



Curriculum Vitae

Family name: Saakyan
Given name: Jemma
Date of birth: 20.03.1996
Citizenship: Georgia
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Qualifications Master of Business Administration

Home university Georgian Technical University (GTU), Georgia

Responsible person at the University of Palermo Prof. Antonino Galati

Visiting period February 2023 – July 2023

Research interests Agriculture Marketing, Organic wine, Innovative Marketing Strategies

Expertise

Language skills English, Georgian, Russian, Armenian

IT skills Microsoft Office, Canva.

Awards and scholarships Scholarship - Erasmus+ Internship, 2023 Spring Semester.

Publications

- Saakyan, J., Berikashvili, L. (2023). The European Integration Orientation of Georgia in the Development of Agricultural Marketing System. *Economics* 105(1-2), 94-100. <https://doi.org/10.5281/zenodo.7759753>
- Saakyan, J., Berikashvili, L. (2023). The Main Aspects of Marketing Systems of Strategic Management in the New Digital Era. *European Journal of Economics and Management Sciences*. №2. 10-13. <https://doi.org/10.29013/EJEMS-23-2-10-13>.
- Saakyan, J., Drăghici, A., Taucean, I. (2022). A debate on main aspects of safety management and ergonomics in Georgia. *Scientific Bulletin Transactions on Engineering and Management*. 8(1-2), 87-90.
- Saakyan, J. (2022). The Importance of the Marketing system in the progress of European Integration. *GEORGIA AND EUROPEAN INTEGRATION, Proceedings of the Conference № 2*, 29-36.
- Saakyan, J. (2022). The Main Aspects and Modernized Position of Winery in Romania, From a series of monographs: world viticulture and enology – The history, modernity and perspectives of sustainable development, 248-252.
- Saakyan, J. (2022). Covid-19 Pandemic and the Main Aspects of Agriculture. *Conference Proceedings of the 1st Conference in Business Research and Management*. 159-164 <https://doi.org/10.53136/979122180135422>



**Università
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**DOTTORATO DI RICERCA IN
SISTEMI AGRO-ALIMENTARI E FORESTALI
MEDITERRANEI – XXXVIII CICLO**

SAAF
DIPARTIMENTO
SCIENZE
AGRARIE
ALIMENTARI
FORESTALI

- Saakyan, J., Berikashvili, L. (2022). The Features of the Marketing System in Agricultural Organizations. *Economics*. 105(3), 371-379. <https://doi.org/10.36962/ECS105/3/2022-371>
- Saakyan, J., Berikashvili, L. (2021). The Essentials and Importance of Agromarketing Systems., V International Scientific Conference Proceedings: Globalization and Current Challenges in Business. 28-32.
- Saakyan, J. (2021). The Impact of Covid-19 on Human Resources Management. International Faculty of Humanities and Social Sciences Student Congress. 94-95 <https://hdl.handle.net/20.500.12415/10143>;
- Saakyan, J. (2021). The Main Aspects of Georgian Pharmaceutical Industry. *Economics and Finance*. 1(1-2), 96-104.