Andrey Mikhailitchenko

Position  Associate Professor, Marketing & Supply Chain Management Area Leader, International MBA Program Faculty Director
Discipline  Marketing and Supply Chain Management
Final Degree  DBA, Marketing, Cleveland State University (2008)

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Biography
Dr. Andrey Mikhailitchenko is an Associate Professor, Marketing & Supply Chain Management Area Leader, and International MBA Program Faculty Director in the College of Business at California State University, Sacramento. He obtained his D.B.A. degree from Cleveland State University, M.B.A. degree from Syracuse University, and BS degree from Moscow State University (Russia) and Beijing Institute of Foreign Languages (China). Dr. Mikhailitchenko’s academic research has appeared as referral articles in such journals as Journal of Business Research, Journal of East-West Business, Advances in Consumer

Dr. Mikhailitchenko has more than 15 years of practical business experience in international trade. The company that he managed was performing on diverse regional markets, including the U.S., China, and Russia. Being fluent in Chinese, he has multi-year experience of business negotiations with international partners, cross-cultural marketing and managing personnel with diverse cultural background. He performed numerous consulting projects in international trade, textile, and medical industries.

Dr. Mikhailitchenko teaches on CBA undergraduate and graduate programs, including EMBA. The courses he taught or is currently teaching include Multinational Marketing, Advertising and Promotion, Global Supply Chain Management, Strategic Marketing, Competing in the Global Marketplace, Marketing Management, Contemporary Marketing Function and Practice, and Marketing Research. His real-world business background enables him to speak from practice and bring practical illustrations to the classroom. Dr. Mikhailitchenko is recipient of the Sac State 2016-17 Scholarly and Creative Achievements Award and 2010-11 Pedagogy Enhancement Award.

**Areas of Interests**

**Teaching**  Multinational Marketing, Advertising, Global Supply Chain Management, Global Marketing, Marketing Management, Strategic Marketing

**Research**  Advertising and Promotion Management, Global Marketing, Cross-Cultural Issues in Consumer Behavior Research, Small and Medium Enterprises Management, Sports Marketing

**Consulting**  Chinese and Russian SMEs in Textile Industry, SIFCO Industries, Cleveland Botanical Garden, Mediconcepts, Inc., Heritage One Group, California Department of Insurance

**Faculty Scholarship**

**Book Chapters**
Refereed Journal Articles

Journal Article, Academic Journal


*Other Intellectual Contributions*

*Conference Proceeding - International*


Tsarenko, Y., Mikhailitchenko, A. (2012) “Mediators of Job Performance on Organizational Commitment and Advocacy in Retail Services”, *AMA Conference, St.Petersburg, FL*, February 2012.


*Conference Proceeding - National*


Manuscript

Other