

Lioudmila BATOURINA (Prof Dr)

Email: Baturina_1@yahoo.com
Nationality: Russia, Belgium
Work permit: Europe, Russia, Brazil

Skype: baturina_1
Whatsapp: +55 81 9999 87258

Working Experience

ABMES (Brazilian Association of Universities), Brazilia, Brazil (2016- up to date)

- International Partnership Consultant

Uninassau University, Recife, Brazil (2014)

- Visiting Professor on International Marketing and Languages

Motorola Solutions, Belgium (2010- dec 2013)

EMEA Sales, Marketing & Communications Coordinator

Motorola is a multinational high-tech company in Mobile computing, logistics IT solutions and services

- Business development in EMEA (Central and Eastern Europe, Mediterranean, Northern Africa)
 - Networking & indentifying new sources for business, Corporate brand promotion
- Marketing and communications –
 - Field marketing: trade show, marketing campaigns, social media, information flow, etc
- Pre/after sales –
 - Tenders and contracts, cash collection, crises management, etc.

Achievement: Awards for the best sales in the corporation with the smallest team in 2012 and 2013

MEANing Consulting, Antwerpen, Belgium (2007- 2010)

Independent Consultant (Business Development)

Consultancy services for the number of framework and long- term projects, eg.:

- European Commission + BBI (France) – Output Coordinator (communications project)
- OSI – Open Society Initiative (Hungary) – Publications consultant
- P&G (Russia) – Adviser on government relations
- Psion Teklogix (Belgium) – Training & development

Achievement: gaining skills and knowledge of working in a broad variety of EU and business projects

European Commission Interreg IIIC Programme, Lille, France (2002- 2007)

Programme Officer

INTERREG IIIC is a Programme of the EU Structural Funds (DG Regio) aimed at investment into regional development. Tasks:

- Program management
 - * Program start-up: Launching calls; Projects evaluation and monitoring; Coordinating budget; Recruitment & training; coaching internships
- PR, communications and networking
 - * Liaising with national and regional authorities EU Member States: information flow, networking and reporting, *Lobbying; *Speaking on the conferences; *Organization and management of events from A to Z all over Europe

Achievement: start-up of the Program from zero and bringing it to one the most known in the EU in the field of interregional development; building a great team of experts

Hewitt Associates (HR Consultancy), Brussels, Belgium (2001-2002)

Team Coordinator

HEWIT is a big multinational HR consultancy.

Tasks:

- Managing a team of seven consultants; B2B sales,
- Projects in all HR related fields: training and development, recruitment & staff reduction, merging businesses, crises management, compensation and benefits and etc.

Achievement: start-up of the representative office, building great team, a number of successful HR projects

Municipality of Antwerpen, PINA, Belgium (1999-2001) –Trainer & Coach for Migrants and Refugees

Program of the Ministry of internal affairs, Migration Department on work with migrants and social integration

- Working with a depressed group of people, helping them to integrate into the European systems.

Achievement: 99% out of 60 trainees are fully integrated; majority of them still reference me to others for individual consultations

Procter & Gamble, Russia (1995-1999)

P&G is a big multinational in FMCG sector, having its subsidiaries and production sites all over the world. Novo plant is a big 3000 employees plant serving Russian market. Jobs fulfilled & tasks:

Environment, Hygiene & Safety Manager (2 years)

- Managing and coordination EH&S Programme on 3000 people plant
- Liaising with governmental and regional authorities on environmental matters
- Training of employees and contractors on EH&S

Achievement: starting from the lowest corporate score after two-years intensive program the plant has got the highest EH&S audit score and a year-without-accident award

Training & Development Manager (2 years)

- Development & implementation of “On-site process-engineers training college”. As a part of this on-site training the following operation processes were implemented on the plant: reliability process, quality assurance process
- Talent management, young graduates programme, training and requalification, coaching

Achievement: for developing the idea of on-site process-engineers college and its implementation I got corporate “current-best-approach” award. The process-engineers from this college nowadays are plant and group managers in P&G worldwide.

