



Free Academy of Tbilisi



CV

Personal Information

Surname	Kobalava
Name	Marine
Date of birth	29.06.1962
Citizenship	Georgia
Address	Bakhtrioni st.29/29, Tbilisi, Georgia
Phone	mob.: 5(99) 564171 home: 2366216
email	mkobalava@freeacademy.edu.ge
The last official position	Ivane Javakhishvili Tbilisi State University, Associate professor at the Faculty of Economics and Business, Marketing Department (Selected through competition)

Education

Higher education institution, faculty	Enrollment and graduation years	Qualification
Tbilisi State University, Faculty of National Economy Planning	1980-1986	economist HB № 065624
Tbilisi State University, Faculty of National Economy History	1986 – 1989	post-graduate student

Academic / scientific degree

Date of postgraduate thesis maintaining	07.04.99
Name of postgraduate thesis	Origin and development of the service market in Georgia
Qualification awarded	Degree of Candidate of Economic Sciences
Qualification document number	Diploma of Candidate of Sciences № 002157

Work Experience

Date	Institution Name and position
15.04.2019 - Present	Free Academy of Tbilisi – Vice Chancellor
01.09.2009 – 15.04.2019	„High School Georgia” -Pro Chancellor

Free Academy of Tbilisi

2013 – Present	Ivane Javakhishvili Tbilisi State University, Faculty of Economics and Business, Associate Professor at the Department of Marketing (Selected through competition)
2012 - 2013	Ivane Javakhishvili Tbilisi State University, Faculty of Economics and



Free Academy of Tbilisi

	Business, Visiting Professor at the Department of Marketing
2009 – 2012	Ivane Javakhishvili Tbilisi State University, Faculty of Economics and Business, Associate Professor at the Department of Marketing (Selected through competition)
2006 – 2009	Ivane Javakhishvili Tbilisi State University, Faculty of Economics and Business, Associate Professor at the Department of Marketing (Selected through competition)
2002 - 2006	Ivane Javakhishvili Tbilisi State University, Assistant professor at the department of Industry, agriculture, labor economics (Selected through competition)

Important Publications

Manual (including supporting)	
NN	Manual / lecture course title, year of publication (For electronic courses - e-mail address)
1.	PR, M. Kobalava, Publishing House „Universali”, 2018 https://www.researchgate.net/publication/329423359_PR-monograpia
2.	Agromarketing Management, M. Kobalava, M. Alpaidze, Tbilisi, 2017 Publishing House "Sveti"
3.	Retail (trade), M. Kobalava Publishing House „Universali“, 2013
4.	Investment Management and Planning, M. Kobalava, Publishing House „Universali”, 2012
5.	Modern Marketing Explanatory Dictionary, M. Kobalava, M. Lafaidze Publishing House "Universali", 2011
6.	Marketing Basics, Part I, M. Kobalava, M. Lafaidze, M. Manasheridze (marketing "know-how", attached CD) Publishing House "Universali", 2010
7.	Marketing, M. Kobalava Publishing House "Universali", 2008
8.	Determination of Marketing Features in Agricultural Sector of National Economics, M. Kobalava, Publishing House „Universali”, 2008
9.	Relationships with costumers, M. Kobalava, Publishing House „Universali” 2008
10.	Service Market and its Developing Regularities, M. Kobalava, Publishing House „Universali”, 1999.



Important publications

N	Author / authors	The type of publication	Title of the publication	Year of publication
1	M. Kobalava	World Academy of Science, Engineering and Technology International Journal of Economics and Management Engineering Vol:16, No:05	Ways to Effectively Use Tourism Potential Through International Marketing and PR Communication Strategy in the Post-pandemic Period (On the Example of Georgia)	2022
2	M.Lobzhanidze, M. Kobalava, L. Chikviladze	World Academy of Science, Engineering and Technology International Journal of Educational and Pedagogical Sciences Vol:16, No:11	The Impact of the Atypical Crisis on Educational Migration: Economic and Policy Challenges	2022
3	Kobalava M.	Reviews in an International Journal [Volume 10, Issue 1(24)]	BLACK PR, GOALS AND MEANS	2021
4	Kobalava M.	Article in Referable International Journal	Pandemic, Globalization and PR	2021
5	Kobalava M.	Article in reviewable International Journal	Black PR	2020



