

ANAHIT ARMENAKYAN

Associate Professor, School of Business, Nipissing University

H130, 100 College Drive, Box 5002, North Bay, ON P1B 8L7
anahita@nipissingu.ca

CITIZENSHIP: Dual citizenship: Citizen of Canada, Citizen of the Republic of Armenia

EDUCATION

Ph.D., 2012, Carleton University

- **Thesis** (2012): An International and Longitudinal Study of Mega-Event and Country Images: Attitude Formation and Sense Making Concerning the Vancouver Winter Olympics

Supervisor: Dr. Heslop, Louise A., Carleton University

Co-supervisor: Dr. Lu, Irene R. R., Carleton University

Examination Fields: Mega-Events, Country Image, Attitudes, Expectations (dis)Confirmation

- **Comprehensive Examination Paper** (2008) (in partial fulfilment of Doctoral studies): A Little Big Influencer

Examination Fields: Consumer Socialization, Children, Influence

MBA, 2004, Katz Graduate School of Business, University of Pittsburgh, Pittsburgh, PA, USA

MBA, 2002, American University of Armenia, Yerevan, Republic of Armenia

MSc. (with Honors), 1990-1995, Computer Sciences - Programming, State Engineering University of Armenia, Yerevan, Republic of Armenia

RESEARCH EXPERIENCE

Research Interest: My research interests evolve around different aspects of consumer behaviour with the emphasis on country image and its effect on consumer attitudes and decision-making process. I mainly focus on country image and *mega events* (e.g., Olympic Games and Youth Olympic Games particularly), country image and *consumer products* (e.g., organic fresh produce, wine). I am also examining the issues of newcomers' integration into Canadian society.

Grants

- Nipissing University, Research Outcome Grant, CAD 1,000, "III Summer Youth Olympic Games: Parental Perspectives", 2018
- Nipissing University, Internal Research Grant, CAD 2,500, "Organic Produce Purchase Behavior: International Expansion – Armenia and Italy", 2018
- Pathways to Prosperity, Research Grant (co-applicant), CAD 7,900, "In Search of Welcoming Neighbourhoods and Adequate Housing: The Experiences of Recent Immigrants in Northeast Ontario", 2017
- Nipissing University, Internal Research Grant, CAD 4,900, "Analysis of marketing strategies for sustainable tourism development in Armenia", 2016
- Nipissing University, Internal Research Grant, CAD 3,000, "Two hosts of one guest: Vancouver vs. Sochi Winter Olympic Games", 2014
- Nipissing University SSHRC 4A Award, CAD 3,000, "Youth and Sports Mega-Events: Building and Moulding Images and Allegiances", 2014
- Start-up Research Grant from Nipissing University, CAD 5,000, "NEATourism in Armenia: Achievements and challenges", 2012-2013
- Applied Research Grant from the Mount Royal University, CAD 7,500, "Small Charities: An analysis of change in fundraising activities", 2010-2011, principal investigator: Dr. F. Brouard, co-investigators: Dr. L. Neilson and A. Armenakyan

Post-Doctoral Research Fellow, 2011-2012, Carleton University, Ottawa, ON, Canada