Moscow Chemical Technology University, Russia (1989-1995)

Docent

* Lectures & Seminars (Languages, Art), research.

Achievement: A few awards for extra work with students and establishment an international networking

Educational background and professional courses

Academic Education

Doctorate Degree (PhD Dr.) Obtained in Russia, recognised in Europe

1996-2000 – State Academy of Science, Institute of Linguistics, Doctorate, RF, Moscow

PhD degree in socio-psycholinguistics (interdisciplinary studies). My theses are about advertising

University Degrees (masters) Obtained in Russia, recognised in Europe

1992-1996 - Master in Slavic Philology-Russian language and literature, teaching - (Tula State University, RF)

1982-1987 - Master in linguistics and German group of languages (English, German), teaching- (Tula State University, RF)

Professional courses and trainings

* 01/2007 - Web-design, Belgium-Antwerpen

* 06/2005 - PR & communication in Europe, UK-London

* 03/2005 - EU decision making and lobbying, Belgium-Brussels

* 04/2001 - Adapting Communication Styles, Germany-Wiesbaden

* 09/1997 - P&G Management course, Russian Federation-Novomoskovsk

* 2007- 2010 - Academy of Art, Belgium-Antwerpen

Scientific interests:

National identification in a multicultural society.

Publications: I have a few publications in psycholinguistics, culturology and education

Languages and IT skills:

Languages: Fluent/native: English, Russian, Dutch; Working: French, Portuguese; Touristic: German

PC: Literate Computer User

Reference:

* Diniz Janguie, Rector Ser Educational Group, janguie@sereducational.com

* Guy Perry, EMEA Sales Managing Director, Motorola Solutions, +32 3 250 66 50, guy.perry@motorolasolutions.com

* Chanenko Arkady, Dr Prof. Universidade Federal Pernambuco, Recife, Brazil, arkady.shanenko@ua.ac.be

* Amy Labarri re, journalist, France, +33-1 76561192, amy.labarriere@gmail.com

Membership:

Since 2007- Member of “Opendoek”, Belgian institution for theatres and actors.

Since 2012- Member of organising committee AWIN – Anvers Women International Network

Instagram: #baturina_art

Philosophy of life: No guts – no glory!

Attachment 1

Publications and annotations

Articles in e-journals and rapid communications

1. Batourina L., A positive example as a unifying force of a nation, Brazil Monitor, 2018

<http://www.brazilmonitor.com/index.php/2018/07/16/a-positive-example-as-the-unifying-force-of-a-nation/>

The article is about the necessities of positive vector of mass media

2. Niskier C., Hormidas-Caldas S., Batourina L., Student Loans in Brazil: Investment or Expenditure?, Inside Higher Ed, Blog The World View, Center for International Higher Education, Campion Hall, Boston College, MA, USA, 2018 https://www.insidehighered.com/blogs/world-view/student-loans-brazil-investment-or-penditure?utm_source=Inside+Higher+Ed&utm_campaign=ece495d7ca-NU20180111&utm_medium=email&utm_term=0_1f6bc04421-ece495d7ca-199656765&mc_cid=ece495d7ca&mc_eid=aa66723ag7

The article gives a analyses of the situation with education in Brazil in the period of crises.

