

Andrey Mikhailitchenko



Position Professor and Department Chair

Discipline Marketing and Supply Chain Management

Final Degree DBA, Marketing, Cleveland State University (2008)

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Biography

Dr. Andrey Mikhailitchenko is a Professor 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 Consumer Research, Health Marketing Quarterly, Journal of Macromarketing, Journal of Food Products Marketing, Advances in Consumer Research, Journal of East-West Business, Research in Consumer Behavior, Leadership and Organization Development Journal, International Journal of Sports Marketing and Sponsorship and others. He is the co-author of the textbook Essentials of Pharmacy Management published internationally. He presented his research at the

Academy of Marketing Science World Marketing Congress, Annual Conference of the Academy of Marketing Science, Conference on Historical Analysis & Research in Marketing, the ACR North American Conference, International Business Research Conference and others.

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 IMBA, MBA Singapore, and EMBA. The courses he taught or is currently teaching include Multinational Marketing, Advertising, Marketing Management, Strategic Marketing, Global Supply Chain Management, Competing in the Global Marketplace, Contemporary Marketing Function and Practice, Global Marketing Management, 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 Sac State 2010-11 Pedagogy Enhancement Award, The 2016-2017 Outstanding Scholarly and Creative Activity Award, and The 2017-2018 Outstanding Community Service Award.

Areas of Interests

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

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

Consulting California State Treasurer's Office, City of Sacramento, El Dorado County, California Northstate University Medical Center, California Department of Transportation, California Department of Insurance, Heritage One Group, Chinese and Russian SMEs in Textile Industry, SIFCO Industries, Cleveland Botanical Garden, Mediconcepts, Inc.

Community service Serves on the Board of Trustees of California Northstate University. Has been featured in Sacramento Bee, interviewed as economic expert by Sacramento Business Journal, Comstock's Magazine, appeared as marketing analyst in KCRA3 News, ABC10 News.