ACADEMIC AND PROFESSIONAL PUBLICATIONS/PRESENTATIONS

Refereed Journal Publications

1. **Armenakyan, A.**, O'Reilly, N., Heslop, L. A., Nadeau, J., and Lu, I. R. R., (2016). "It's all about my team": Mega-sport events and consumer attitudes in a time series approach. *Journal of Sport Management*, 30(6):597-614.
2. O'Reilly, N., **Armenakyan, A.**, Lu, I. R. R., Nadeau, J., Heslop, L. A., and Cakmak, E. (2016). Sport mega-events and tourism: Contrasting the influence of host country and event. *International Journal of Sport Management and Marketing*, 16(3-6): 280-296.
3. Dikcius, V., **Armenakyan, A.**, Urbonavicius, S., Jonyniene, G., and Gineikiene, J. (2015). The influence of children on family purchasing in Lithuania and Azerbaijan. *Organizations and Markets in Emerging Economies*, 5(2): 79-96.
4. Doyle, J. and **Armenakyan, A.** (2014). Value-creating mechanisms within the market orientation-performance relationship: A meta-analysis. *Journal of Strategic Marketing*, 22(3): 193-205.
5. **Armenakyan, A.**, Heslop, L. A., Nadeau, J., O'Reilly, N., and Lu, I. R. R. (2013). "Tell me who's your host and I'll tell you who you are": Olympic Games image before and after the 2008 and 2010 Olympic Games. *International Journal of Sport Management and Marketing / Special Issue on "Advances in Sport Tourism Marketing & Management,"* 14(1/2): 71-95.
6. Heslop, L. A., Nadeau, J., O'Reilly, N., and **Armenakyan, A.** (2013). Mega-event and country co-branding: Image shifts, transfers and reputational impacts. *Corporate Reputation Review / Special Issue on "Nation Branding", Invited Paper/Peer-Reviewed*, 16(1): 7-33.
7. **Armenakyan, A.**, Heslop, L. A., Nadeau, J., O'Reilly, N., and Lu, I. R.R. (2012). Does hosting the Olympic Games matter?: Canada and Olympic Games image before and after the 2010 Olympic Games. *International Journal of Sport Management and Marketing / Special Issue*, 12 (1/2): 111-140
8. **Highly Commended Award** (2013 Literati Network Awards for Excellence) Doyle, J. D., Heslop, L. A., Ramirez, A., Cray, D., and **Armenakyan, A.** (2012). Trust building in wine blogs: A content analysis. *International Journal of Wine Business Research*, 24(3): 196-218.
9. Heslop, L. A., Cray, D., and **Armenakyan, A.** (2010). Cue incongruity in wine personality formation and purchasing. *International Journal of Wine Business Research*, 22(3): 288-307.

Refereed Conference Papers/Presentations

1. (upcoming), **Armenakyan, A.** (2019) Team-building Activity to Deliver Marketing Concepts: Structured Abstract, *2019 World Marketing Congress*, Marketing Education track, Edinburgh, Scotland, July 9-12, 2019.
2. (upcoming), **Armenakyan, A.** (2019) Youth sport participation and Youth Olympic Games: Structured Abstract, *2019 World Marketing Congress*, Special Session/Chair, Edinburgh, Scotland, July 9-12, 2019.
3. (upcoming) Brown, N. & **Armenakyan, A.** (2019). Cricket in the North: The Impact of Sports Participation and Sponsorship on Immigrant Social Inclusion and Fostering Welcoming Communities, *2019 World Marketing Congress*, Special Session/Chair, Edinburgh, Scotland, July 9-12, 2019.
4. **Armenakyan, A.** & Brown, N. (2018). Ecotourism Perspective: The Case of Armenia. *2018 World Marketing Congress*, Porto, Portugal, June 27-29.

ACADEMIC AND PROFESSIONAL PUBLICATIONS/PRESENTATIONS(cont.)**Refereed Conference Papers/Presentations(cont.)**

