

Curriculum Vita

Charita Jashi

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EDUCATION

Tbilisi State University, faculty of Foreign languages and literature English
Tbilisi State University Faculty of Economic, Georgia
Post-graduate Moscow Institute of Economic and Law, Russia
Degree: Ph.D. in Economics

PROFESSIONAL EXPERIENCE

2006 up to now – professor of Tbilisi State University Economy and Business faculty, leading marketing (B2B marketing, Advertising and Stimulation, Social Marketing, Consumer Behavior)
2009 up to now – professor Center of Social Science of Tbilisi State University leading gender economic
2000-2011 director of Economic Education Programs in Georgia CEE / Economic Council of Education USA/
2005 - 2010 – consultant of project of UNDP `` Gender and Politics in the South Caucasus``
2007 -2008 coordinator of Women Global Fund project Encourage of Women Participation in Small Business
2005 - 2006 coordinator of UNIFEM project Strengthening Women`s Social- Economic Rights in Regions of Georgia
2003- 2007 coordinator of OSCE/ODIHR project `` Supporting Women`s Economic Opportunities in the Regions of Georgia;
1997- 2002 national coordinator of UNDP project Gender in Development
2009 up to now Head of Caucasus Development Group

CONSULTANCY EXPERTISE

2013 EU conference Actual Gender Equality as a Contribution Towards Objectives under Europe 2020: Efficiency of Institutional Mechanisms” Vilnius, Lithuania
2013 Toward a new Europe :economic crisis of democracy, Jagiellonian University, Poland , Krakov
2013 Trainer on Gender Responsive Budgeting project Women Participation in Local Governance in South Caucasus, Oxfam
2011 Instructor Gender, Macroeconomics and International Economics International Working Group (GEM-IWG) GEM-EUROPE and GEM-TURKEY
2010 -2011 expert Discourse on Health Insurance Reform in Georgia-gender aspect, PSI, USAID
2008- 2012 expert of Gender Equality Council of Parliament of Georgia , member of working group of elaborating laws on Gender Equity, Trafficking, Domestic Violence.
2010 -2011 expert Women Entrepreneurship in Georgia and Azerbaijan, OSCE/ODIHR
2009 expert Comments on Draft Action Plan of EBRD on Gender Equality, Women Entrepreneurship Promotion , Great Britain, London;
2008 expert, Gender Aspect of Labour Migration, research paper, IAFEE , USA
2006- 2008 expert, Gender Aspect of Social Policy in Georgia, Ministry of Health, Labour and Social Affairs of Georgia;
2005- expert, Development of Small Business in Georgia, Gender Review , research, WINROCK,
2005-2008 member of gender expert panel of OSCE/ODIHR / South Caucasus, /
2005 expert, Assessment of Women Entrepreneurship, Azerbaijan , OSCE/ODIR
2007 expert, Gender and Poverty in South Caucasus , research papers , UNECE
2006- 2008 expert, Gender Aspect of Social Policy in Georgia, Ministry of Health, Labour and Social Affairs of Georgia;
2003-2004 member of editorial board of PRSP in Georgia UNDP
2004-2005 member of editorial board of MDG in Georgia UNDP

Affiliation **Women’s Equal Rights and**

Member of International Association Feminist Economic ,IAFFE,
World Social Marketing International Association

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The Main Publications

1. Basic of Social Marketing manual, Tbilisi ,2012
2. Some Aspects of Consumers Researches in the Global Markets , Tbilisi, 2012
3. B2B Marketing, lectures course , el- version , 2012
4. Advertising and Stimulation, lectures course, el-version 2012
5. Health Insurance In Georgia / gender profile/ policy paper, 2011
6. Social Media Marketing in Tourism , TSU magazine: ``Economics``2011
7. Measurement of Quality Forms in Tourism , TSU magazine: ``Economics``2010
8. Gender Dimensions of Financial Policy of Georgia , UNDP , SIDA , Tbilisi, / in Georgian, English/2009;
9. Theoretical and Practical Aspects of Social Marketing. TSU, Tbilisi, 2009
10. Social Marketing in Georgia, International Magazine,3, Tbilisi, 2008 ;
11. New Approaches to Marketing and Tendencies for the Development of Consumer Market in Georgia, Economic - International magazine Economic 2007, 11, Tbilisi /in English/;
12. Report on the Sociological Study – Gender Analysis of Self-government Unit’s Budgets, UNDP, 2007,
13. Gender , manual 2005 , Tbilisi ,TSU, / in Georgian
14. Peculiarities of Education Reforms in Georgia . policy paper, 2005
15. Development of Women Entrepreneurship/ Georgian Case/ UNECE, Geneva 2005/in English/ ;
16. Gender Economic Issues The Case of Georgia , UNDP, SIDA , / in English/Tbilisi, 2005 ;
17. Gender Sensitive Monitoring of State Programs for Social Protection and Employment of the Unemployed Population 2005, Tbilisi/in English/;
18. Gender Budget-for Social Equality , Tbilisi, UNDP, SIDA,2007;/in Georgian/
19. Impacts of Privatization and Trade Liberalization , Journal for economic and political research, 2006 Serbia /in English/ 2005;

Presentations of last years

2013 World Social Marketing Conference , Toronto, Canada , 2013
2012 IAFEE Conference – International Trade Policy in Georgia, . Barcelona, Spain
2012 Globalization, Contemporary Problems of International Business and Development trends , Tbilisi
2011 –Migration Flows and Tendencies Within and From Black Sea Region/gender paradigms/, EU, BSIVI program, Tbilisi
2010 IAFEE Conference ``Echo of Macro-economy Policy in Georgia-gender review `` , Argentina, Buenos Aires
2010 Consultation on Human Development Report , UNDP, Istanbul, Turkey
2010 Capacity Building Conference Gender equality, Trade and Development, WIDE, Prague,
2010 Gender and Macroeconomics GEM-Europe Heinrich Böll Foundation, Warsaw, Poland
2010 – Tourism , TEMSUS WENET, Vienna, Austria
2009 Conference `` The Global Crisis Impact on Gender Equality in Georgia`` UNDP, SIDA, Tbilisi;
2008 Workshop Women Entrepreneurial Opportunities in Georgia , EBRD, London
2009 Conference of Women Entrepreneurship, Geneva UNECE;
2008 Conference The_Challenges of Engendering Economics – Way Towards Social Justice, and Equal Opportunities`` UNDP, SIDA, Tbilisi;
2008 Conference IAFEE, Gender Aspect of Labour Migration, Italy, Torino
2007 Conference –Gender and Economy, UNECE, Geneva;
2006 Conference – Gender Oriented Macro-Economy Policy , UNDP. Japan , Tokyo;

Languages;

Georgian-native,
Russian- fluently
English-fluently

Computer skills : ;

Programs: Windows, Word, Excel, Internet