



Invitation Public Lecture Marketing Cities for Investment

The School of Economics in the College of Business and Economics invites you to an on-line public lecture.

PRESENTER

Professor Vladimir Zhechev (PhD Marketing)
Associate Professor University of Economics Varna, Bulgaria



ABOUT THE PRESENTER

Prof Vladimir Zhechev has earned his Ph.D. in Marketing (Brand Management) and currently holds the positions of Head of the Department of Marketing and Erasmus+ institutional coordinator at UE-Varna. He has worked as a consultant at GMSE (General Motors Southeast Europe) and has successfully completed over 10 European projects in the fields of: higher education, hospitality management, branding, marketing, student mobility, and others. Vladimir Zhechev has completed specializations in the UK, Russia, Thailand, Germany, Spain, France, Greece, Belgium (the European Commission – Directorate of Education and Culture), the Netherlands, India, Cyprus, etc. He has authored academic papers, monographs and book chapters in hotel marketing, general marketing, branding, CRM, etc. He is also a freelance marketing consultant to companies in the fields of mobile gaming, construction, hospitality, household services.

DATE Monday, 21 August 2023 **TIME** 17:00

Join on your computer, mobile app or room device

Click here to join the meeting

Meeting ID: 387 860 650 592

Passcode: i7CcoZ