Free Academy of Tbilisi

6	Kobalava M. Vasadze M.	Collection of works of XXI International Scientific Conference	Strategic planning in educational space	2020
7	Kobalava M.	Local Journal	Public Relations, PR	2020
8.	Kobalava M.	Article	Public Relations in Modern Space Annual Journal „Iverioni” Pg. 12-14 http://usgeorgia.edu.ge/journal/Iveroni_2019.pdf	2019
9.	Kobalava M.	Article	Agromarketing concepts	2019
10	Kobalava M.	Monograph	Public Relations	2018
11	Kobalava M.	Article International Scientific Collection	Dealing with Crisis by Well-Planned PR International Scientific editors: Dr.,Prof.Y. Kozak (Ukraine), Dr., Prof. T. Shengelia (Georgia), Dr.,Prof. A Gribincea (Moldova). World Economy and International Economic Relations. Kyiv, GUL Volume II, 138p.ISBN 978-617-673815-2 pp.23-27	2018
12	Kobalava M.	Article III International Scientific Conference	Public Relation in Modern Plane, Editorial board: Ghaghanidze, G., Papava, V., Silagadze, E. etc. Challenges of Globalization in Economics and Business, Publishing House: Ivane Javakhishvili Tbilisi State University Pg. 2013-2016	2018



13	Kobalava M.	Article International Scholarly and Scientific Researches & Innovation	Stimulating Policy for Attracting Foreign Direct Investment in Georgia Editors: G.Erkomaishvili, M.Kobalava,T.Lazariashvili, N.Damenia World Academy of engineering and technology, International Scientific Research and Experimental Development. https://www.researchgate.net/publication/328556517_Stimulating_Policy_for_Attracting_Foreign_Direct_Investment_in_Georgia	2018
14	Kobalava M.	Collection of works of XXI International Scientific Conference	Management of Conflicts in PR, Authors of Journal: Chovelidze, L., Kobalava, M., Mikelashvili, M. and etc. Scientific-Cognitive Journal „Iverioni”. Publishing House „Universali” Pg. 6-8. http://usgeorgia.edu.ge/wp-content/uploads/2018/05/%E1%83%98%E1%83%95%E1%83%94%E1%83%A0%E1%83%9D%E1%83%9C%E1%83%98_N10_2018.pdf	2018
15.	Kobalava M.	Article	Globalization and Public Relations Globalization challenges in economics and business II International Scientific Conference	2017
16	Kobalava M., Erkomaishvili G.	Article	Consumer Market of Agricultural Products and Agricultural Policy in Georgia International Scholarly and Scientific Researches & Innovation	2017
17.	Kobalava M.	Article	Increasing opportunities of electronic PR in the epoch of globalization. Scientific-cognitive Journal "Iveroni" N9, p.7-9	2017
18	Kobalava M.	Article	Anti-crisis PR International Scientific Conference Proceedings: "Globalization Challenges in Economics and Business", Tbilisi, Publishing House Universali	2016



19	Kobalava M.	Article	Conceptual Aspects of AgroMarketing Formation Journal: Science and Technologies N1 (721), p.89-93	2016
20	Kobalava M.	Article	Black PR impact on the broad masses Scientific-Cognitive Journal "Iveroni" N8, p.5-6	2016
21	Kobalava M.	Article	The necessity of realization of agrimarketing Scientific-Cognitive Journal "Iveroni" N7, p.5-7	2015
22	Kobalava M.	Article	Investment Market and Development of Strategic Business Projects Journal: Social Economy The Current Problems of the XXI Century, May-June, p.81-85	2012
23	Kobalava M.	Article in the International Scientific Conference special edition	Gender and modern society facing present-day challenges Journal: World and Gender, Special Number (1). P. 193-195	2012
24	Kobalava M.	Article	Advertising marketing and advertisement working on the psychology of customers New and Contemporary History Issues N1 (11) TSU Institute of History and Ethnology	2012
25	Kobalava M.	Article	Retail Marketing Strategies, Economics, Monthly international peer-reviewed and refereed scientific journal, N1-2 Pg. 150-153	2011
26	Kobalava M. Alpaidze M.	Article	Georgian Economics and Financing of investment projects, Economics, Monthly international peer-reviewed and refereed scientific journal N5-6 Pg. 85-91	2011

