

Hovhannes Ruben Yeritsyan

✉ hovhannes.yeritsyan@ysu.am

Faculty of Economics and Management

Chair of Management and Business

Associate professor

Education

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| Institution | Jean Moulin Lyon 3 |
| Faculty | Marketing |
| Date | 2008 - 2010 |
| Degree name | Masters |

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| Institution | French University in Armenia |
| Faculty | Marketing |
| Date | 2008 - 2010 |
| Degree name | Masters |

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| Institution | Jean Moulin Lyon 3 |
| Faculty | Marketing |
| Date | 2004 - 2008 |
| Degree name | Bachelor |

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|--------------------|------------------------------|
| Institution | French University in Armenia |
| Faculty | Marketing |
| Date | 2004 - 2008 |
| Degree name | Bachelor |

Scientific Rank/degree

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| Institution | European University in Armenia |
| Date | 2019 |
| Degree name | Associate professor |
| Specialty | Economic sciences |

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| Institution | European University in Armenia |
| Date | 2016 |
| Degree name | Candidate |
| Specialty | Economic sciences |

Scientific interests

- Leadership, Marketing, International Marketing, Quality Management, Business Ethics

Participation in international conferences and seminars

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|------------------------------------|--|
| 04/10/2024 - 07/10/2024 | WCIT-2024 World Congress on Information Technology French University in Armenia Armenia |
| 08/10/2024 - 10/10/2024 | The Transformative Economy: Digital Technology, Spatial Disparities, and Quality of Life Yerevan State University Armenia |
| 15/03/2023 | Current socio-humanitarian issues of Eurasian integration European University in Armenia Armenia |
| 24/05/2023 - 26/05/2024 | The future of education. ASEAN-Korea International Forum of Experts Kyungwoon University in Gumi Korea (the Republic of) |
| 12/06/2024 - 14/06/2024 | Global Governance and Leadership, Mediation and Peacebuilding, Climate Change and Artificial Intelligence French University in Armenia Armenia |

Other information

April, 2024: MANAGEMENT OF THE QUALITY OF EDUCATION, FORMATION OF EDUCATIONAL PROGRAMS, TEACHING PLANNING, TEACHING OUTCOMES, METHODS AND EVALUATION, TRAINING UFAR and ANQA. 04/09/2023 – 06/09/2023: INTRODUCION TO PLANNING TEACHING AND LEARNING, TRAINING UFAR and University of Leeds. 23/03/2023 – 05/05/2023: EDUCATION MANAGEMENT AND ETHICS, TRAINING Chelsea Business School. 01/02/2021 – 03/02/2021: "RESEARCH METHODS", TRAINING European University in Armenia. 01/03/2021 – 07/03/2021: EDUCATION EXPERT, TRAINING National Vocational Training Quality Assurance Center of Armenia. 01/05/2020 – 01/05/2020: METHODOLOGY OF PRODUCTIVE LEARNING, TRAINING European University of Armenia. 01/04/2019 – 10/04/2019: MODERN METHODS AND APPROACHES TO PREPARING PRESENTATIONS, TRAINING Pernod Ricard Armenia. 29/11/2018 – 30/11/2018: CREATIVE MARKETING, TRAINING Pernod Ricard Armenia. 15/10/2018: BRAND MANAGEMENT AND DEVELOPMENT OF BRAND PORTFOLIO, TRAINING Pernod Ricard Armenia. 22/06/2017 – 05/07/2017: CORPORATE SOCIAL RESPONSIBILITY, ETHICS AND WORK ETHICS, TRAINING Pernod Ricard Armenia.

Publications