

**ANAHIT ARMENAKYAN**

- Associate Professor, School of Business, Nipissing University

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

**Ph.D.**, 2012, Sprott School of Business, Carleton University, Ottawa, ON, Canada

- **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

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

**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

**GRANTS/AWARDS**

- 2022 \$2,500 – Awards in Support of Research, Scholarly and/or Creative Activity, ““Myth or reality? The effects of country-of-origin, product category, and consumer ethnocentrism on product evaluation and purchase intention in Armenian market”
- 2021 \$2,400 – Nipissing University, Internal Research Grant, "Organic Produce Purchase Behavior: International Expansion," with Dr. Anahita Baregheh
- 2019 \$5,000 – Nipissing University, SSHRC Institutional Grants, “Youth Olympic Games through the eyes of young sport consumers”
- 2018 \$1,000 – Nipissing University, Research Outcome Grant, "III Summer Youth Olympic The power of games: Parental Perspectives"
- 2018 \$2,500 – Nipissing University, Internal Research Grant, "Organic Produce Purchase Behavior: International Expansion – Armenia and Italy," with Dr. Anahita Baregheh
- 2017 \$7,900 – Pathways to Prosperity, Research Grant (co-applicant), “In Search of Welcoming Neighbourhoods and Adequate Housing: The Experiences of Recent Immigrants in Northeast Ontario,” with Dr. Natalya Brown
- 2016 \$4,900 – Nipissing University, Internal Research Grant, , "Analysis of Marketing Strategies for Sustainable Tourism Development in Armenia," 2016
- 2014 \$3,000 – Nipissing University, Internal Research Grant, "Two Hosts of One Guest: Vancouver vs. Sochi Winter Olympic Games"
- 2014 \$3,000 – Nipissing University SSHRC 4A Award, "Youth and Sports Mega-Events: Building and Moulding Images and Allegiances," 2014
- 2013 \$5,000 – Start-up Research Grant from Nipissing University, "NEATourism in Armenia: Achievements and Challenges”
- 2010 \$7,500 – Applied Research Grant from the Mount Royal University, CAD7,500, “Small Charities: An Analysis of Change in Fundraising Activities,” with Dr. F. Brouard and Dr. L. Neilson

## **ACADEMIC EMPLOYEMENT HISTORY**

### **Teaching**

2012 – 2024 **Nipissing University**, School of Business, North Bay, ON, Canada

- *Associate Professor (Full-time, Tenured)*, 2018 – 2023
- *Sabbatical Leave*, 2018 – 2019
- *Assistant Professor (Full-time, Tenure-Track)*, 2012 – 2017

#### **Courses taught**

##### Graduate

- KINE 5407: *Directed Readings (Sport Marketing)*

##### Undergraduate

- MKTG 4436: *Innovative Approaches in Marketing (Digital/Social Media/AI)*
- MKTG 4406: *Applied Marketing Management*
- ADMN 4336: *Directed Readings (iLEAD)*
- ADMN 4337: *Field Placement II (iLEAD)*
- ADMN 4146: *Community Organization internship (iLEAD)*
- ADMN 3336: *Special Topics (iLEAD): Finland International Expedition*
- MKTG 3436: *Social Marketing*
- MKTG 3306: *Digital Marketing*
- MTKG 3417: *International Marketing*
- MTKG 3416: *Communications: Advertising and Promotion (in-person and distance)*
- ADMN 3337: *Field Placement I (iLEAD)*
- MKTG 2126: *Consumer Behaviour (distance)*
- MTKG 3126: *Consumer Behaviour (in-person and distance)*
- MKTG 2127: *Marketing for Managers (in-person and distance)*
- MKTG 1126: *Marketing Concepts*

2022 – 2023 **American University of Armenia**, Manoogian Simone College of Business & Economics (CBE), Yerevan, Armenia

- *Adjunct Lecturer (Spring 2022, Spring 2023, Fall 2023)*

#### **Courses taught**

##### Undergraduate

- BUS160D: *Principles of Marketing*
- BUS 276: *Integrated Marketing Communications*