Scientific - Research Activities

Citations	4.0
h-index	2
i10-index	0



Free Academy of Tbilisi

Qualification courses, trainings

Date	Name of course/training
16.12.2021	Training "What is Modern marketing?";
19.10.2021	Training "Language, thinking and modern man";
16.09.2021	Training "Strategic planning based on the matrix of the Boston Consulting Group";
09.06.2021	Training "Raising awareness of plagiarism";
29.05.2021	Training "Challenges of hybrid teaching in the university space".
28.05.2021	Training "Challenges of hybrid teaching in the university space".
14.05.2021	Training "Corruption and People: Causes, Consequences, Control"
02.03.2021	Training "The role of self-esteem in a leader";
25.02.2021	Training "What moves us forward";
08.02.2021	Training "Feel the Mission";
15.01.2021	Training "XXI century and feminization of business";
11.12.2020	Training: "Basic parameters of personal relations"
10.12.2020	Training: "Impact of modern economic trends on business"
28.10.2020	Training: preparation of scientific publications in Web of Science, Scopus, SCImago Journal Rank rating bases
29.09.2020	Training: creative approaches in training modern specialists
16.10.2020	Public lecture "I am not alone"
09.10.2020	Training: "What is leadership"
27.07.2020	Training "Speakerphobia"
19.06.2020	Training „საბიზნესო PR“
15.05.2020	Training "Role and importance of official statistics"
08.04.2020	Training: "Latest approaches to marketing concepts"
21.04.2020	Training: "The Power of Motivation"
05.03.2020	Master class "The way to success"
2019 წ.	"Mobbing in the 21st century and strategies to combat it". Tbilisi, J. Nadiradze #46
2016 წ.	Training in social marketing organized by the Public Training Center, Trainer. Tbilisi, J. Nadiradze #46
14.04.2014-17.04.2014	„Methods of Productivity and Efficiency Analysis“, the faculty of economics and business of Tbilisi State University and the Agricultural Economics Group of ETH Zurich (Swiss Federal Institute of Technology Zurich)
25.12.2012	Market marketing research and analysis
23.06.2010 - 5.06.2010	„ECTS & Diploma Supplement“ in the framework of the CEIBAL Twinning project Ministry of Education and Science of Georgia
30.03.2009 – 4.04.2009	Methods in Economic Research SFIT Zurich, TSU, CEED
2009 წ.	corporatism of transnational corporations;



Free Academy of Tbilisi

	Human Rights Protection Center
23.02.2009 – 5.02.2009	Borrowers Training Banking Education Center ABG
16.02.2009 – 9.02.2009	Risk management course; Banking Education Center ABG
6.01.2009 – 9.01.2009	Financial management course Banking Education Center ABG
2009 წ.	Organizer of the joint workshop of Piraeus University of Greece and Tbilisi University of International Relations
2007-2009 წწ.	The international project "Entrepreneurship Courses at Tbilisi State University" implemented by the HELLENIC-AID Foundation at Piraeus University.
2006 წ.	methods of job search and effective cooperation; Human Resources Development Fund
6.09.2004 – 20.10.2004	special course in personal computer usage; Computer center

