

Defensa de plaza



February, 2022

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Dr. Vera Butkouskaya

Origin:

- Minsk, Belarus

Current location:

- Barcelona, Spain

Education:

- **BA** in Engineering and Economy
- **MSc** in Economy and Marketing / *Belarusian National Technical University (BNTU), Minsk, Belarus*
- **International Ph.D.** in Entrepreneurship and Management / *Autonomous University of Barcelona (UAB), Spain.*



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Universitat Autònoma
de Barcelona

Antecedents and consequences of integrated marketing communications (IMC): testing a theoretical models from firms' and customers' perspectives in spain and belarus

Butkouskaya, Vera ✉

Use this identifier to quote or link this thesis: <http://hdl.handle.net/10803/458127>

Director: Llonch i Andreu, Joan; Alarcón del Amo, María del Carmen

Department/Institute: Universitat Autònoma de Barcelona. Departament d'Empresa

Date of defense: 2017-11-13

ISBN: 9788449076893

Keywords: Comunicacions integrades de màrqueting; Comunicaciones integradas de marketing; Integrated marketing communications; Capacitats dinàmiques de màrqueting; Capacidades dinámicas de marketing; Comportament del client posterior a la compra; Comportamiento post-compra del cliente; Post-purchase customer

Subject(s): 339 - Comerç. Relacions econòmiques internacionals. Economia mundial. Màrqueting

Subject(s): Ciències Socials

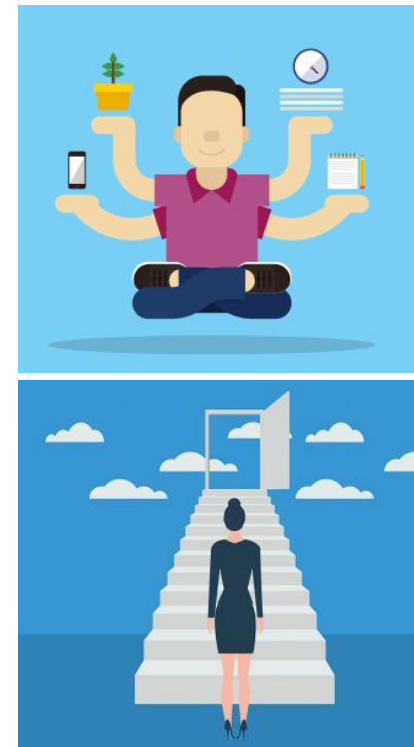
International Mention, Cum Laude

Professional Experience / Career

Since 2008 from

- economist, sales and marketing specialist:
 - *Economics and Pricing, Sales Management and Communications, Team Leadership and Project management*through
- Marketing Director and Entrepreneur:
 - *Marketing and Strategic Management*to
- Business Consultant in Digital Transformation in cross-cultural markets

from Multi-tasking to Specialisation



Industry experience: E-commerce, Tourism and Hospitality, Restaurants, Engineering, Retail, Medicine, Beauty and Fashion, Furniture, Construction, and others

Teaching Experience / Interests / Highlights

Teaching Experience – since 2010:

- Various Business Administration subjects:
 - Marketing (*Basics, International, Strategic, Digital, Communications*), Human Resources Management, Strategic Management, Cost Management, Web Analytics

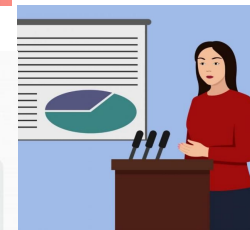
Interests:

- Digital Marketing, Communications, Entrepreneurship

Highlights:

- Teaching, Coaching, Tutoriation, Exchange and Innovation
 - *academic and practical courses (College, Bachelor, Master and Professionals)*
 - *Course Planning, Development*
 - *International Exchange classes*
 - *Innovative teaching and communication methods*
 - *Teaching on distance, online, hybrid classes*
 - *Coaching on critical thinking and soft skills*
 - *Tutoring Final Thesis (Undergraduate, Master and Doctoral students)*

from basic knowledge to Interdisciplinary concept
Teaching Philosophy – Customization



*Teaching in English, Spanish, Russian
In Belarus, Russia, Spain, Finland*

Vera Butkouskaya, PhD



Associate Professor of Marketing, Autonomous University of Barcelona
Verified email at uab.cat - Homepage

marketing communications international marketing customer behavior entrepreneurship
Big Data