5. Adler, A., Brown, N., & **Armenakyan, A.** (2018). What's in it for me? Chorister Recruitment and Retention in a University-Community Choir. *International Symposium on Singing and Song II*, St. John's, Newfoundland and Labrador, Canada, June 27-29.
6. **Armenakyan, A.** & Brown, N. (2018). Ecotourism in Armenia. 2018, Armenian Economic Association Conference, The Armenian Economic Association (AEA), June 14-16.
7. **Armenakyan, A.** Nadeau, J. & Olafsen, A. (2018). Youth Olympic Games: Parental Perspective in the Context of Lillehammer Youth Olympic Games, *Annual Conference of Administrative Sciences Association of Canada: Sport and Tourism Division*, Toronto, Ontario, May 27-29.
8. Baregheh, A. & **Armenakyan, A.** (2018). Organic produce purchase behaviour in Canada. *Extended Abstract, 17th International Marketing Trends Conference*, Paris, France, January 17-19.
9. Nadeau, J., **Armenakyan, A.**, Heslop, L.A., & O'Reilly, N. (2017). Making Sense of Attribution Attempts: Emotional Evanescence in Sponsorship Outcomes. *Annual Conference of Administrative Sciences Association of Canada* Montreal, Quebec, May 27-29.
10. **Armenakyan, A.**, Nadeau, J., & Olafsen, A. H. (2016). Destination Youth Olympics: Lillehammer Winter Games, *Abstract, Proceedings of the Inaugural Conference of the International Place Branding Association* (pp. 128-129), London, UK, December 7-9, 2016.
11. Dikčius, V., **Armenakyan, A.**, Pikturienė, I., Šeimienė, E., Pakalniškienė, V., Kavaliauskė, M., Katkuvienė, K., and Reardon, J. (2016). Children's influence on their parents' purchase decision: Systematic analysis of researches between 1985-2014, *Abstract, Proceedings of the 2016 International Scientific Conference: Economics and Management*, Brno, Czech Republic, May 19-20.
12. **Armenakyan, A.**, Heslop, L.A., Lu, I. R. R., Nadeau, J., and O'Reilly, N. (2015). Olympic Games: Does the host location matter?, *Extended Abstract, Proceedings of the 2015 World Marketing Congress*, Academy of Marketing Science, Bari, Italy, July 14-18.
13. **Armenakyan, A.**, Heslop, L.A., Lu, I. R.R., Nadeau, J., and O'Reilly, N. (2014). Two Hosts of One Guest: Vancouver vs. Sochi Winter Olympic Games. In J. Forsyth, C. O'Bonsawin, & M. K. Heine (Eds.) *Intersections and Intersectionalities in Olympic and Paralympic Studies* (pp. 125-126). *Abstract, Proceedings of the 12ve International Symposium for Olympic Research*, London, Ontario, Canada, October 30-31.
14. **Armenakyan, A.** (2014). Consumer ethnocentrism in modern Armenia. In M. Groza & C. Ragland (Eds.), *Marketing Challenges in a Turbulent Business Environment* (pp. 613-614). *Proceedings of the 2014 World Marketing Congress, Extended Abstract*, Academy of Marketing Science, Lima, Peru, August 5-8.
15. **Armenakyan, A.**, Heslop, L.A., Lu, I. R.R., Nadeau, J., and O'Reilly, N. (2013). The role of expectations, confirmation, and perceived performance in Olympic Games attitudes: A cross-national longitudinal study. In C. Campbell & J. J. Ma (Eds), *Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing* (pp. 625-634). *Proceedings of the World Marketing Congress*, Academy of Marketing Science, Melbourne, Australia, July 17-20.
16. Doyle, J.D. and **Armenakyan, A.** (2013). Value creating mediating mechanisms within the market orientation-performance relationship: A meta-analysis, *Proceedings of the 2013 SE DSI Annual Conference*, Charleston, South Carolina, USA, February 20-22, 373-391.

ACADEMIC AND PROFESSIONAL PUBLICATIONS/PRESENTATIONS(cont.)***Refereed Conference Papers/Presentations(cont.)***

17. **Armenakyan, A.**, Heslop, L.A., Lu, I. R.R., Nadeau, J., and O'Reilly, N. (2012). The role of expectations, confirmation, and perceived performance in Olympic Games attitudes: A cross-national longitudinal study. In J. Forsyth & M. K. Heine (Eds.) *Problems, Possibilities, Promising Practices: Critical Dialogues on the Olympic and Paralympic Games* (pp. 125-126). Abstract, *Proceedings of the 11th International Symposium for Olympic Research*, London, Ontario, Canada, October 19-20.
18. **Armenakyan, A.**, Heslop, L.A., Nadeau, J., and O'Reilly, N. (2011). The role of involvement and expectations in assessments of the Olympic Games, *Proceedings of the World Marketing Congress*, Reims, France, July 19-23.
19. Nadeau, J., Heslop, L.A., O'Reilly, N., Verwey, S., **Armenakyan, A.**, and Çakmak, E. (2011). Importance of country image to mega-event sponsorship brands: Comparison of Vancouver Winter Olympics and South Africa FIFA World Cup, *Extended Abstract, The 7th Global Conference of the Academy of Marketing Brand*, Corporate Identity and Reputation SIG, Oxford, England, April 5-7.
20. **Armenakyan, A.**, and Cray, D. (2009). Where are you from? The effects of country-of-origin on partners' perceptions of trustworthiness in international business collaborations, *Proceedings of the 18th Annual World Business Congress*, International Management Development Association, Tbilisi, Georgia, July 1-5, 106-113.
21. Heslop, L.A., Cray, D., and **Armenakyan, A.** (2009). Brand and country-of-origin effects in wine decision making: Is incongruity a problem in a wine world turned upside down? *Proceedings of the Annual Conference of Administrative Sciences Association of Canada*, Marketing Division, Niagara Falls, Ontario, June 6-9, CD, 30(3).
22. **Armenakyan, A.**, Madill, J., and Heslop, L. A. (2008). Social marketing in the fight against increasing smoking rates: Perspectives in developing countries, *Proceedings of the World Social Marketing Conference*, Brighton and Hove City, England, September 29-30, CD.
23. Heslop, L. A., **Armenakyan, A.**, and Jamieson, C. (2008). China product failure: Does anyone care? *Proceedings of the Annual Conference of Administrative Sciences Association of Canada*, International Business Division, Halifax, Nova Scotia, May 24-27, CD, 29(8).