3. Batourina L., Niskier C., Pride and Prejudice. Five myths about Brazilian Private Higher Education. , Brazil Monitor, 2018 <http://www.brazilmonitor.com/index.php/2018/05/14/pride-and-prejudice-five-myths-about-brazilian-private-higher-education/>

The article discusses the cliché views on private education in Brazil

Articles in peer-review

4. Batourina L., Bezerra Diniz J., Internacionalização como produto de unidade e luta de opostos / Internationalization as a product of unity and struggle of opposites. 2018. Submitted for publication, Revista Brasileira de Estudos Pedagógicos – RBEP (In Portuguese)

The article advocates the intenrationalisation in education and distinguish the difference from globalization which is going away from the scene

5. Batourina L., Niskier C., Diniz J.B., From Crises to Crises: Unavoidable Elevation of Educational Standards in Terms of Signaling Theory, Journal of Modern Education Review (JMER), 2017, accepted for publication JMER20170615-1

Research in the field of educational strategies

6. JJ. Diniz, C. Niskier, L. Batourina, Private Higher Education in Brazil: Fueling Economic Growth, International Higher Education, Center for International Higher Education, Campion Hall, Boston College, MA, USA, 2017 <https://ejournals.bc.edu/ojs/index.php/the/article/view/10007/8689>

The article gives a historic analyses and forecasts of Private Higher Education in Brazil.

7. Batourina L.I. Loosing native language skills in a foreign language environment. Lexicology analyses. Uljanovsk. ULGU, 2010. pages 75-80 (In Russian)

The article is devoted to the most common cases of forgetting native language. This article is a part of big research and covers lexis analyses.

8. Batourina L.I. Cultural interference and bilingualism: acquisition and loosing 2016. Submitted for publication – International Journal of Bilingualism

The article is in the field of language contacts

9. Batourina L.I. Peculiarities of perception of advertising in Russia. // XII International symposium on psycholinguists and theory of communication. Academy of Science, Moscow. 1997, pp. 23-24 (In Russian)

The article discovers the necessity of analyses of consumer's attitude toward advertising as a phenomenon of current culture. It discusses the issues, connected with linguistics experiments.

10. Batourina L.I. Consumer and advertising: mutual relations. // Republic Scientific conference. Rostov na Donu. 1998, pp.39-42 (In Russian)

The article presents the tendencies of advertising in the current (90th) scientific literature and proposes new approach to the object-subject relations “Ads-Consumer”, where a consumer is analyzed as a subject.

11. Batourina L.I. Associative portrait of advertising. Moscow. Economical Sciences. 1999, pp. 85-99 (In Russian)

The author makes summary of the conducted experiments that have had the idea of discovering relations of the Russian consumers to the advertising at the current stage (90th) if its development. The article presents “pure” experimental data, tables and charts. It makes some conclusions of general and particular character.

12. Batourina L. Some aspects of poetic translation (based on translation of A. Poe). Novomoskovsk. 1993. p. 283 (In Russian)

The article presents the comparative analyses of poetic translations of the poem of A. Poe “Raven” done by a few translators. It gives careful analyses of phonetic, syntax and lexicological levels of the language.

13. Batourina L. Course on scientific texts translation. Tula, 1994, p/ 218 (In Russian)

The article presents the developed by the author course on translation of scientific texts for the foreign students of engineering specialties. It proves its necessity and the timing in the curriculum.

Materials of the conferences

14. Batourina L.I. What does the future prepare for us?, M, Institute of Linguistics RAN, Orekhovo-Zuevo SHT University., 2018. Materials of the XVIII international conference "Language and thinking. Psycho-linguistic aspects", p 147-152 (In Russian)

The article is devoted to the global changes and the necessities of higher education to react on these changes

15. Batourina L.I. Psycholinguistics of Brazilian carnival, M, Institute of Linguistics RAN, Orekhovo-Zuevo., 2017. Materials of the conference "Language and thinking", p 42-50 (In Russian)

The article is devoted to the cultural aspects of Brazilian carnival, compares linguistic covering of the similar event in different cultures

16. Batourina L.I. Problems of immigrants' adaptation to new cultures. M, Institute of Linguistics RAN, Orekhovo-Zuevo., 2016. Materials of the conference "Language and thinking. Psychological and linguistic aspects", p70-75 (In Russian)

The article summarizes the common to immigrants' socio-psycho problems they experience in immigration.

