

Instructor Profile				
Name	Andrey Mikhailitchenko	Gender	Male	
Nationality	USA	Birth Date	August 14, 1962	
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Phone No.	+1-916-278-7128	Fax No.	+1-916-278-4979	
Email	mikhaili@csus.edu			
Academic Title	Full Professor			
Research Field	Integrated Marketing Communications			
Education Experience	Degree	Duration	Institute	Major
	Bachelor	1979-1984; 1984-1985	Moscow State University, USSR; 北京外国语学院	World Economy; Chinese Language
	Master	2000-2002	Syracuse University, USA	MBA
	Doctor	2003-2008	Cleveland State University, USA	DBA, Marketing
Working Experience	Time	Institute		Position
	2009-present	California State University		Faculty
	2003-2009	Continent Trading Co. (Moscow, Russia)		Board of Directors Member
	1993-2003	Continent Trading Co. (Moscow, Russia)		CEO
	1992-1993	Roski Trading Co. (Moscow, Russia)		Vice General Manager
	1986-1992	Institute of World Economy & International Relations (USSR)		Research Analyst
	1985-1986	State Committee for Foreign Economic Relations (USSR)		Interpreter, Chinese language

<p>Major Achievements (Publications)</p>	<p>Sadovnikova, A., Pujari, D., and Mikhailitchenko, A. (2016) “Radical Innovation in Strategic Partnerships: A Framework for Analysis”, <i>Journal of Business Research</i>, Vol.69, No.5, 1829-1833.</p> <p>Tootelian, D., Mikhailitchenko, A., Gaedeke, R., and Holst, C. (2016) “How Much Segmentation is Needed in the Healthcare Marketplace? An Exploratory Study of HMO and Non-HMO Customers”, <i>Health Marketing Quarterly</i>, Vol.33, No.1, 31-47.</p> <p>Mikhailitchenko, A. and Varshney, S. (2016) “Russian Foreign Trade under New Wave of Political Pressure: A Glance from Inside”, <i>AIB Insights</i>, Vol.16, No.2, 6-9.</p> <p>Mikhailitchenko, A., and Varshney, S. (2016) “SME Internationalization in Emerging Markets: Symbiotic vs. Commensal Pathways”, <i>Journal of Marketing and Consumer Behavior in Emerging Markets</i>, Vol. 1, No.3, 4-19.</p> <p>Mikhailitchenko, A. and Sadovnikova, A. (2015) “Symbiotic vs Commensal Networking: The Case of Textile SMEs in China and Russia”, <i>Organizations and Markets in Emerging Economies</i>, Vol.6, No.1 (11), 29-43.</p> <p>Sadovnikova, A., Mikhailitchenko, A., and Shapiro, S. (2014) “Consumer Protection in Postwar Canada: Role and Contributions of the Consumers' Association of Canada to the Public Policy Process”, <i>Journal of Consumer Affairs</i>, Vol.48, No.2, 380-402.</p> <p>Mikhailitchenko, A., Tootelian, D., Mikhailitchenko, G. (2012) "Exploring Saturation Levels for Sponsorship Logos on Professional Sport Uniforms: A Cross-Cultural Study" <i>International Journal of Sports Marketing & Sponsorship</i>, Vol.13, No.2, 267-281.</p> <p>Tootelian, D., Varshney, S., and Mikhailitchenko, A. (2012) “Can Producing and Marketing Healthy Foods Create a Healthy Economy? An Exploratory Study of California” <i>Journal of Food Products Marketing</i>, Vol.18, No.3, 242-256.</p>
<p>Others</p>	<p><i>Organizations and Markets in Emerging Economies Journal</i>, Editorial Board member;</p> <p>The 2016-2017 Outstanding Scholarly and Creative Activity Award (CSU Sacramento)</p> <p>The Faculty Development Grant (2015, CSU Sacramento)</p> <p>The Pedagogy Enhancement Award (2011, CSU Sacramento)</p> <p>Alpha Kappa Epsilon Society (2004, Cleveland State University)</p> <p>The Simon Keller Award (2002, Syracuse University);</p> <p>Beta Gamma Sigma Society (2001, Syracuse Chapter);</p> <p>Honors Diploma (1984, Moscow State University)</p>