


Personal Profile					
Given Name	Konstantin	Mid Name	Borisovich		
Family Name	Malkov	Gender	Male		
Nationality	Russia	Date of birth	1983-01-08		
Postal Address	Russia-Moscow-Moscow-3-ya Peschanaya ulitsa, dom 3, kv. 84				
Zip Code	125252	Phone No.	86-13716715520		
Fax No.		Email Address	k.malkov@bfsu.edu.cn		
Academic Title	Associate Professor or equivalent	Current Working University/Institute	BFSU IBS		
Education Background	Duration	University/Institute	Major	Degree	
	2000-09-01--2005-06-30	Lomonosov Moscow State University, School of Public Administration	Municipal and Public Administration	Other	
	2005-11-01--2008-11-03	Lomonosov Moscow State University, School of Public Administration	Economic sciences (management)	PhD	
	2009-09-01--2011-07-01	Diplomatic Academy of Russian Foreign Ministry	Master of political sciences, world politics	Master	
Working Experience	Duration	University/Institute	School/Department	Academic Title	Course Title

	2006-09-04--2008-04-04	CJSC	Government Consultancy Department		the Russian Federation
	2009-02-09--2010-09-17	FBK Ltd. (Grant Thornton Group)	Consulting Services to the Public Sector Department	Other	Administrative and budget reforms in the Russian Federation
	2016-06-01--2017-06-01	All-Russian Political Party	Head of the Local Executive Committee	Other	Technologies of Electoral Campaigns, Political Communication, Crowd Management
	2018-09-03--2020-12-21	BFSU	International business school, International Business Department	Lecturer or equivalent	Motivation in Management, CSR, Cross-cultural Management, Brand Management, Business Communication, Innovation and Entrepreneurship

	2016-09-01--2018-08-30	Moscow State Regional University	School of Economics and Management and Public Administration Department		psychology, Management of social and economic development of cities, Youth policy management in th
	2011-06-01--2015-09-01	Moscow Academy of Labor Market and Information Technology	School of Economics, Management, HRM-Department	Associate Professor or equivalent	Introduction to management, History and methodology of Management, International Management, Sociology Science management
	2008-04-08--2009-02-06	IDS Scheer Russia and CIS Ltd	Department of Management and Financial Consulting	Other	Project management in corporate practices
	2005-09-01--2006-09-01	Lomonosov Moscow State University	School of Public Administration	Other	Introduction to management
Research Field	strategy and cross cultural studies management				
Publications	1. Malkov K., Vilenskaya F. Features and the contents of the mechanism of state foreign policy decisions // "Young scientist", No. 48 (234), November, 2018. 2. Zheltenkov A., Solodilov A., Malkov K. and others, Effectiveness of Public Administration and The Quality of Life, Monography, MRSU, 2018 3. Malkov K., Vilenskaya F., Makshanova I. Features and problems of managing and implementing youth policy in the Russian Federation // MRSU, 2017 4. Malkov K. Evaluation of the efficiency of the HR policy of a				