17. Batourina L.I. Influence of learning foreign languages on optimization of public institutions' processes. Perm. PGU, 2014. Materials of the conference "Language. Thinking. Society" (In Russian)

The article discovers the indirect but yet important connections between learning languages and obtaining skills for optimizing the organization of public institutions' processes

18. Batourina L.I. Theory of normal distribution in sociology and the role of social questionnaires. // Inter-Universities conference "Problems & tendencies of human sciences and high education". Novomoskovsk. 1997, pp.64-66 (In Russian)

The article covers the issues of conducting social questionnaires. It raises the problems of setting up correct questions for the further correct statistical treatment of data. The author touches the problem of number of participants for getting "representative samples"

19. Batourina L.I. Advertising is a synthesis of marketing and humanitarian sciences. // History and modern times. Republic Scientific conference. Moscow. URA, 1998, pp. 23-26 (In Russian)

The author describes the relations between advertising and consumer as a kind of communication and marketing activity, whose results are touching all spheres of social life. The article also presents the results of experiments with advertising slogans.

Textbooks

20. Batourina L.I, Zurkina N.V. The book of exercises and texts for foreign students. Novomoskovsk. MKHTI, 1994 (In Russian)

The course of grammar exercises and texts for optional reading for the students of the first-year course who study Russian language.

Blogs

1. Batourina L. Um exemplo positivo como força unificadora de uma nação, Blog.abmes.org.br, 2018 (In Portuguese) <https://blog.abmes.org.br/?p=14176#more-14176>
2. Batourina L. Rankings universitários: jogo útil com contradições, Blog.abmes.org.br, 2018 (In Portuguese) <https://blog.abmes.org.br/?p=13708>
3. Batourina L. 7 Tendências globais que afetam a educação superior, Blog.abmes.org.br, 2018 (In Portuguese) <https://blog.abmes.org.br/?p=13562>
4. Batourina L. Internacionalização como ferramenta para competitividade das IES, Blog.abmes.org.br, 2017 (In Portuguese) <https://blog.abmes.org.br/?p=13129>
5. Batourina L. Tudo flui, Blog.abmes.org.br, 2017 (In Portuguese) <https://blog.abmes.org.br/?p=12924>
6. Batourina L. Desafios e conquistas: estudo de caso histórico sobre educação internacional, Blog.abmes.org.br, 2017 (In Portuguese) <https://blog.abmes.org.br/?p=12628>
7. Batourina L. Educação é um investimento de longo prazo, mas precisa de ações urgentes, Blog.abmes.org.br, 2017 (In Portuguese) <https://blog.abmes.org.br/?p=12450>

Invited speaker: Lectures, Seminars, Webinars

2018. Brazilian Educational System, Ratio public/private and Prospects for International Cooperation. 2nd Webinar Accreditation in education, 17/05/3018, Online Edu Fair, Higher Education Discovery www.hedclub.com <https://ejournals.bc.edu/ojs/index.php/the/article/view/10007/8689>

2013. Systems of education in Europe and Latin America. Seminar, Orekhovo-Zuevo Socio.pedagogical institute. Russia

2006. European Union. History, structure. European institutions. Lecture. Russian Humanitarian University. Novomoskovsk, Russia.

Presentations on International Conferences and Forums

2018. FAUBAI Conference. Internationalization and Research. Back from Russia: How 1st ABMES Delegation Open New Ventures for the Internationalization of Brazilian HEIs, Rio de Janeiro, Brazil, 14-18 April, 2018

2018. IV Congresso Internacional UNIS. Global Trends: Learn, UN-learn, RE-learn. Ties between global & regional. Varginha, Brazil, 23-27 April, 2017

2017. FAUBAI Conference. New trends on Internationalization of HE. ABMES Survey on Internationalization. Key findings, Porto Alegre, Brazil, 8-12 April, 2017

Web-Editor

<https://abmes.org.br/abmes-internacional>