

Hovhannes Ruben Yeritsyan

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

Article

THE IMPACT OF DIGITAL TOOLS ON THE PROJECT MANAGEMENT PROCESS

YERITSYAN H.R., HAKOBYANYAN A.H.

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 (Բանաբեր Երևանի համալսարանի: Տնտեսագիտություն)
2025 45-53