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- | TITLE | CITED BY | YEAR |
|--|----------|------|
| The impact of customer performance on IMC outcomes: firm size moderation in the inter-country context
V Butkouskaya, J Llonch-Andreu
Journal of Economics, Finance and Administrative Science | | 2021 |
| Strategic antecedents and organisational consequences of IMC in different economy types
V Butkouskaya, J Llonch-Andreu, MDC Alarcón-Del-Amo
Journal of Marketing Communications 27 (2), 115-136 | 11 | 2021 |
| Entrepreneurship and Intrapreneurship in Social, Sustainable, and Economic Development
S Aparicio, A Turro, M Noguera
MDPI-Multidisciplinary Digital Publishing Institute | 1 | 2021 |
| Inter-country customer-perspective analysis of strategic antecedents and consequences for post-purchase behaviour in Integrated Marketing Communications (IMC)
V Butkouskaya, J Llonch-Andreu, MC Alarcón-del-Amo
Journal of International Consumer Marketing 33 (1), 68-83 | 11 | 2021 |
| Entrepreneurial orientation (EO), integrated marketing communications (IMC), and performance in small and medium-sized enterprises (SMEs): gender gap and inter-country context
V Butkouskaya, J Llonch-Andreu, MC Alarcón-del-Amo
Sustainability 12 (17), 7159 | 10 | 2020 |
| Obstacles to sustainable entrepreneurship amongst tourism students: a gender comparison
V Butkouskaya, F Romagosa, M Noguera
Sustainability 12 (5), 1812 | 15 | 2020 |
| Antecedents and consequences of integrated marketing communications (IMC): testing a theoretical models from firms' and customers' perspectives in Spain and Belarus
V Butkouskaya
Universitat Autònoma de Barcelona | | 2017 |
| IMC customer-based perception: Strategic antecedents and consequences on post-purchase customer behaviour
V Butkouskaya, J Llonch-Andreu, MDC Alarcón del Amo
XXXI Congreso de Marketing AEMARK (2017). p.277-296 | 1 | 2017 |

[illegible]

Course Presentation

- **Trends:**
 - Digitalization
 - Digital disruption
 - Covid-19
 - Transformation of existing business models
 - Ecosystem competitive advantage
 - Customer Community
- **Fast industry changes and**
 - **Slow theoretical updates**



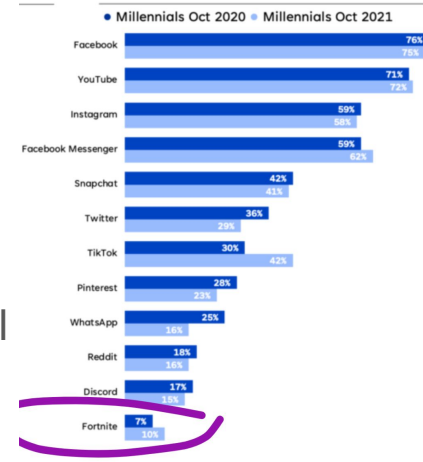
BALENCIAGA



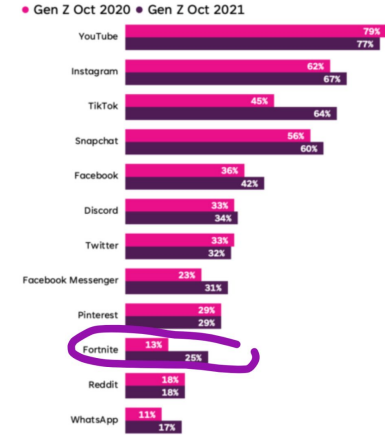
Course “Digital Marketing Communications”

● Justification:

- New technologies and digital media - a part of daily life
 - More with the impact of COVID-19
- Companies are changing communication strategies:
 - From website and digital ads to social media, content and community
 - From Multichannel to Omnichannel marketing
- Increase in communication intensity
 - From inbound to outbound marketing
 - From Communication to Community



How does Gen Z and Millennials' social media usage compare to a year ago?



Source: YPulse Survey Data | October 2020 & October 2021

Currently Teaching at Tecnocampus:
Interpersonal Relationships,
WebAnalytics, Digital Communications

Course “Digital Communications”

- **Objective:** to understand the current state of the art in digital marketing communications and to implement knowledge into real life practice:
 - How can the company communicate in a way that the message will be perceived correctly by the receiver?
 - How can interactive digital communication strategy be built
 - To attract attention
 - Impact reputation
 - Motivate for purchase
 - Improve satisfaction and
 - Retain customers?
 - How can the company use the feedback provided through two-way Communications with the customer to improve organizational performance?