	<p>commercial organization in the context of a crisis situation // MRSU, 2017 5. Malkov K. Politology. Course book. MARTIT, 2015 6. Malkov K. Handbook of the "Fundamentals of Management" by Mascon, Albert, Hedouri. MARTIT, 2015 7. Malkov K. Principle of social justice in the RF healthcare system: problems of implementation, MARTIT, 2014 8. Malkov K. Corporate social responsibility. Lecture course. Textbook. MARTIT, 2014 9. Malkov K. Methods of making managerial decisions. Textbook. MARTIT, 2014 10. Malkov K. Results based management in Public Administration, Monography, MARTIT, 2013 11. Malkov K. Government Decision-making process in uncertain conditions of foreign policy environment. Monography. LAP LAMBERT Academic Publishing GmbH & Co, Saarbrücken, 2011 12. Shapiguzov S.M., Sinyagin A.K., Malkov K.B. and others. Projects of normative legal acts and methodological documents for ensuring the implementation of the Strategy for the comprehensive reform of the socio-economic management system in Kazan. Ministry of Finance of the Russian Federation, Moscow, 2009 13. Shapiguzov S.M., Sinyagin A.K., Malkov K.B. and others. Recommendations for the draft Strategy of the comprehensive reform of the socio-economic management system in Kazan. Ministry of Finance of the Russian Federation, Moscow, 2009 14. Shapiguzov S.M., Sinyagin A.K., Malkov K.B. and others. The financial and economic crisis and measures to mitigate its consequences in the Republic of Tatarstan and Kazan. Ministry of Finance of the Russian Federation, Moscow, 2009 15. Malkov K. Features of strategic management in public and business management: general and special. // ?Economic Sciences? № 39 (February), 2008 16. Malkov K. Features of the balanced scorecard in public administration // ?Economic Sciences? № 41 (April), 2008 17. Malkov K. Corporate mechanisms in administrative reform // MSU 2008 18. Malkov K. Model of the market of state and municipal services: essence, mechanism, feasibility. Economics, Sociology, Legislation, November 2008 № 11. M.: 2008 19. Malkov K. Political decisions in conditions of uncertainty // Barnaul University, 2009 20. Malkov K. Managerial design of multifunctional centers of state and municipal services // FBK, 2010</p>
Other Achievements	<p>1. Honorary Certificate of excellence in teaching in BFSU-SolBridge undergraduate program in 1st semester of 2019/20 2. Honorary Certificate of excellence in teaching in BFSU-SolBridge undergraduate program in 2nd semester of 2018/19 3. Certificate of Award: Third Prize in "The Belt and Road" Business Cases Competition, 2018 4. Award by letter of recognition of Moscow Government (Russian Federation), 2011 5. Award by "All-Russian political Party "UNITED RUSSIA" , 2010 6. Award by Tatarstan Republican Government (Russian Federation) for implementation of Administrative reform, 2009</p>

Course Information	
Course Title	Brand Management
Teaching Language	English
Teaching Methods	Case study, lectures, seminars, business games
Type of Class Arrangement (A–H)	A1
Course Description	The goal of the discipline is the development of key competencies in the field of brand management, i.e. the development of professional views on the activities aimed on the creation and management of brand as an object of management. The totality of views will form the abilities to develop competitive brands, determine their positioning and image on the market, manage its' development taking into account the marketing strategies of the company. Thus, as the result of the course students must achieve the following objectives: Students must know: subject, goals and objectives of brand management theory; factors and conditions of multivariate practice of brand management and its relationship with other processes taking place in the global market, society, organization, team in modern conditions; brand management system, including its principles, methods and mechanisms; fundamentals of strategic, operational, administrative and organizational brand management.
Course Syllabus	1. Brand Management and branding in contemporary conditions. 2. Brand Management in the system of corporate management and regulation 3. Strategic Brand Management 4. Managing Brand Portfolio 5. Integrated brand-communications 6. Internet-branding: designing and developing brands in global network 7. Brand capitalization 8. International legislation and law aspects of Brand Management
Course Assessment	Group project is an important task and objective for the course. Whole group must divide into working groups and show the ability to work on the project of creating and positioning brand on “turnkey”. It is presumed that the most successful projects must contain 13 stages, including: Project plan and project goals, objective, tasks, main stages (templates and examples will be provided). Project concept, including, description of object, primary and secondary analysis of current situation (using specific tools). Target audience. Presumption of the strategic positioning of draft and working versions of brand (internet, social, communicational positioning). Logo, slogan, brand colors and the essential attributes of the brand. Budgeted and/or financial scheme and ways of investments attraction to the brand financing. Needed changes in the system of management in the selected company (proposal of changes in corporate documentation, e.g. brand-book), etc.
Course Books and Recommended Reading	1. Aaker, D. Aaker on branding: 20 principles that drive success / D. Aaker. — N.Y.: Morgan James Publishing, 2014. 2. Aaker, David Keller, Kevin (1990) Consumer Evaluations Of Brand Extensions. Journal Of Marketing 1990 3. Aaker, David Keller, Kevin (1993) Interpreting Cross-Cultural Replications Of Brand Extension Research. International Journal Of Research In Marketing 1993:1 4. Aaker, David (1990) Brand Extensions: The Good, The Bad And The Ugly. Sloan Management Review 1990 5. Aaker, David (1991) Managing Brand Equity. Capitalizing On The Value Of A Brand Name. Free

Press: New York. 6. Aaker, David (1992) The Value Of Brand Equity. Journal Of Business Strategy 1992 7. Aaker, David (1996) Building Strong Brands. Free Press: New York. 8. Aaker, Jennifer (1997) Dimensions Of Brand Personality. Journal Of Marketing Research 1997:8, 347 356. 9. Arnold, David (1992) The Handbook Of Brand Management. The Economist Books: London.