



**Name:** Oleg Vlasov, MBA (KIMEP, Kazakhstan)

**Rank:** Senior Lecturer

**Department:** Operations Management and Information Systems

**College:** Bang College of Business

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**Areas of Research:**

Improving Efficiency of Advertising Campaigns, Data-Mining and Its Applications

**Research Interests:**

Oleg Vlasov's previous research experience was related to development and testing of model for improving efficiency of advertising campaigns. Now, this project approaches its completion. The research team managed to obtain the necessary industry data for analysis. The data will be used to test and finalize the model.

**Main Publications:**

**Books:**

**Journal articles:**

**Book Chapters:**

**Conference Proceedings:**

**Patent:**

**Conferences attended:**

**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:

Affiliations of the group members, if any:

Local collaboration, if any:

International collaboration, if any:

**Consolidated Information:**

**Research Outcomes in the last five years**

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