Course “Digital Communications”

Course content:

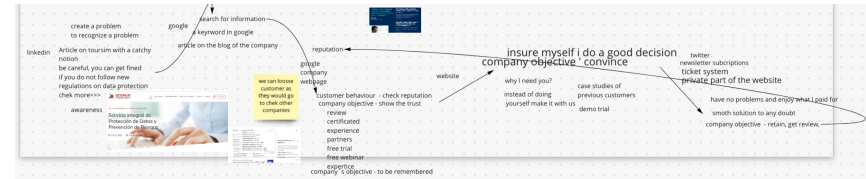
- Tema 1: From Traditional Communication to the New Digital Ecosystem
- Tema 2: Integrated marketing communications (IMC) across multiple digital channels
- Tema 3: Creating an interactive dialog with the customers through digital media
- Tema 4: Customer Big data as a source of company's processes optimization
- Tema 5: Measuring the IMC positive effect on company's performance



Course “Digital Communications”

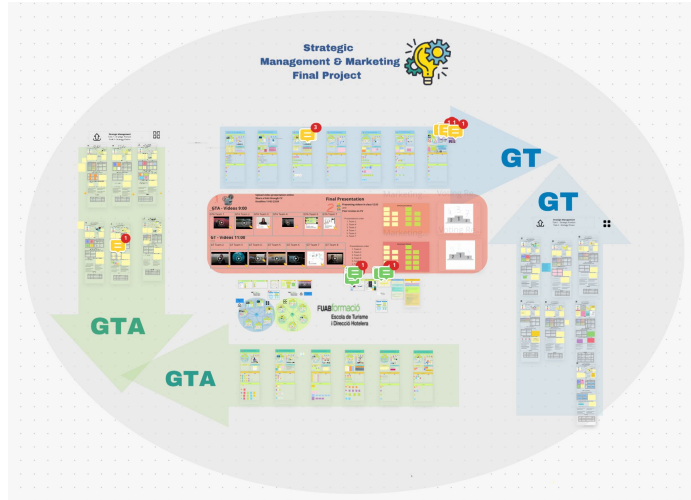
Methodology:

- **Practical Cases**
 - Prepared by professor
 - Suggested by students
- **Team Project**
- **Additional Materials**
- **Final Exam**



Course Presentation

Year 1



Year 2

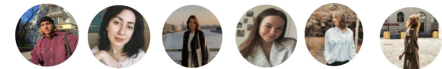
DIGITAL
PRACTICA



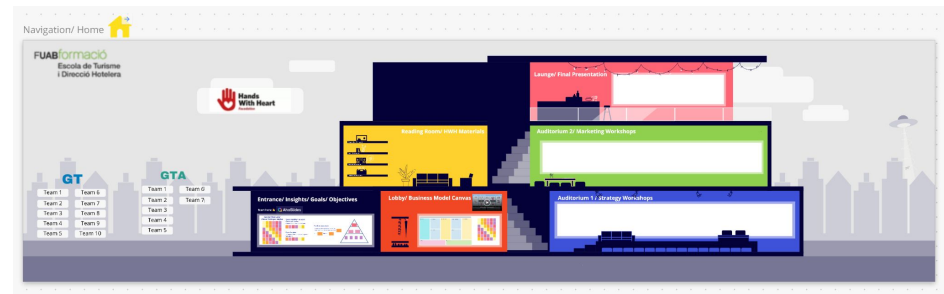
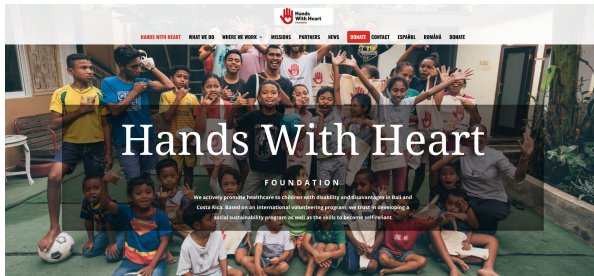
ESTÉE LAUDER



