



Leonid Gurevich

Leonid Gurevich is Professor at the Almaty Management University (since 2001) and President of Business Information, Social and Marketing Research Center “BISAM Central Asia” (since 1997). He is one of the leading sociology and marketing research experts in Kazakhstan.

He holds Doctor of Science degree in History (1994), and was elected as a Member of the Academy of Sociology of the Republic of Kazakhstan in 2005. He is the first appointed President of Kazakhstani Association of Professional Public Opinion and Market Researchers (KAPIOR), a member of the Research and Expertise Council of the Assembly of People of Kazakhstan, and has been a member, delegate and speaker at a number of congresses of the World Association of Research Professionals (ESOMAR).

Being one of the first researchers in Kazakhstan on the issues of applied marketing research in new conditions of market economy (since 1989) Prof. Gurevich is an author of more than 150 publications, including three monographs and three textbooks. He has also developed several methodologies for complex marketing and banking research, as well as for research support to investment projects.