2018 – 2020 **Vilnius University**, Faculty of Economics and Business, Vilnius, Lithuania

- *Visiting Professor (Spring 2018, Spring 2019, Spring 2020)*

#### **Courses taught**

##### Graduate

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

2010 – 2013 **Laurentian University**, School of Commerce and Administration, Canada

- *Online Sessional Instructor (Fall 2010, Fall 2011, Fall 2012, Summer 2013)*

#### **Courses taught**

##### Undergraduate+CGA

- MM1/COMM 2035: *Introduction to Marketing Management and Planning*, Introductory undergraduate course for students in CGA-Canada program

**ACADEMIC EMPLOYEMENT HISTORY (cont.)*****Teaching (cont.)***

2008 – 2012 **Carleton University**, Sprott School of Business, Ottawa, ON, Canada

- *Contract/Sessional Instructor*

**Courses taught**

Undergraduate

- BUSI 4206: *Consumer Behaviour*
- BUSI 3204: *Marketing: New Tools*
- BUSI 2208: *Introduction to Marketing*
- BUSI 2204: *Basics of Marketing*

1996 – 2001 **State Engineering University of Armenia, Kapan** Branch Campus, Kapan, Syunik, Republic of Armenia

- *Junior Associate Professor*

**Courses taught**

Undergraduate

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

**PROFESSIONAL EMPLOYEMENT HISTORY**

**2005 – 2005** ***Zenteq.AM***, Yerevan, Republic of Armenia

*Marketing Manager*

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

**2004 – 2005** ***Contemporary Technologies, Inc.***, 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

**2002 - 2003** ***Antares, Publishing House and Advertising Agency***, 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

**ACADEMIC AND PROFESSIONAL PUBLICATIONS/PRESENTATIONS*****Refereed Journal Publications***

1. (Forthcoming) Brown, H., **Armenakyan, A.**, & Shahi, A. (2024). The impact of cricket on immigrant social inclusion in Northern Ontario communities. *Canadian Ethnic Studies*.
2. Oldford, E., Fiset, J. & **Armenakyan, A.** (2023). The marginalizing effect of journal submission fees in Accounting and Finance. *Scientometrics (SCIM)*, 128:4611-4650. doi:[10.1007/s11192-023-04758-7](https://doi.org/10.1007/s11192-023-04758-7)
3. Brown, N.R., **Armenakyan, A.**, & Piper, L. (2021). Early adopters' philosophies, practices and perspectives on eco-tourism and eco-certification: The case of ecotourism in Jamaica. *Multidisciplinary Business Review*, 14(1):120-136. doi:[10.35692/07183992.14.1.11](https://doi.org/10.35692/07183992.14.1.11)
4. **Armenakyan, A.** & Elliott, R. (2020). GetTreated.Co: A digital medical tourism concierge, Ivey ID: 9B20A028. London, Canada: Ivey Publishing.
5. **Armenakyan, A.**, O'Reilly, N., Heslop, L. A., Nadeau, J., & 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. doi:[10.1123/jsm.2015-0295](https://doi.org/10.1123/jsm.2015-0295)
6. O'Reilly, N., **Armenakyan, A.**, Lu, I. R. R., Nadeau, J., Heslop, L. A., & 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. doi:[10.1504/IJSMM.2016.077936](https://doi.org/10.1504/IJSMM.2016.077936)
7. Dikcius, V., **Armenakyan, A.**, Urbonavicius, S., Jonyniene, G., & Gineikiene, J. (2015). The influence of children on family purchasing in Lithuania and Azerbaijan. *Organizations and Markets in Emerging Economies*, 5(2): 79-96.
8. 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. doi: [10.1080/0965254X.2013.876073](https://doi.org/10.1080/0965254X.2013.876073)
9. **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. Doi: [10.1504/IJSMM.2013.060640](https://doi.org/10.1504/IJSMM.2013.060640)
10. Heslop, L. A., Nadeau, J., O'Reilly, N., & **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. doi:[10.1057/crr.2012.23](https://doi.org/10.1057/crr.2012.23)
11. **Armenakyan, A.**, Heslop, L. A., Nadeau, J., O'Reilly, N., & 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. Doi: [10.1504/IJSMM.2012.051265](https://doi.org/10.1504/IJSMM.2012.051265)
12. **Highly Commended Award** (2013 Literati Network Awards for Excellence) Doyle, J. D., Heslop, L. A., Ramirez, A., Cray, D., & **Armenakyan, A.** (2012). Trust building in wine blogs: A content analysis. *International Journal of Wine Business Research*, 24(3):196-218. Doi: [10.1108/17511061211259198](https://doi.org/10.1108/17511061211259198)
13. Heslop, L. A., Cray, D., & **Armenakyan, A.** (2010). Cue incongruity in wine personality formation and purchasing. *International Journal of Wine Business Research*, 22(3):288-307. Doi: [10.1108/17511061011075400](https://doi.org/10.1108/17511061011075400)

