

# Consumer Markets Development

Ural Federal University named after the first President of Russia B.N. Yeltsin

Degree or qualification is awarded: **Candidate of Science**

Language of study: **Russian, English**

Mode of study: **full-time**

Duration: **3 years**

Availability of free education: **no**

Price:

Programme webpage at the university website:

<https://urfu.ru/en/international/programs-and-courses/doctoral-programs-in-english/>

Programme curator: **Anna Oykher**

Tel.: **+7 (343) 389-97-95**

E-mail: [postgrad@urfu.ru](mailto:postgrad@urfu.ru)

## **Research supervisor:**

Prof. Sergey N. Polbitsyn, Doctor of Science

View profile at [UrFU Research Portal](#)

## **Research goal:**

- Consumer markets research focuses on how consumers decide on what and how much to consume, how to integrate different pieces of information (both consciously and unconsciously) to make predictions and judgments about their environment and target stimuli to inform their consumption decisions.
- Marketing strategy research focuses on the components of marketing capabilities and resources such as brands, consumer relationships, innovation, sales force management and their impact on brand, business unit, customer, firm, sales force and salesperson performance.

## **Aspects studied:**

- Marketing management
- Consumer behavior analysis
- Research Methods
- Systems analysis

## **Research highlights:**

Consumer markets research is focused on economic and psychological aspects of a consumer's decision-making process and analysis of the data collected through laboratory studies and field experiments. Quantitative marketing

research is based on theories of behavior from economics, data from observational, archival sources and field experiments, and analysis of the data using advanced statistical and econometric techniques.

**Career opportunities:**

The study is designed to develop superior scholars for careers in research and teaching at research and academic institutions throughout the world.

**Specializations within this programme**