Conference/Symposium Presentations

1. "The power of games" (2017), 2017 Annual Spring Conference of the Ontario Business Educators' Association, Toronto, April 27.
2. "Consumer ethnocentrism in modern Armenia", (2015), *2015 Armenian Economic Association Conference*, Yerevan, Armenia, June 19-21.
3. "Sponsorship, country images and the Olympic Games: Results of a research agenda around Beijing 2008 and Vancouver 2010", (2012), *11th International Symposium for Olympic Research*, London, Ontario, Canada, October 19-20.
4. "Where are you from? The effects of country-of-origin on partners' perceptions of trustworthiness in international business collaborations", (2009), *Annual Conference of Administrative Sciences Association of Canada*, Niagara Falls, ON, Canada, June 6-9.
5. "A Big Little Influencer: The influencing effect of young children on parental decision-making process", (2009), *6th Annual Sprott Doctoral Symposium*, Ottawa, ON, Canada.
6. **Best Presentation Award** "Wines, Brands, and Four Frogs: The effect of brand name on perception of wine personality and on purchasing decision-making", (2009), *6th Annual Sprott Doctoral Symposium*, Ottawa, ON, Canada.

ACADEMIC AND PROFESSIONAL PUBLICATIONS/PRESENTATIONS(cont.)***Conference/Symposium Presentations***

7. "Social marketing and its potentials in the fight against increasing rates of smoking: Perspectives in developing countries", (2008), *5th Annual Sprott Doctoral Symposium*, Ottawa, ON, Canada.
8. "Diaspora marketing: An increasing role in homeland development", (2007), *4th Annual Sprott Doctoral Symposium*, Ottawa, ON, Canada.)

Other Research Contributions

1. Brouard, F., Neilson, L., and **Armenakyan, A.** (October 31, 2012), "Small charities: An analysis of change in fundraising activities", SCSE-CSES Research, Carleton University.
2. Neilson, L., Brouard, F., and **Armenakyan, A.** (2012), "Fundraising Methods: Past, Present, Future", SCSE-CSES Research, Carleton University.

Invited Presentations

1. **Armenakyan, A.** (Presenter), "The power of games" (2017), 2017 Halton District School Board regional professional development day, Toronto, April 28.
2. **Armenakyan, A.** (Presenter), (2015), International Business Collaboration: The effects of country-of-origin on partners' perception of trustworthiness, Groupe de Recherche en Affaire Internationales Lecture Series, Invited Presentation, HEC Montreal, Montreal, Quebec, October 30.
3. Heslop, L.A. (presenter), **Armenakyan, A.**, Nadeau, J., and O'Reilly, N. (2011), "The Tinkerbell effect: The power of beliefs for Canada and the Olympics", Invited presentation, Carleton University Alumni Association, Vancouver Chapter, Vancouver, British Columbia, March 11.

ACADEMIC ACTIVITIES***Academic Reviewer***

- 2013-2019, *International Journal of Wine Business Research*
- 2015-2018, *Journal of Hospitality & Tourism Research*
- 2014-2018, *Journal of Product & Brand Management*
- 2009 - 2018, *Annual Conference of Administrative Sciences Association of Canada*
- 2014-2017, *Sport Management Review*
- 2013-2017, *International Marketing Review*
- 2017, *International Journal of Sport Management and Marketing*
- 2015-2016, *European Marketing Association Conference*
- 2013-2014, *World Marketing Congress*
- 2013, *Conference on Historical Analysis and Research in Marketing*
- 2011, *Journal of Historical Research in Marketing*, Emerald
- 2009, *International Journal of Electronic-Government Research*

Conference Attendance

- 2018 (November, 6-7), 2018 Sport Canada Research Initiative Conference (SIRC), Ottawa, ON, Canada
- 2018 (June 14-16), The Armenian Economic Association (AEA), Yerevan, Republic of Armenia
- 2017 (June 23-25), The Armenian Economic Association (AEA), Yerevan, Republic of Armenia
- 2016 (June 17-20), The Armenian Economic Association (AEA), Yerevan, Republic of Armenia
- 2014 (June 20-22), The Armenian Economic Association (AEA), Yerevan, Republic of Armenia