### **Book Chapters**

1. **Armenakyan, A.** (2022). Life on the Two Sides of the Pond. In Sibbald, T. & Hadford, V. (Eds.) *Academic Sabbatical as a Voyage of Discovery*

### **Reports and Research Contributions**

1. Brown, N. & **Armenakyan, A.** (January 2020), "In search of welcoming neighborhoods and adequate housing: The experiences of recent newcomers in North Bay and Timmins, Ontario," Pathways to Prosperity: Canada
2. Brouard, F., Neilson, L., & **Armenakyan, A.** (October 31, 2012), "Small charities: An analysis of change in fundraising activities," SCSE-CSES Research, Carleton University.
3. Neilson, L., Brouard, F., & **Armenakyan, A.** (2012), "Fundraising Methods: Past, Present, Future," SCSE-CSES Research, Carleton University.

### **Invited Presentations / Workshops**

1. **Armenakyan, A.** (Guest lecturer), (2024), "Social Marketing," PHED-1017-WI001 Health in Physical Education, Nipissing University, North Bay, ON, Canada, February 12.
2. **Armenakyan, A.** (Presenter), (2019) "Sport Marketing", MSc Kinesiology Speaker Series, Nipissing University, North Bay, ON, October 25.
3. **Armenakyan, A.** (Presenter), (2019) "Vancouver Winter Olympics, Buenos Aires Youth Summer Olympics: Marketing Major Sports Events," Seminar: Major Marketing Events and Their Communications, Vilnius University, Vilnius, Lithuania, May 23.
4. **Armenakyan, A.** (Guest lecturer), (2019), "Service Marketing: GetTreated.co - Medical Tourism Concierge," Universita Politecnica delle Marche, Ancona, Italy, April 17.
5. **Armenakyan, A.** (Presenter), (2018), "Consumer Ethnocentrism: Soviet vs. Modern Armenia," Groupe de Recherche en Affaire Internationales Lecture Series, HEC-Montreal, Montreal, Quebec, November 6.
6. **Armenakyan, A.** (Presenter), (2017) "Sport Marketing", MSc Kinesiology Speaker Series, Nipissing University, North Bay, ON, November 6.
7. **Armenakyan, A.** (Presenter), (2017), "The Power of Games", 2017 Halton District School Board regional professional development day, Toronto, April 28.
8. **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, HEC Montreal, Montreal, Quebec, October 30.
9. Heslop, L.A. (Presenter), **Armenakyan, A.**, Nadeau, J., & 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.