AliExpress



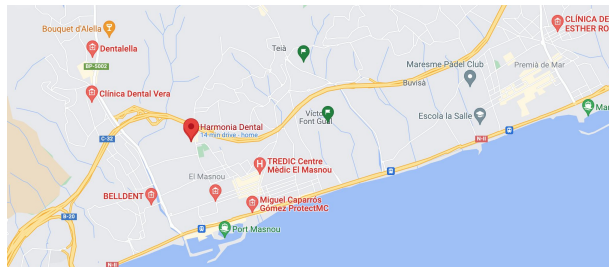
Year 2



Course “Digital Communications”

Methodology:

- Practical Cases
- Team Project
 - based on the real company Brief
- Additional Materials
- Final Exam



CORPORATE PROFILE:

- **Misión:**
Somos un grupo de personas íntegras, apasionadas en la odontología, que brindan un servicio profesional y cercano para generar lazos de confianza en los pacientes y poder así ayudarlos a que mejoren su calidad de vida.
- **Visión:**
Ser reconocidos por resultados excelentes, gracias a un equipo de profesionales siempre actualizado. Queremos crear un sistema basado en la digitalización, donde estemos involucrados en todo el flujo del proceso. El objetivo es mejorar el Servicio (disminuiría los tiempos), mejorando los resultados.
- **Valores:**
 - Trabajo en equipo
 - Dedicación al paciente: “como si de un familiar se tratara”
 - Profesionalidad: excelencia como profesional, pulcritud, calidad en los ttos, puntualidad
 - Honestidad

MARKET POSITION:

Llevamos 6 años desde que inauguramos la clínica en El Masnou, un pueblo de 23.500 habitantes aprox. y que tiene en activo unas 15 clínicas dentales.

Nuestra mayor competencia por proximidad es DIAGODENT y CLÍNICA DENTAL FAMILIAR DRA. NOGUERAS. Y por instalaciones nuevas y promociones DENTAL MASNOU (plaça de les Dones) y DENTALELLA.

Actualmente tenemos una buena posición SEO en Google Maps, con una puntuación de 5* en la Ficha My Business y 74 reseñas (son pocas reseñas pero superiores comparadas con la media de las clínicas dentales del pueblo).

Como **puntos a destacar** frente a nuestros competidores: disponemos de un SCANNER EN 3D y de un nuevo sistema CEREC en el que nosotros mismos realizamos algunos trabajos (coronas o incrustaciones) así el paciente en una sola visita tiene su tratamiento completado. Y otro punto a destacar es el trato cercano e individualizado con nuestros pacientes, por parte de todo el equipo.

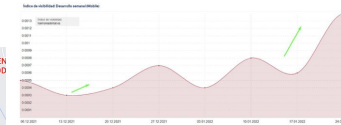
CURRENT SITUATION:

Puntos débiles que vemos:

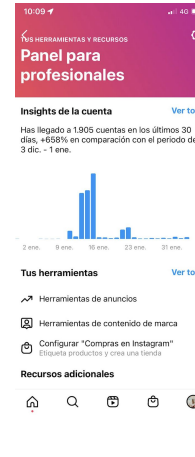
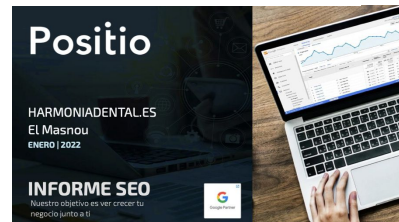
- 1) La web y RRSS.
Vamos a hacer en febrero una nueva sesión de fotos con el equipo actualizada, y vamos a actualizar la web. Hemos abierto otra clínica en Málaga y usaremos la misma web para ambas clínicas. Me gustaría agregar más casos de experiencias reales de pacientes, vídeos de fotos de antes y después etc.
- 2) No sacamos partido en tema marketing del sistema CEREC y del Scanner.

INDICE DE VISIBILIDAD DE LA WEB

El índice de visibilidad de esta web en el último mes, ha sido muy positivo, logrando mejorar semana tras semana, gracias a la buena evolución del SEO.