TEACHING EXPERIENCE

Nipissing University, School of Business, North Bay, ON, Canada

- **Sabbatical Leave**, July 1, 2018 – July 31, 2019
- **Associate Professor (Full-time, Tenured)**, 2017-2018
- **Assistant Professor (Full-time, Tenure-Track)**, 2012-2017

Courses taught

- *Field Placement I (iLEAD)* (ADMN 3337/ADMN4337), Winter 2015-2018, Individualized studies for students in BBA and/or BComm
- *Innovative Approaches in Marketing* (MKTG 4436), Fall 2014-2015, Winter 2016-2018, Upper-level course for students with Major in Business
- *International Marketing* (MKTG 3417), Fall 2012, Winter 2014-2016, Upper-level course for students with Major or Minor in Business
- *Social Marketing* (MKTG 3436), Winter 2017, Fall 2017, Upper-level course for students with Major or Minor in Business
- *Communications: Advertising and Promotion* (MKTG 3416), Fall 2016-2017, Upper-level course for students with Major or Minor in Business
- *Consumer Behaviour* (MKTG 3126), Fall 2012-2016, Upper-level course for students with Major or Minor in Business
- *Marketing for Managers* (MKTG 2127), Winter 2013-2018, Simulation- and case-based course for students with Major or Minor in Business
- *Marketing Concepts* (MKTG 1126), Winter 2013/2014, Introductory course on marketing concepts (University-wide)
- *Marketing for Managers - distance learning* (MKTG 2127), Winter 2014, Case-based course for students with Major or Minor in Business

Vilnius University, Faculty of Economics and Business, Vilnius, Lithuania

- **Visiting Professor**, May-June 2018, May 2019

Courses taught

- *EF2267: Integrated Marketing Communications*, Master's level course taught to Erasmus exchange students and MBA students of Vilnius University

Laurentian University, 2010-2013, School of Commerce and Administration, Canada

- **Online Sessional Instructor**, 2010-2013

Courses taught

- *Introduction to Marketing Management and Planning* (MM1/COMM 2035), Summer 2013, Fall 2012, Fall 2011, Winter 2010: Introductory undergraduate course for students in CGA-Canada program

Carleton University, Sprott School of Business, Ottawa, ON, Canada

- **Contract/Sessional Instructor**, 2008-2012

Courses taught

- *Consumer Behaviour* (BUSI 4206), Fall 2011-Winter 2012: Upper-level course for students with Major or Minor in Business
- *Marketing: New Tools* (BUSI 3204), Fall 2010, Winter 2011, Fall 2011, Winter 2012: Upper-level course for students with Major or Minor in Business
- *Introduction to Marketing* (BUSI 2208), Winter 2008, Winter 2010: Introductory course for commerce students with Major in Business
- *Basics of Marketing* (BUSI 2204), Fall 2008, Winter 2009: Introductory course for non-commerce students with Minor in Business

TEACHING EXPERIENCE (cont.)

State Engineering University of Armenia, Kapan Branch Campus, Kapan, Syunik, Republic of Armenia
Junior Associate Professor, 1996-2001

Courses taught

- *Operating Systems*
- *Computer Architecture*
- *Networks and Distributed Systems*
- *Human-Computer Interaction*

AWARDS and HONORS

- **Recognition Award**: For research on marketing of sports, 2018, International Marketing Trends Conference
- **Outstanding Reviewer Award**, 2013, 2013 Emerald Literati Awards, The International Journal of Wine Business
- **Sprott Business Award**, 2006-2010, Sprott School of Business, Carleton University
- **Domestic Tuition Doctoral Scholarship**, 2008-2010, Sprott School of Business, Carleton University
- **Academic Excellence Scholarship for International Student**, 2006-2008, Sprott School of Business, Carleton University
- **Edmund S. Muskie /Freedom Support Act Scholarship**, 2003-2005, Annual fellowship program to citizens of 12 post-Soviet countries by Bureau of Educational and Cultural Affairs of the United States Department of State / administered by the American Councils for International Education: ACTR/ACCELS
- **Armenian General Benevolent Union (AGBU) Scholarship**, 2000-2002, American University of Armenia

