

# Hovhannes Ruben Yeritsyan

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## Faculty of Economics and Management

Chair of Management and Business

Associate professor

## Education

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<b>Institution</b>	Jean Moulin Lyon 3
<b>Faculty</b>	Marketing
<b>Date</b>	2008 - 2010
<b>Degree name</b>	Masters

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<b>Institution</b>	French University in Armenia
<b>Faculty</b>	Marketing
<b>Date</b>	2008 - 2010
<b>Degree name</b>	Masters

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<b>Institution</b>	Jean Moulin Lyon 3
<b>Faculty</b>	Marketing
<b>Date</b>	2004 - 2008
<b>Degree name</b>	Bachelor

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<b>Institution</b>	French University in Armenia
<b>Faculty</b>	Marketing
<b>Date</b>	2004 - 2008
<b>Degree name</b>	Bachelor

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## Scientific Rank/degree

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<b>Institution</b>	European University in Armenia
<b>Date</b>	2019
<b>Degree name</b>	Associate professor
<b>Specialty</b>	Economic sciences

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<b>Institution</b>	European University in Armenia
<b>Date</b>	2016
<b>Degree name</b>	Candidate
<b>Specialty</b>	Economic sciences

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## Scientific interests

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

## Participation in international conferences and seminars

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

*Article*

**ANALYSIS OF THE ORGANIZATION'S ACTIVITY ON THE EXAMPLE OF THE BOSTON CONSULTING GROUP MATRIX. THEORETICAL-EXPERIMENTAL APPROACH**

Hovhannes Yeritsyan

Bulletin of Yerevan University G: Economics (Բանլբեր Երևանի համալսարանի: Տնտեսագիտություն)  
2025 49-56

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*Article*

**THE IMPACT OF DIGITAL TOOLS ON THE PROJECT MANAGEMENT PROCESS**

YERITSYAN H.R., HAKOBJANYAN A.H.

ИННОВАЦИИ, ЛОГИСТИКА, МЕНЕДЖМЕНТ В СОВРЕМЕННОЙ БИЗНЕС-СРЕДЕ: Материалы VII  
международной научно-практической конференции  
2025 267-277

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*Article*

**Analysis of the Organization's Activity on the Example of the Mckinsey Matrix. Theoretical-  
Experimental Approach**

Hovhannes Yeritsyan

Bulletin of Yerevan University G: Economics (Բանլբեր Երևանի համալսարանի: Տնտեսագիտություն)  
2025 45-53

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