**Refereed Conference Papers/Presentations**

1. **Armenakyan, A. & El Banna, A. (2022).** Consumer Ethnocentrism in Pre- and Post-War Armenia, *Armenian Economic Association 2022 Annual Conference*, Yerevan (Armenia), June 30-July 2, 2022.
2. Adler, A., Brown, N., & **Armenakyan, A. (2022).** Why am I here? Choristers' Perception of the University-Community Choir, An Abstract, *Academy of Marketing Science 2022 Annual Conference*, Monterey (CA, USA), May 25-27.
3. **Armenakyan, A. (2021).** Youth Olympic Games: Canadian Perspective. *Abstract*, Virtual, *The 15th International Symposium for Olympic Research*, London, Ontario, Canada, October 15-16.
4. **Armenakyan, A. (2020).** Nairian-Armenia: International Expansion, *North American Case Research Association (NACRA) 2020 Annual Conference: Start-up Case Workshop*, (Online-only), October 8-10.
5. **Armenakyan, A. (2020).** Youth Olympic Games and Youth Sport Participation: Work-in-Progress, *Annual Conference of Administrative Sciences Association of Canada: Sport and Tourism Division*, Virtual Conference, June 12-15.
6. Brown, N., **Armenakyan, A.**, & Shahi, A. (2020). The Impact of Cricket on Immigrant Social Inclusion in Northern Ontario Communities, *Annual Conference of Administrative Sciences Association of Canada: Sport and Tourism Division*, Virtual Conference, June 12-15.
7. **Armenakyan, A. (2019).** Team-building Activity to Deliver Marketing Concepts: Structured Abstract, *2019 World Marketing Congress*, Marketing Education track, Edinburgh, Scotland, July 9-12.
8. **Armenakyan, A. (2019).** *Special Session: Youth Sport Participation and Youth Olympic Games: Parental Perspective*, *2019 World Marketing Congress: Sport Marketing*, Edinburgh, Scotland, July 9-12.
9. Brown, N. & **Armenakyan, A. (2019).** *Special Session: Cricket in the North: The Impact of Sports Participation and Sponsorship on Immigrant Social Inclusion and Fostering Welcoming Communities*, *2019 World Marketing Congress: Sport Marketing*, Edinburgh, Scotland, July 9-12.
10. **Armenakyan, A. & Baregheh, A. (2019).** Organic Fresh Produce Purchase Behaviour in Armenia, *2019 Armenian Economic Association Conference*, The Armenian Economic Association (AEA), Yerevan, Armenia, June 27-29.
11. Brown, N., Piper, L., & **Armenakyan, A. (2019).** Relative Benefits and Barriers of Sustainable Tourism Development for SMEs in Northern Ontario, Canada, *Annual Conference of Administrative Sciences Association of Canada: Sport and Tourism Division*, St. Catharines, Ontario, Canada, May 24-27.
12. **Armenakyan, A. & Brown, N. (2018).** Ecotourism Perspective: The Case of Armenia. *2018 World Marketing Congress*, Porto, Portugal, June 27-29.
13. 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.
14. **Armenakyan, A. & Brown, N. (2018).** Ecotourism in Armenia, *2018 Armenian Economic Association Conference*, The Armenian Economic Association (AEA), Yerevan, Armenia, June 14-16.
15. **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.

**Refereed Conference Papers/Presentations (cont.)**

16. Baregheh, A. & **Armenakyan, A.** (2018). Organic produce purchase behaviour in Canada. *Extended Abstract, 17th International Marketing Trends Conference*, Paris, France, January 17-19.
17. 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.
18. **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.
19. Dikčius, V., **Armenakyan, A.**, Pikturnienė, 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.
20. **Armenakyan, A.**, Heslop, L.A., Lu, I. R. R., Nadeau, J., & 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.
21. **Armenakyan, A.**, Heslop, L.A., Lu, I. R.R., Nadeau, J., & 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.
22. **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.
23. **Armenakyan, A.**, Heslop, L.A., Lu, I. R.R., Nadeau, J., & 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.
24. Doyle, J.D. & **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.
25. **Armenakyan, A.**, Heslop, L.A., Lu, I. R.R., Nadeau, J., & 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.
26. **Armenakyan, A.**, Heslop, L.A., Nadeau, J., & 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.
27. Nadeau, J., Heslop, L.A., O'Reilly, N., Verwey, S., **Armenakyan, A.**, & 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.

