

Faculty of Economics and Management

Chair of Management and Business

Associate professor

Education

Institution Jean Moulin Lyon 3

Faculty Marketing

Date 2008 - 2010

Degree name Masters

Institution French University in Armenia

Faculty Marketing

Date 2008 - 2010

Degree name Masters

Institution Jean Moulin Lyon 3

Faculty Marketing

Date 2004 - 2008

Degree name Bachelor

Institution French University in Armenia

Faculty Marketing

Date 2004 - 2008

Degree name Bachelor

Scientific Rank/degree

Institution European University in Armenia

Date 2019

Degree name Associate professor

Specialty Economic sciences

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

04/10/2024 -	WCIT-2024 World Congress on Information Technology
07/10/2024	French University in Armenia
	Armenia
08/10/2024 -	The Transformative Economy: Digital Technology, Spatial Disparities, and Quality of
10/10/2024	Life
	Yerevan State University
	Armenia
15/03/2023	Current socio-humanitarian issues of Eurasian integration
	European University in Armenia
	Armenia
24/05/2023 -	The future of education. ASEAN-Korea International Forum of Experts
26/05/2024	Kyungwoon University in Gumi
	Korea (the Republic of)
12/06/2024 -	Global Governance and Leadership, Mediation and Peacebuilding, Climate Change
14/06/2024	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 (Բանբեր Երևանի համալսարանի: Տնտեսագիտություն) 2025 49-56

Article

THE IMPACT OF DIGITAL TOOLS ON THE PROJECT MANAGEMENT PROCESS

YERITSYAN H.R., ՀԱԿՈՎՅԱՆ Ա.Հ.

ИННОВАЦИИ, ЛОГИСТИКА, МЕНЕДЖМЕНТ В СОВРЕМЕННОЙ БИЗНЕС-СРЕДЕ: Материалы VII

международной научно-практической конференции

2025 267-277

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 (Բանբեր Երևանի համալսարանի: Տնտեսագիտություն)

2025 45-53