Organizing/participating in scientific conferences, certificates

1	Date/place	2021
	Name of the conference	Global post-pandemic challenges
	address	Tbilisi, FTA
	Title	Pandemic, globalization, PR
2	Date/place	25.06.2020.
	Name of the conference	
	address	Zoom Video Communications
	Title	აბჯანრი PR
3	Date/place	08.07.2020.
	Name of the conference	Business 2020 - modern aspects and current problems. XXI International Scientific Conference
	address	Tbilisi, FTA.
	Title	Strategic planning in educational space
4	Date/place	21.06.2019
	Name of the conference	Economic policy of regional development
	address	Tbilisi
	Title	Agromarketing concepts
5	Date/place	10-11.05.2019 International Scientific Conference
	Name of the conference	Digital age and modern business challenges
	address	Tbilisi
	Title	Public Relations in Modern Space
6	Date/place	26-27. 2018
	Name of the conference	Challenges of Globalization in Economics and Business
	address	Tbilisi, TSU
	Title	PR
7	Date/place	3-4.11.2017.

Free Academy of Tbilisi

Name of the conference	Challenges of Globalization in Economics and Business
------------------------	---



Free Academy of Tbilisi

	address	Tbilisi, TSU
	Title	Globalization and Public Relations
8	Date/place	25.04.2017
	Name of the conference	Globalization and business - challenges, problems, perspectives.
	address	Tbilisi, High School Georgia
	Title	The growing opportunities of electronic PR in the age of globalization
9	Date/place	19-20.05.2017.
	Name of the conference	International scientific conference "Globalization and modern business challenges"
	address	Tbilisi, Georgian Technical University
	Title	Participant
10	Date/place	2016
	Name of the conference	Challenges of Globalization in Economics and Business
	address	Tbilisi, TSU
	Title	Anti-Crisis PR
11	Date/place	07.06.2016
	Name of the conference	Association agreement with the European Union and business challenges in Georgia
	address	Tbilisi, High school Georgia
	Title	Organizer
12	Date/place	06.12.2016
	Name of the conference	Conference supported by the Council of Europe and organized by the National Center for the Development of Education Quality
	address	Hotels & Preference Hualing Tbilisi
	Title	Participant
13	Date/place	22.06.2015
	Name of the conference	Georgia's socio-economic potential and main challenges at the modern stage
	address	Tbilisi, High School „Georgia”
	Title	The need to implement agromarketing in the agrarian sector of the economy
14	Date/place	30.05.2013
	Name of the conference	Analysis of modern period and news in Georgian reality
	address	Tbilisi, High School „Georgia”
	Title	Organizer
15	Date/place	2012
	Name of the conference	Gender and Modern Society
	address	Tbilisi, International Relations Training University
	Title	Organizer
16	Date/place	30.03.2009-04.04.2009
	Name of the conference	Methods in Economic Research SFIT Zurich, TSU, CEED
	address	Tbilisi



Free Academy of Tbilisi

	Title	Scientific research methods
17	Date/place	2009
	Name of the conference	Prospects for the development of entrepreneurship at the modern stage
	address	Tbilisi, International Relations Training University
	Title	Overview of entrepreneurial activity in Georgia

Participation in grant/contract projects for the last 6 years

№	Years of implementation	Donor organization project/contract №	Project title/ Form	Your role in the project
1	2017	Erasmus +Programm of the Uropean Union	Jan Mone	Project manager/ coordinator
2	2016	"Impact of Food Labeling on Consumer Behavior Change"	Scientific-research project - in the context of Georgia's association with the European Union	Participant of Project
3	2016	Memorandum of Understanding between High School Georgia and Baltic International Academy, Riga Latvia	Memorandum	Participant/Partner
4	2016	Memorandum of Agreement between High School Georgia and Baltic International Academy, Riga Latvia	Memorandum	Participant/Partner
5	2016	"Main trends of tourist expenses in Georgia", TSU Faculty of Economics and Business	Statistical survey of tourism expenditure of foreign visitors	Participant
6	2016	High School Georgia (Tbilisi, Georgia) and "KROK" University (Kiev, Ukraine)	Memorandum	Participant/ Partner
7	2007 – 2010	„HELLENIC AID programme”	Entrepreneurship Courses in Tbilisi	Participant/ Partner

Free Academy of Tbilisi

		Memorandum	State University - Participation in the joint grant project of Piraeus University, Tbilisi State University	
--	--	------------	--	--



Free Academy of Tbilisi

			and International Relations Training University "Entrepreneurship Courses"	
--	--	--	--	--

Collaboration with foreign scientific centers (foreign universities/scientific centers in joint educational or scientific programs/projects; business trip/scholarship/internship, etc.)

