



Olga Saginova

Olga Saginova is head of department of Comparative Economics and Entrepreneurship at Plekhanov Russian University of Economics, PhD, Professor. She teaches courses in cross-cultural marketing, delivering customer value and change management. Her research interests include higher education marketing and management, entrepreneurship marketing and sustainable development. Prof. Saginova authored and co-authored over 100 research papers, monographs and textbooks, including in international marketing, cross-cultural management, and entrepreneurship and small business management. Olga Saginova is a member of the European Academy of Marketing, Academy of Marketing Science and Russian Marketing Guild. She holds an honorary title from the Russian Higher Education System.