

Vlada Pleshcheva

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Current employment

Lecturer, September 2021–Present;
Research Assistant to Prof. Catalina Stefanescu-Cuntze (freelance), July 2019–Present;
ESMT Berlin, Berlin, Germany

Education

Dr. rer. Pol., (Magna cum laude), Humboldt University of Berlin, Berlin, Germany, 2018.

MSc, (1,7), Economics, Humboldt University of Berlin, Berlin, Germany, 2012.

MSc, Economics, Ural State University, Ekaterinburg, Russia, 2009.

BSc, Economics, Ural State University, Ekaterinburg, Russia, 2007.

Past employment

Invited Lecturer (part-time) (Prof. Daniel Klapper), Institute for Marketing, Humboldt University Berlin, Berlin, Germany, November 2020–March 2023.

Integrated Researcher (part-time) (Prof. Jan Amaru Palomino Töfflinger), Science Department, Physics Section, Pontifical Catholic University of Peru, Lima, Peru, January 2021–January 2022.

Senior Consultant in Information Systems, Business Intelligence, Data Science, SATIS INFORMATION Co Ltd, Berlin, Germany, September 2019–August 2021.

Research Assistant, Institute for Marketing, Humboldt University Berlin, Berlin, Germany, October 2012–September 2018.

Student Assistant, Institute for Applied Microeconomics, Humboldt University Berlin, Berlin, Germany, October 2011–July 2012.

Student Assistant, International Office, Humboldt University Berlin, Berlin, Germany, December 2011–June 2012.

Market Research Analyst, Intermedia Co Ltd, Yekaterinburg, Russia, June 2009–August 2009.

Market Research Analyst, Orange Marketing Group Co Ltd, Yekaterinburg, Russia, November 2007–June 2009.

Market Research Analyst, Business Economics School, Yekaterinburg, Russia, February 2008–December 2008.

Sales and Service Consultant, Alfa Bank JSC, Yekaterinburg, Russia, July 2006–October 2006.

Publications

Peer reviewed journal articles

Pleshcheva, V., and D. Klapper (2020). The moderating effect of fuel prices on the market value of fuel economy, driving intensity, and CO2 emissions. *Marketing ZFP – Journal of Research and Management* 42 (1): 48–66.

Pleshcheva, V., and N. Bogolubova (2008). Сбережения населения современной России: Как преуспеть в борьбе за ресурсы домашних хозяйств? *Journal of Modern Competition* 5 (11): 103–126.

Working papers

Pleshcheva, V. (2019). Metric and scale effects in consumer preferences for environmental benefits. *Rationality & Competition CRC TRR 190*, No. Discussion Paper No. 147.

Pleshcheva, V., D. Klapper, and T. Dannewald (2019). On factors of consumer heterogeneity in (mis) valuation of future energy costs: Evidence for the German automobile market. *Rationality & Competition CRC TRR 190*, No. Discussion Paper No. 140.

Other publications

Pleshcheva, V. (2020). Metric and scale effects in consumer preferences for environmental benefits. Report on the Second Working Group Meeting of the “AG Marketing”.

Pleshcheva, V. (2008). The borrowing behavior of households as an alternative to savings. Materials of the Sixth Student’s Scientific Conference „Economy of Modern Russia: Development Models and Dynamic Regulation“.

Pleshcheva, V. (2008). The arising class of investors: Investment potential of the Russian economy. Materials of the Fifth International Conference of Science and Practice „Economic Development in the World: Competitiveness of the Regional Economy in a Global Context“

Pleshcheva, V. (2007). Financial preferences of households: An algorithm of revealing and modeling. Materials of the Fifth Student’s Scientific Conference „Modeling of Economic Processes and Management of an Economic Transformation“

Teaching experience

Lecturer, *Consumer Preference Modeling*, ESMT Berlin, Berlin, Germany, February 15, 2024 – March 11, 2024.

Lecturer, *Predictive Analytics*, ESMT Berlin, Berlin, Germany, December 1, 2023 – December 14, 2023.

Lecturer, *Advanced Marketing Modeling*, ESMT Berlin, Berlin, Germany, November 21, 2023 – December 12, 2023.

Lecturer, *Quantitative Methods in Marketing*, ESMT Berlin, Berlin, Germany, October 25, 2023 – November 9, 2023.

Lecturer, *Customer Analytics*, ESMT Berlin, Berlin, Germany, June 20, 2023 – July 3, 2023.

Lecturer, *Predictive Analytics*, ESMT Berlin, Berlin, Germany, March 10, 2023 – March 24, 2023.

Lecturer, *Value Chain Analytics*, ESMT Berlin, Berlin, Germany, November 16, 2022 – December 9, 2022.

Lecturer, *Quantitative Methods in Marketing*, ESMT Berlin, Berlin, Germany, Sep 5, 2022 – Sep 16, 2022.

