



Irina Skorobogatykh

Prof. Irina I.Skorobogatykh is Head of Marketing Department at the Plekhanov Russian University of Economics in Moscow, Russia, as well as Editor-in-Chief of the academic journal "Marketing and Marketing research" (Grebennikov Publishing house), one of the leading marketing professional journals in Russia and CIS.

She is the graduate of Moscow Institute of National Economy named after Plekhanov (the former name of Plekhanov REU) – the oldest economic university in Russia. She received a PhD degree in 1997 and Full Doctor of Science degree in 2011.

She has participated in many international research projects, including EU projects. Her most important research areas are: relationship marketing, consumer behavior, history of marketing thoughts and luxury brand management. Irina has more than 80 different publications in these areas in leading Russian and international journals and books. Irina is a member of the European Marketing Academy, Academy of Marketing Science, Russian Marketing Guild and a member of Board of Directors of the Russian Marketing Association.