Form of cooperation	Name of the University/Scientific Center	date
Participant	Dealing with Crisis by Well-Planned PR International Scientific editors: Dr.,Prof.Y. Kozak (Ukraine), Dr., Prof. T. Shengelia (Georgia), Dr.,Prof. A Gribincea (Moldova). World Economy and International Economic Relations. Kyiv, GUL Volume II, 138p.ISBN 978-617-673815-2 pp.23-27	2018
Participant	Stimulating Policy for Attracting Foreign Direct Investment in Georgia Editors: G.Erkomaishvili, M.Kobalava,T.Lazariashvili, N.Damenia World Academy of engineering and technology, International Scientific Research and Experimental Development. https://www.researchgate.net/publication/328556517_Stimulating_Policy_for_Attracting_Foreign_Direct_Investment_in_Georgia	2018
Participant	Consumer Market of Agricultural Products and Agricultural Policy in Georgia Editors: G.Erkomaishvili, M.Kobalava,T.Lazariashvili, M.Saghareishvili World Academy of engineering and technology, International Scientific Research and Experimental Development 2604 – 2608p. https://waset.org/publications/10007968/consumer-market-of-agricultural-products-and-agricultural-policy-in-georgia	2017
participation, report author, Co-Chairman of the Program Committee	Международная научно-практическая конференция Новое качество овразования и науки: Возможности иперспективы PR в условиях глобализации окружающего пространства	2017
Participation	Formation of an Georgian-Greek Study-Scientific Center TSU, Faculty of Economics and Business	2007-2011



Free Academy of Tbilisi

Other activities

N	Name of the Activities
1	Member of the Senate of Free Academy of Tbilisi
2	A true member of the Political Academy of Georgia, an academician (№ a-17)
3	Member of the competitive commission for the academic positions of professor and associate professor at Ivane Javakhishvili Tbilisi State University, Faculty of Economics and Business
4	Member of the competition commission created to ensure an open competition at the National Statistical Service of Georgia (independent invited specialist) 2021
5	Chairman of the competitive commission for the academic positions announced in 2020-2021 of the Free Academy of Tbilisi, School of Business Administration
	GTU - Opposition 2021 Tornike Sadunishvili - "Features and problems of integrated marketing communications in the field of financial services"
6	Member of the Academic Council of the University of International Relations from 2008/2009 academic year - until May 23, 2012
7	Member of the Scientific Council of the University of International Relations from 2008/2009 academic year - until May 23, 2012
8	The head of the undergraduate program of the Faculty of Business Administration of the Higher School of Georgia 2012-2017.
9	Head of the educational (undergraduate and graduate) program of the Faculty of Business Administration of the University of International Relations
10	Dissertation work opponent and evaluator: PhD N. Melanishvili's Dissertation thesis opponent PhD T. Dotchvri's Dissertation thesis opponent
11	Chief editor - annual scientific cognitive magazine "Iveron", from 2008 to the present day
12	Experience in organizing scientific conferences: Scientific conference of the University of International Relations on the topic: "Gender and Modern Society", 2012.
13	The event dedicated to the 850th anniversary of „Vepkhistkaosani” "Public rewriting of Vepkhistkaosani " - co-participant
14	Delivery of marketing "know-how" of the training course to students of business administration using innovative technologies - Power Point presentations.

Trainings

	The Name of Training	Date
1	"Using Black PR Elements in Eclectic Mass Media";	27.10.2021
2	PR	05.05.2020
3	Latest approaches to marketing concepts	09.04.2020
4	The power of motivation	21.04.2020
5	The way to success	05.03.2020
6	Mobbing in the XXI century and strategies to fight it	06.06.2019