Lecturer, *Predictive Analytics*, ESMT Berlin, Berlin, Germany, March 7, 2022 – March 25, 2022.

Lecturer, *Value Chain Analytics*, ESMT Berlin, Berlin, Germany, November 17, 2021 – December 6, 2021.

Teaching Assistant to Prof. Catalina Stefanescu-Cuntze, *Predictive Analytics*, ESMT Berlin, Berlin, Germany, March 9, 2021–March 26, 2021.

Teaching Assistant to Prof. Catalina Stefanescu-Cuntze, *Customer Analytics*, ESMT Berlin, Berlin, Germany, June 22, 2020–July 3, 2020.

Teaching Assistant to Prof. Catalina Stefanescu-Cuntze, *Customer Analytics*, ESMT Berlin, Berlin, Germany, February 3, 2020–April 19, 2020.

Research and Teaching Assistant | PhD Candidate, *Advanced Marketing Modeling (eng.)*, Institute for Marketing, Humboldt University Berlin, Berlin, Germany, 2018.

Research and Teaching Assistant | PhD Candidate, *Customer Analytics and Customer Insights (eng.)*, Institute for Marketing, Humboldt University Berlin, Berlin, Germany, 2018.

Research and Teaching Assistant | PhD Candidate, *Market Research and Marketing Decisions (ger.)*, Institute for Marketing, Humboldt University Berlin, Berlin, Germany, 2018.

Teaching Assistant for Prof Liudmila Ruzhanskaya, *Statistical Analysis in Marketing with SPSS*, Institute for Management, Ural State University, Yekaterinburg, Russia, 2008–2009.

Teaching Assistant for Prof Liudmila Ruzhanskaya, *Marketing Research (rus.)*, Institute for Management, Ural State University, Yekaterinburg, Russia, 2008–2009.

Professional activities

Member (Appointed), Collaborative Research Center Transregio “Rationality and Competition (CRC TRR 190), Berlin, Germany, 2018–2020.

Organizing Committee Member (Appointed), Berlin Science Talk, Berlin, Germany, 2018–January 2020.

Memberships

INFORMS Society for Marketing Science (ISMS).

Presentations

Peer reviewed paper presentations

Do consumers value identical improvements in fuel consumption and CO2 emissions of cars equally?

- 11/30/17: 2017 PhD Conference in Behavioural Science, University College Dublin, Dublin, Ireland.

Fickle affiliations: The Impact of social network change on player behavior in online games

- 06/04/21: 43rd ISMS Marketing Science Conference, INFORMS Society for Marketing Science, Florida, USA.

Fuel price effect on willingness-to-pay for fuel economy, driving intensity, and CO2 emissions

- 04/20/16: AxCon 2016: DER PRODUCT MARKETING BEST PRACTICE DAY, AxCon, Berlin, Germany.

Metric and scale effects in assessing the environmental impact of cars

- 06/14/18: 40th Annual ISMS Marketing Science Conference, INFORMS Society for Marketing Science, Philadelphia, PA, USA.

Metric and scale effects in consumer preferences for environmental benefits

- 08/18/20: 2nd Meeting of AG MARKETING, GfKI Data Science Society, Berlin, Germany.
- 07/07/20: 3rd International Society of Industrial Ecology Americas Conference, ISIE Americas 2020, Lima, Peru.

On factors of consumer heterogeneity in (mis)-valuation of future energy costs: Evidence for the German automobile market

- 06/08/17: 39th Annual ISMS Marketing Science Conference, INFORMS Society for Marketing Science, Los Angeles, CA, USA.

Research seminars

Research Projects Overview

- 01/18/2023 Research Half Day Seminar, ESMT Berlin

...For they know not what they do. . .

- 06/14/19: Research seminar, Berlin Science Talk, Berlin, Germany.

What is heavier, 1 kilogram or 1000 grams? How biases in people's perceptions and behavior drive economists crazy

- 10/12/18: Research seminar, Berlin Science Talk, Berlin, Germany.

News/Media

Bridging the gap between data and action

- July 31, 2023 The European Climate Change Review: corporate net zero strategies
<https://esmt.berlin/knowledge/bridging-gap-between-data-and-action>

How Business School Research Can Serve The World Today

- May 9, 2023 Forbes: Sustainability
<https://www.forbes.com/sites/mattsymonds/2023/05/09/how-business-school-research-can-serve-the-world-today/?sh=5f37f3fd5fd1>

Languages

English (advanced), Russian (native), German (advanced), Spanish (intermediate).

Hobbies and skills

Programming: R, Python, SAS, SQL; Bash
OP Systems: Windows, Linux
Database: Oracle DB; MySQL; MariaDB
Development platform: Oracle APEX

Updated: July 2024