

Curriculum Vitae
Tetyana Kholod



Personal Information

First name/Surname	Tetyana Kholod (何婷娜, Tanya)
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Nationality	Ukrainian

Education and Training

01 September 2011- 20 July 2016	PhD in Business Management (focus: Decision Making) Institute of Business and Management, National Chiao-Tung University (NCTU), Taiwan, AACSB
01 September 2008- 01 July 2011	Master, Global MBA College of Management National Chiao-Tung University (NCTU), Taiwan, AACSB
01 September 2004-01 July 2008	Bachelor, Economics and Entrepreneurship Department of Economics and Finance, National University of "Kyiv-Mohyla Academy", Ukraine

Academic Work Experience

September 2019-present	Adjunct Professor , John Cabot University, Rome, Italy
February 2017-July 2018	Courses: <ul style="list-style-type: none">• Calculus for Business, Fall 2019
	Assistant Professor , English Taught Program in International Business, College of Management, Shih Chien University, Taiwan
	Courses: <ul style="list-style-type: none">• International Business Strategy, Spring 2017, Spring 2018 (undergraduate and graduate)• Business Strategy, Fall 2017 (undergraduate and graduate)• Digital Marketing, Spring 2017, Spring 2018 (undergraduate and graduate)• International Marketing, Fall 2017 (undergraduate and graduate)• Industrial Competitiveness, Fall 2017 (graduate)• Calculus for Business students, Spring 2017 (undergraduate)• Business Research Methods, Spring 2017, Spring 2018 (graduate)• Brand Management (intensive course), Spring 2018 (undergraduate and graduate)

Additional Activities

- Co-organizer and leader of the Social Media Marketing project for collaboration between industry and university; CSR SunFar, Taiwan, March 2018 – July 2018
- Chief organizer of Inter-University Business Case Competition in Taiwan (IUBC2018), March 16th 2018
- Main instructor and program organizer for Business Case Intensive Training for business students, September 2017, December 2017
- Mentor for the Shih Chien University team at the Woosong Business Case competition, Korea, October 2017
- Main Instructor for the ETP Graduation Project: International Marketing Strategy for New Personal Tech, December 2017
- Main organizer for ETP Presentation Contest: New Southbound Policy in Taiwan: Business Opportunities and Challenges

September 2016-January 2017
September 2016-January 2017

Part-time lecturer, Shih Chien University, Taiwan:

- Global Marketing (graduate)

Part-time lecturer at Feng-Chia University, Taiwan:

- Special Topics in Financial Institutions in Greater China (undergraduate)

September 2010-June 2016

Teaching Assistant, National Chiao Tung University, Taiwan:

- Strategic Management, Spring 2012, 2013, 2014, 2015, 2016 (graduate)
- Business Analytics and Data Scientist Certification Program, Spring 2016 (course for industry professionals)
- Global Technology Strategy, Fall 2013, 2014 (graduate)
- Marketing Management, Fall 2011 (graduate)
- Managerial Economics, Spring 2011 (graduate)
- Managerial Accounting, Fall 2010 (graduate)

List of Publications

- Kholod T., Hsieh Y.T., Wang W.Y., Hsieh M.H. (2017) Predicting Movie Performance Using Creative Clusters: Network Approach. Proceedings of the International Conference on Management & Behavioral Sciences (IC17Italy Conference) ISBN: 978-1-943579-95-2 Paper ID: IC773
 - Kholod T., Kuo T. (2017) Implementing Taiwan's Southbound Policy: Knowledge Flows and Innovative Opportunities in the Region. Presented at the 22nd EBES Conference, 24-26 May, 2017, Rome, Italy.
 - Kholod T. (2016) Relational Perspective on Introducing Renewable Energy: Policy Fit for Sustainable Market Development. PhD *Dissertation*
 - Kang, J.-S., Kholod, T., Downing S. (2015). Analysis of Russia's biofuel knowledge base: A comparison with Germany and China. *Energy Policy* (85), 182-193
[doi:10.1016/j.enpol.2015.06.002](https://doi.org/10.1016/j.enpol.2015.06.002)
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- Balkan, S., & Kholod, T. (2015). Video Analytics in Market Research. *Information Systems Management* 32(3), 192-199
 - Kang, J.-S., Kholod, T., Downing S. (2014). Analysis of Russia's biofuel industry: Knowledge flow and technological capabilities. IAMOT2014 Conference proceedings. Paper No.1569873765
 - Kholod, T., & Balkan, S. (2014). Is Video Analytics a Game Changer for Market Research? DSS2.0 conference.
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On-Going Research Projects

Kholod, T., Glocalization Marketing Strategies of Global Makeup Brands in Asia, original master thesis, ongoing paper, estimated publication 2019

Kholod, T., Wang Y. Movie performance forecasting using Creative Clusters, *International Journal of Arts Management*, under review since October 2018

The Role of coepetition among industry players in successful introduction of renewable energy (focus on biofuel in Europe) with Dr. Jin-Su Kang (National Chiao-Tung University, Taiwan)

Funding Applications

Project member in Research Group, Shih Chien University, Project-Based and Student-Centered Learning, Feb 2018-Jun 2018, financing from Ministry of Science and Technology of Taiwan

Project member in Research Group, Shih Chien University, Movie Performance Prediction, Jul 2018-Jul 2019, financing from Ministry of Science and Technology of Taiwan

Project Leader in Research and Teaching Group, Shih Chien University, Innovative methods in research and teaching, Sep 2017-Jan 2018, financing from Ministry of Education of Taiwan

Project leader in Research Group, Shih Chien University, Movie Performance Prediction, Sep 2017-Jun 2018, financing from Ministry of Science and Technology of Taiwan

Prepared Taiwan National Science Council (NSC) research grant proposal in October 2012, October 2014

Prepared Taiwan Ministry of Science and Technology (MOST) Russia-Taiwan collaboration research proposal, September 2015

Work Experience in the Industry

November 2015-August 2017

Social Media Manager (part-time)

ASRock Taiwan/Motherboard producer

<http://asrock.com/index.us.as>

October 2014 – July 2016

Research Assistant (part-time)

Dr. Jin-Su Kang, Associate Professor at NCTU

June 2013-February 2015

New Business Developer (part-time)

Kinled Inc., Taiwan /Nanoprotech grease retailer

<http://www.kinled.com.tw/>

Easton Inc., Taiwan /Alcohol products retailer

<http://www.kinled.com.tw/>

March 2009-June 2013

Purchasing Manager (part-time)

Polymer Enterprise, Ukraine /Manufacturing of multipurpose polymeric films

<http://polimer.vn.ua/>
