism: Economics and Business“, Publishing House „Universal“, Tbilisi,* pp. 378-383.
- Todua, N., and Jashi, C. (2013). Behavior Changing through of Social marketing (Georgian Case). *Proceedings of third World Social Marketing Conference.* Toronto (Canada). pp. 95-97.
- Todua, N., and Jashi, C. (2013). Challenges of Social Marketing in Georgia. *Scientific-Popular Journal „TSU Science“.* Vol. 5, pp.59-62.
- Todua, N., and Gigauri, I. (2012). Aspects of social Responsibility of marketing in the Georgian Market. *Journal „Economics and Business“, Tbilisi,* No. 6, pp. 113-134.
- Todua, N. (2012). Marketing Research of the Consumer’s Motivation Changes in Georgian Market. *Proceedings of Georgian Academy of Economic Sciences.* Vol. 10, Publishing House „Siakhle“, Tbilisi, pp.292-311.
- Todua, N. (2012). Georgian consumers trust emotional advertising campaigns more than those based on logic. *Scientific-Popular Journal „TSU Science“.* Vol. 2, pp.64-67.

- Todua, N. (2012). Marketing Research of Consumer behavior in Georgian Market. Monograph. Publishing House „Universal“, Tbilisi, 327 p.
- Todua, N., and Abuladze, R. (2012). The Main Aspects of development of Social Network Sites Market. Journal „Economics and Business“, Tbilisi, No. 6, pp. 129-138.
- Todua, N., Abuladze, R. (2011). Internet Marketing. Textbook. Publishing House „Universal“, Tbilisi, 319 pages.
- Todua, N., Lominadze, D. (2011). Marketing Research of Consumer Behavior in the Medical Service Market of Georgia. Journal „Economics and Business“, Tbilisi, No. 2, pp. 113- 126.
- Todua, N. (2010). Ecotourism Market Development Tendencies in Georgia. Proceedings of I International Scientific-Practical Conference "Tourism: Economics and Business " (Shota Rustaveli State University, Black Sea Technical University (Turkey), Publishing House „Universal“, Tbilisi, pp. 487–495.
- Todua, N., and Mghebrishvili, B. (2009). Principles of Marketing. Textbook. Publishing House „Universal“, Tbilisi, 577 pages.
- Apil, A., Kaynak, E., and Todua, N. (2009). Product Preference Differences of High and Low Ethnocentric Consumers in Georgia. Eighteenth World Business Congress „Management Challenges in an Environment of Increasing Regional and Global Concerns“. July 1-5, 2009. International Black Sea University, Tbilisi. International Management Development Association. Research Yearbook. Vol. 18, pp. 531-539.
- Todua, N., and Apil, A. (2009). Consumer Attitudes toward Domestic and Foreign Products and Marketing Practices. Journal „Goeconomics“, No. 1, pp. 32-34. No. 2, pp. 45-50.
- Todua, N., and Apil, A. (2009). Georgian Consumers Evolution of Domestic Products. Journal „Economics and Business“, Tbilisi, No. 1, pp. 106- 126.
- Todua, N., and Valishvili, T. (2009). Marketing Research of International Educational Service Market. Journal „Economics“, Tbilisi, No.1-2, pp.228-236.
- Apil, A., Kaynak, E., and Todua, N. (2008). Georgian Consumers Evolution of Products Sourced From a Geographically Close Proximity Country. USA. Journal of Euromarketing, Vol. 17 , No. 3/4, pp.199-218.
- Todua, N., and Apil, A. (2008). Georgian Consumers' Perception of Domestic and Foreign Products. Journal „Goeconomics“, No:11, pp. 30-33; No.12, pp. 29-33.
- Todua, N., Abuladze, R. (2008). Marketing Research of Internet Market of Georgia. Monograph, Publishing House „Universal“, Tbilisi, 151 pages.
- Todua, N., and Valishvili, T. (2007). Future Trends of Educational Service Market of Georgia. Journal „Economic Profile“, Kutaisi, No:2, pp.38-41
- Todua, N., and Bakhtadze, E. (2006). Marketing Research of Tourism Market and its Developing Strategies. Monograph. Publishing House „Universal“, Tbilisi, 219 pages.
- Todua, N., and Urotadze, E. (2006). Marketing Strategies of Commodity Policy in the Silk Fabrics Market. Monograph. Publishing House „Universal“, Tbilisi, 107 pages.
- Todua, N., and Urotadze, E. (2000). New Mathematical Model for Conducting of Marketing Research. Journal „Macro-Microeconomics“, Tbilisi, No. 11, pp.13-14.

11. Awards

- The first degree scholarship of young scientists issued by the President of Georgia (1997 – 2004)
- The laureate of prize of young scientists after George Shultz (Iv. Javakhishvili Tbilisi State University, 1997)
- Scientific prize for development of textbook issued by Iv. Javakhishvili Tbilisi State University (1999)
- The order of Honor - By Decree of the President of Georgia (2013)

12. Technical Skills: Microsoft Office Word, Excel, PowerPoint, Internet.

13. Languages: Georgian, Russian, German, English

14. Interests: Hobby - art reading, chess game, swimming.