Positio

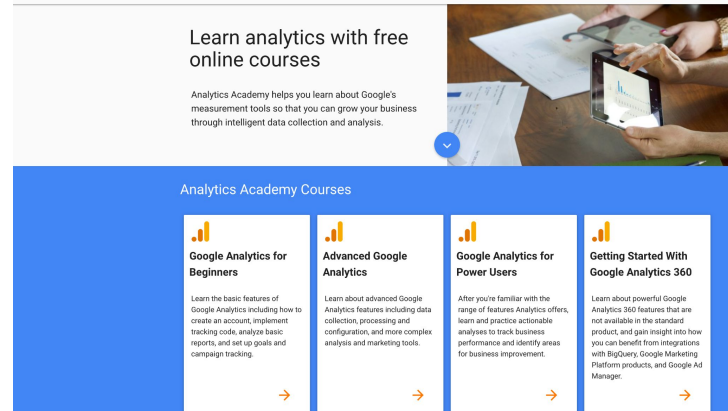
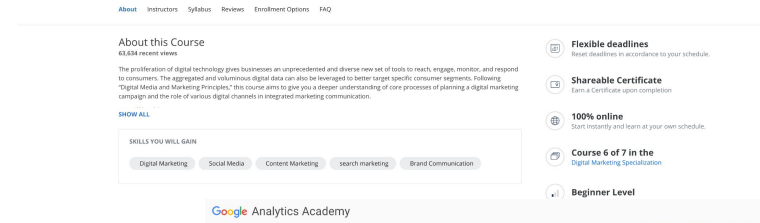
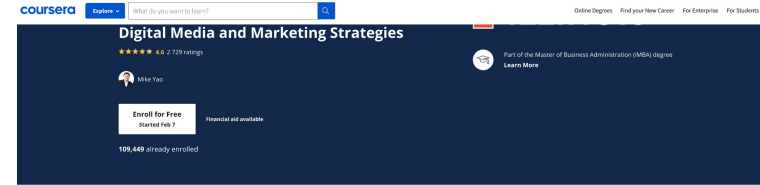


Sustainable
development

Course “Digital Communications”

Methodology:

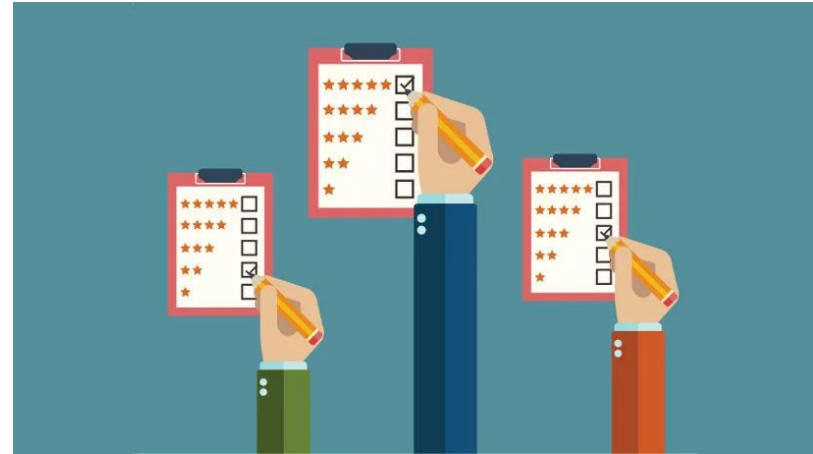
- Practical Cases
- Team Project
- Additional Materials
 - Free online educational Platforms
 - For example, Academy of Google
 - Coursera
- Final Exam



Course “Digital Communications”

Evaluation:

- **Practical Cases:**
 - Answers to case questions
 - Class discussion
- **Team Project**
 - Project Report
 - Oral Presentation
- **Additional Materials**
 - Quiz
- **Final Exam**
 - Multiple-choice questions
 - Open questions



Course “Digital Communications”

Learning Outcomes:

- **Practical Cases:**
 - information processing and reporting, analytical skills
 - Critical thinking
 - ability to justify own opinion in public
- **Team Project:**
 - Applying theoretical knowledge into the practice
 - Entrepreneurial leadership, management skills and reducing risk aversion
 - Teamwork, formal reporting skills, formulating and problem-solving real business problems
 - Presenting in front of general and professional public (invited company's representative)
- **Additional Materials**
 - enhancing self-esteem and learning on self-actualization skills



Personal Profile



Currently:

- Professor, Researcher, Business Consultant

Languages:

- English, Spanish, Russian, Belarusian, Catalan

Personal Traits:

- Strong communication skills
- Tolerance Optimism and sense of humor
- Analytical mindset and critical thinking
- Creativity and natural curiosity

Thank you!

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