RELATED PROFESSIONAL EXPERIENCE

Zenteq.AM, 2005, Yerevan, Republic of Armenia

Marketing Manager

- Direct marketing
- Advertising
- Customer care
- Testing and evaluation of new solutions

Contemporary Technologies, Inc., 2004-2005, Pittsburgh, PA, USA

Communications Manager

- Creation, implementation, and overseeing of communications programs
- Market research, customer database development, and segmentation
- Development of white papers, press releases, and other communications papers
- Evaluation of current products/services and development of advertising plans

Antares, Publishing House and Advertising Agency, 2002-2003, Yerevan, Republic of Armenia

Marketing Manager

- Media plans for Public Relations campaigns and 2003 parliamentary elections
- Direct mailing and promotional mailing campaigns
- Human Resources functions including application process, training of new employees, supervision, and conflict resolution

MEDIA COVERAGE (print, online)

- Visiting auditor/consultant at [Hurilab](#): Social Innovation Camp Ltd. (UNDP) June 28-30, 2013, Yerevan, Republic of Armenia
- Research is presented in *Research Works/Carleton*, "How do you like us now, eh?" Hannah Yakobi, April 6, 2010
- Quoted in *Ottawa Citizen*, "Hectic visit for Hungarian president," Jennifer Campbell, Gary Marr, April 25, 2007

SERVICE / EXTRACURRICULAR ACTIVITIES**Nipissing University, North Bay, ON, Canada*****Senate (2013-2018)***

- APS Faculty Senator, 2013-2018
- Senate Standing & Petitions Subcommittee, 2017-2018
- Senate Planning and Priorities Committee/ Academic Quality Assurance & Planning Committee, 2016-2018
- Senate Undergraduate Services & Awards Subcommittee, 2016-2018
- Senate Student Appeals Committee, 2013-2016
- Senate AdHoc Committee, 2014
- Research Council, 2014-2015

Nipissing University Faculty Association (2015-2016)

- NUFA Gender Equity and Diversity Committee
- NUFA Social Committee

School of Business (2012-2017)

- Teaching and Student Experience Committee, Chair, 2015-2016
- Teaching and Student Experience Committee, Committee Member, 2013-2017
- Judge, Enterprise Olympics, 2017
- Judge, Challenge Balls, 2013-2015
- School of Business Research Center, Board Member, 2012-2015
- Strategic Management - LTA2 Search Committee, Committee Member, 2014
- Corporate Finance - LTA2 Search Committee, Committee Member, 2013
- Mission Statement Development Committee, Board Member, 2013

Common Book Common Program, 2012-2014, Committee Member**Other Volunteering and Community Service (2001-2017)**

- *Choir Member (Soprano 2)*, 2015-2018, Near North Voices, University-Community Choir, North Bay, ON, Canada
- *Board Member*, 2014-2017, Kensington Condominium Corporation N12, North Bay, ON, Canada
- *Volunteer*, 2013-2017, Multicultural Center, North Bay, ON, Canada
- *Volunteer*, 2011-2012, Cornerstone Housing/Shelter for Women, Ottawa, ON, Canada
- *Web Maintenance*, 2010, Armenian Cultural Foundation of Ottawa, Ottawa, ON, Canada
- *Graduate Student Representative*, 2009-2012, Sprott Centre for Social Enterprise, Carleton University, Ottawa, ON, Canada
- *VP Communications*, 2009, Sprott Ph.D. Student Association, Carleton University, Ottawa, ON, Canada
- *VP Communication*, 2006, Armenian Cultural Foundation of Ottawa, Ottawa, ON, Canada
- *Katz Ambassador Program*, 2004, University of Pittsburgh, Pittsburgh, PA, USA
- *VP Marketing, English Club*, 2001, American University of Armenia, Yerevan, Republic of Armenia

PROFESSIONAL DEVELOPMENT/CERTIFICATES/COURSES/TRAININGS

- 2019 (February), MOOC/Reaktor: *Elements of AI*, University of Helsinki's online offering <https://www.elementsofai.com/>
- 2019 (January), *Fundamentals of OCAP®*, The First Nations Information Governance Centre (FNIGC)/Algonquin College, Compliments of SIRC and Sport Canada
- 2018, *Hootsuite Platform Certification*, Hootsuite Academy
- 2014 (December), MOOC/Coursera: *E-learning and Digital Cultures*, University of Edinburgh's online offering

LANGUAGES English (fluent), Armenian (native), Russian (fluent), French (beginner)

REFERENCES

Available upon request