Karine Nikolay Asryan

karineasryan@ysu.am

Faculty of Economics and Management
Chair of Management and Business
Associate professor

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Associate professor

Education

Faculty	Economy of Production and Management
Date	1990 - 1995
Degree name	Qualified specialist

Scientific Rank/degree

Date	2001
Degree name	Associate professor

Language skills

Հայերեն Русский English

Work experience

Institution	Armenian State Economic University
Period of time	2023 - 2025
Rank/degree	Associate Professor

Institution	Valex Group
Period of time	2009 - 2011
Rank/degree	Assistant to president

Institution	Lotus yoga-therapy center
Period of time	2006 - 2020
Rank/degree	Founder, CEO

Institution	BSC
Period of time	2005 - 2009
Rank/degree	marketing trainer

Institution	Yerevan State University
Period of time	2000 till now
Rank/degree	Associate Professor

Institution	Armeconombank
Period of time	1997 - 1999
Rank/degree	Adviser to General Girector

Institution	Ardshinbank
Period of time	1996 - 1997
Rank/degree	Assistant to General Director

Institution	Teelecom Finland
Period of time	1995 till now
Rank/degree	intern, Assistant to President for CIS countries

Institution	World Bank in Armenia
Period of time	1995 - 1996
Rank/degree	Economic Expert

Participation in international conferences and seminars

28/02/2024 7th International scientific conference "Project Management: problems and perspectives of development"
Saratov state technical university after Gagarin
Russian Federation (the)

Publications

Article

THE MARKETING APPROACH TO MANAGING QUALITY 5.0 DURING THE IMPLEMENTATION OF SUSTAINABLE INNOVATIONS

Karine N. Asryan, Svetlana A. Kalitko, Alexey V. Sysolyatin, Svetlana E. Karpushova,

Ekaterina A. Berezina

Proceedings on Engineering Sciences 2025 2321-2328

https://pesjournal.net/paper.php?id=933

Article

НЕЙРОМАРКЕТИНГ В УПРАВЛЕНИИ ПРОЕКТАМИ СТАРТАПОВ

Асрян К.Н.

ПРОЕКТНЫЙ МЕНЕДЖМЕНТ: ПРОБЛЕМЫ И ПЕРСПЕКТИВЫ РАЗВИТИЯ, Материалы VII международной научно-практической конференции
2024 26-33

Article

ՀԱՅԱՍՏԱՆԻ ՏՆՏԵՍՈՒԹՅԱՆ ԹՎԱՅՆԱՑՄԱՆ ԳՈՐԾԸՆԹԱՑԸ ՊԵՏԱԿԱՆ ՌԱՉՄԱՎԱՐՈՒԹՅԱՆ ՀԱՄԱՏԵՔՍՏՈՒՄ

Կարինե Ասրյան

Bulletin of Yerevan University G Economics 2023 82-91