**POTAPCHUK VLADIMIR ADAMOVICH.**

**RESUME**



Born in 1953, 03.06, Moscow, Michurinsky Prospekt, 80.

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Higher education – Lviv State Conservatory (1975), postgraduate studies (1980) and doctoral studies (1989) of Lomonosov Moscow State University, Faculty of Philosophy, specialty "Aesthetics".

Academic degree, positions held, title

Candidate of Philosophical Sciences, Associate

Professor, Professor of the Departments of "Advertising", "Public Relations", "Journalism", "Sociology", "Art Management" International Academy of Business and Management (Международная академия бизнеса и управления)

**Key competencies:**

Implementation of the principles of total quality management (TQM) and standards of the ISO 9000:2000 – ISO 9001:2000 quality management system in the educational process.

Knowledge of Federal educational standards and development of educational and methodological documentation based on them: OOP, RAP, competence matrices, etc. for the system of SOO, SPO, HPE and DPO.

Knowledge of the legislation of the Russian Federation in the field of education, application in practice.

Scientific research; analysis, planning, forecasting.Project activity.

Public speaking (working with a professional audience). Interview. Press conferences. Public discussions.

**Work in higher educational institutions and in the field of business communications**

1977-1995

Senior Lecturer, Associate Professor, SNS of Karaganda State University

1995 -2000

Vice President for Strategic Communications of JSC "ROSCOE"

Projects in higher education institutions

2008 – 2020

Lomonosov Moscow State University. Development of our own course "Introduction to Art Business" for the MBA program on the educational platform of Moscow State University.

2015 – 2018

Chairman of the IAS Accreditation Council and the Association of Communication Agencies of Russia, member of the ACAR Expert Council// [www.akarussia.ru/press\_centre/news/id6881](http://www.akarussia.ru/press_centre/news/id6881)

Accreditation of St. Petersburg State University, HSE, RUDN, RANEPA, Plekhanov Russian University of Economics

<https://www.hse.ru/ma/incom/news/197858551.html>

2015-2020

Russian Presidential Academy of National Economy and Public Administration (RANEPA): co-director of the program "Advertising, PR technologies and organization of special events" – own development, content content, invitation as speakers of the winners of the International Festival of Creativity «Cannes Lions»

(<http://fmas.ranepa.ru/programms/dop/reklama-pr-tekhnologii/>)

International Academy of Business and Management:

2005- present

Associate Professor, Deputy Director, Director of the Institute of Modern Communication Systems and Technologies, Director of the Institute of Additional Professional Education, Professor of the Department of Advertising and Public Relations: creation of the Institute from scratch, marketing research, development and launch of more than 10 practice-oriented programs in the field of communication, media, creative management, unique in the representation of speakers from professional areas, specifically ( market research of vocational training, sales of educational services, recruitment of listeners, selection of speakers from the professional sphere, quality control, budgeting).

Organizer and curator of the College of Advertising at the Academy. He personally ruled all the programs, adjusted competencies, developed a certification system, formed a creative team of the best practitioners in the field of communications and media and opened practice bases with leading companies in the advertising market: ITE, BBDO, SPN Communications, Grey, Action, Icon, TWIGA.

**Additional information:**

2018 – present

Member of the Council of Educational Programs of St. Petersburg State University (Order No. 3503/1 of 24.04.2018)

//<https://spbu.ru/sites/default/files/20180420_3503_1.pdf>

2015– present

Member of the ACAR Board of Experts <http://www.akarussia.ru/node/6025>,

<https://www.hse.ru/ma/incom/news/197858551.html>

2014 – present

International expert on education systems, invited expert of the QS Research Center ([Quacquarelli Symonds](https://en.wikipedia.org/wiki/Quacquarelli_Symonds)), on the basis of which global rankings of world universities are compiled – QS World University Rankings ® ,QS World University Rankings:BRICS) //[www.akarussia.ru/press\_centre/news/id6881](http://www.akarussia.ru/press_centre/news/id6881).

**Selected publications:**

Design as communication. (Co-authored): Potapchuk V.A. et al.//Communicologiya, 2016, 5, pp. 177-186. <https://cyberleninka.ru/article/v/dizayn-kak-kommunikatsiya>

Vladimir A. Potapchuk. Mass culture and mass information within the space of modern media// Communicologi, Vol.6, No. 3,2018,S.153 - 163.

<https://cyberleninka.ru/article/n/model-korporativnoy-kommunikatsii-smena-modalnosti-ili-strategiy-korporativnoy-politiki>

Introduction to the art business. Textbook for universities. Moscow, MABiU, 2012

Mass culture and postmodernity. Textbook for universities. Moscow, MABiU, 2015.

Media studies and media measurements. Textbook for universities. Moscow, MABiU, 2016.

Communication strategies in corporate social management. Monograph. Moscow, MABiU, 2015 .

Life in online format// Communicology, International Scientific Journal/Volume 9, No. 2, 2021; <https://www.communicology.ru/jour/article/view/138>, <https://doi.org/10.21453/2311-3065-2021-9-2-156-168>

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