



Name: Yelizaveta Rybina, MBA (KIMEP, Kazakhstan)

Rank: Senior Lecturer

Department: Management and Marketing

College: Bang College of Business

Email: liza@kimep.kz Tel. 7-7272-70 44 40

Areas of Research:

Social Marketing, Anti-Smoking Advertising, Business Ethics, Education, Ecotourism

Research Interests:

Social Marketing, Consumer Behavior, Business Education, Business Ethics

Main Publications:

Books

Journal articles:

1. Reardon J., Miller C., Foubert B., Vida I., Rybina L. Anti-Smoking Messages and the Global Teenage Segment: The Effects of Message Valence and Intensity. *Journal of International Marketing*. Volume 14, Number 3, 2006

Book Chapters:

1. Rao D., Rybina L. (2005). Business Education in the Former Soviet Union Republic of Kazakhstan: A Former Dean's Perspective. *Business and Management Education in Transitioning and Developing Countries: A Handbook* / [edited by] John R. McIntyre, Ilan Alon. M.E. Sharpe, Inc., p. 135- 145. ISBN 0765615053

Conference proceedings:

1. Rybina L. (2007) Development of Distance Education in Kazakhstan: The Experience of KIMEP Online. *JFDP Association Conference Proceedings*. May 2007, Almaty.
2. Rybina L., Alpeissova A. Dishonesty in Academics and Business: An Evaluation of Student Attitudes. *Changing Society Through Research and Practice*. 2005 V annual KIMEP International Research Conference Proceeding. Almaty.

Patent:

Conferences attended:

1. Rybina L. (2005) Doctorate at KIMEP: Integrating Western Business Education into Central Asia. Presentation at the seminar "Development of the Western style PhD in Kazakhstan" KazSU June 2005.

Seminars:

Research funds received in the last five academic years:

- (a) Internal (KIMEP)

Consulting Projects

- (a) Supporting Company:
- (b) Project Title:
- (c) Team:
- (d) Amount:
- (e) Year:

(b) External

If external funds received, indicate below:

- (a) Name (s) of the supporting organization (s)
- (b) Project titles

Other members of the research group, if any:....James Reardon

Affiliations of the group members, if any:

Local collaboration, if any:

International collaboration, if any: University of Northern Colorado

Consolidated Information:

Research Outcomes in the last five years

- (a) No of refereed published papers.....1
- (b) No of internal working papers/reports
- (c) No of conferences attended..... .1
- (d) No of papers published in refereed conference proceedings..... ..2
- (e) No of refereed books
- (f) No of refereed book chapters.....1
- (g) No of patents developed
- (h) No of consulting projects
- (i) No of Seminars