**Refereed Conference Papers/Presentations (cont.)**

28. **Armenakyan, A.**, & 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.
29. Heslop, L.A., Cray, D., & **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).
30. **Armenakyan, A.**, Madill, J., & 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.
31. Heslop, L. A., **Armenakyan, A.**, & 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 Attendance/Discussant**

- 2021 (June 1-4), AMS Virtual Annual Conference and World Marketing Congress
- 2019 (June 27-29), The Armenian Economic Association (AEA), Yerevan, Republic of Armenia
- 2018 (November, 6-7), 2018 Sport Canada Research Initiative Conference (SIRC), Ottawa, ON
- 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 Armen

**AWARDS and HONORS**

- **Outstanding Reviewer Award**, 2021, 2021 Emerald Literati Awards, [The International Journal of Wine Business Research](#)
- **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 Research](#)
- **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



## **UNIVERSITY AND OTHER ACADEMIC SERVICE**

### **Nipissing University, North Bay, ON, Canada (2012-2024)**

*Graduate Awards Committee (2019-2020, 2021-2022, 2022-2024)*

*Senate (2013-2018, 2020-2023)*

- APS Faculty Senator, 2013-2018, 2021-2023
  - Senate Student Appeals Committee, 2013-2016, 2020-2023
  - 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 AdHoc Committee, 2014
  - Research Council, 2014-2015

*Education and Professional Studies - EPS (2021-2024)*

- Academic Regulations and Curriculum Committee

*Nipissing University Faculty Association- NUFA*

- NUFA Scholarship Committee (2022)
- NUFA Gender Equity and Diversity Committee (2015 – 2016)
- NUFA Social Committee (2015 – 2016)

*School of Business (2012-2022)*

- 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 ACADEMIC ACTIVITIES**

- 2024, Judge, THE ARENA 2024 PITCH COMPETITION, Arthur L Irving Entrepreneurship Centre, Saint Mary's University, March 13
- 2023, Co-chair of the "Marketing in Emerging Markets," 2023 World Marketing Congress by the Academy of Marketing Science, Canterbury, UK, July 11-14
- 2022, Co-chair of the "Tourism and Leisure Marketing" track, Academy of Marketing Science Annual Conference & World Marketing Congress, Monterey Bay, CA, USA, May 25-May 27
- 2019, *Special Session Chair*, Sport Marketing Special Session, Academy of Marketing Science World Marketing Congress, Edinburgh, Scotland, July 9-12.

### ***Academic Reviewer***

- 2024, *European Journal of Management and Business Economics*
- 2013-2024, *International Journal of Wine Business Research*
- 2013-2023, *International Marketing Review*
- 2020-2023, *Multidisciplinary Business Review*
- 2014-2021, *Journal of Product & Brand Management*
- 2015-2021, *Journal of Hospitality & Tourism Research*
- 2009-2020, *Annual Conference of Administrative Sciences Association of Canada*
- 2013-2019, *World Marketing Congress, Academy of Marketing Science*
- 2014-2017, *Sport Management Review*
- 2017, *International Journal of Sport Management and Marketing*

**OTHER ACADEMIC ACTIVITIES****Academic Reviewer (cont.)**

- 2015-2016, *European Marketing Association Conference*
- 2013, *Conference on Historical Analysis and Research in Marketing*
- 2011, *Journal of Historical Research in Marketing*, Emerald

**EXTRACURRICULAR ACTIVITIES****Community Service and Volunteering (2001-2017)**

- *Choir Member (Soprano 2)*, 2015-2018, 2019-2020 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

**MEDIA COVERAGE (print, online)**

- Quoted in *Sudburysports.com* "A conversation about Sudbury cricket, current and past" by Simon Widdifield, August 25, 2021
- Quoted in *Verslo žinios*, "Jūsų balsai Lietuvos įvaizdžio formuoti nepadeda" (translated as "Your votes do not help shape Lithuania's image" by Agnė Jašinskienė, May 31, 2019
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**LANGUAGES**

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

**REFERENCES (available upon request)**