

Lia Berikashvili

Scholarly Articles published during the last 10 years

N	Authors including all Co-Authors; Applicant's Name is Highlighted in Bold	Title of Scholarly Articles, Authors, Journals/Publishing Houses, Type/Volume, Pages, Electronic Address of Scholarly Article (if applicable)	Year of Publication
1	Chechelashvili M., Berikashvili L. , Zedginidze S.	FINANCIAL TOOLS FOR ASSESSING MARKETING ACTIVITIES; Norwegian Journal of Development of the International Science N 103; 2023. -Pp. 9-14. GIF-5.992. CiteFactor - index=1238; Cosmos Impact Factor - 4.779. https://doi.org/10.5281/zenodo.7738703	2023
2	Zedginidze S., Berikashvili L. ,	"Strategic marketing and stable growth of the company"; "Economics" magazine, volume 105, N3-4; Tbilisi, 2023. p. 189-202. DOI:10.36962/ECS105/3-4/2023-189	2023
3	Zedginidze S., Berikashvili L. ,	"Development of enterprise marketing strategy"; "Economics" magazine, volume 105, N 3-4; Tbilisi, 2023. pp. 163-174. DOI:10.36962/ECS105/3-4/2023-163	2023
4	Saakyan J., Berikashvili L. ,	"The Main Aspects of Marketing Systems of Strategic Management in the New Digital Era". The European Journal of Economics and Management Sciences, Global Impact Factor 0.804. Premier Publishing S. R. O. Austria, Vienna. DOI: 10.29013/EJEMS-23-2-10-13; N3. 2023. pp 10-13;	2023
5	Berikashvili L. , Saakiani J., Tkhinvaleli M.	"Using innovative approaches of the marketing system in the conditions of the growing trend of electronic commerce", VII International Scientific Conference "Globalization and Modern Challenges of Business". 2023.	2023
6	Berikashvili L. , Saakiani J.	"Peculiarities of marketing activities in agricultural organizations", international scientific journal "Economics", DOI: 10.36962/ECS105/3/2022-379; Volume 105. N3. 2022, p. 379-383.	2022
7	S. Zedginidze, L. Berikashvili;	Traditional and non-traditional competition: contradiction. "Economics" magazine, N 2; Tbilisi, 2022.	2022

8	Chechelashvili M., Berikashvili L.,	ChANGING MANAGEMENT PARADIGMS European Journal of Economic and Management Sciences №2; 2021. –P.39. Premier Publishing s. r. o. Vienna. GIF (Global Impact Factor) 0.850 / DOI: http://doi.org/10.29013/EJEMS-21-39-42	2021
9	Berikashvili, L. J. Saakiani	Basic Provisions and Importance of Agro-Marketing Systems, Proceedings of the International Scientific Conference I "Globalization and Modern Business Challenges" Technical University, 2021. P. 28-32	2021
10	Berikashvili L., Khidesheli Z.	Marketing Aspects of the Global Wine Market, Proceedings of the International Scientific Conference I "Globalization and Modern Business Challenges" Technical University, 2021. P. 28-32	2021
11	Chechelashvili M., Berikashvili L., Malania E.	MARKETING OF TOURISM REGION AS A NECESSARY CONDITION OF EFFECTIVE MANAGEMENT BY REGIONAL TOURISM, Scientific Journal GLOBUS, N5(51), Serbia - St.-Petersburge, 2020.-p.67	2020
12	Chechelashvili M., Berikashvili L., Zedginidze S	., From the Theory of Clusters to the Theory of Cluster Development of Regions: Evolution and Problems, XII International Scientific and Practical Conference PERSPECTIVES OF WORLD SCIENCE AND EDUCATION; August 12-14, 2020. Osaka, Japan; ISBN 978-4-9783419-8-3. pp.32-38	2020
13	Berikashvili, L.	Contemporary Business Challenges in a Globalized World: Research, Study, Examination (2019), Collective Monograph, LAP Ltd. Member of OmniScriptum Publishing Group, ISBN: 978-620-0-47296-0, Austria, January 2019.-P.125	2019
14	Chechelashvili M, Rostiashvili T, Soselia M, Berikashvili L, Malania E,	“Regional Innovative Investment System Structural Qualities”, American Scientific Journal N 31, 90 st. – Elmhurst AV, Queens, NY, United States; November 2019	2019
15	Chechelashvili M, Berikashvili L, Malania E, Rostiashvili T, Soselia M,	“Cluster Politics of Region Development: The Best Practice of USA”, American Scientific Journal N 30, 90 st. – Elmhurst AV, Queens, NY, United States; October 2019	2019
16	M.Chechelashvili, L.Berikashvili, E. Malania,	Destination Marketing as a Modern Aproach to the Management of the Tourist Region, «European science review» N 7-8 2019; Global Impact Factor 1.36	2019

17	Berikashvili . L	Aspects of the pharmaceutical market in the Georgian healthcare system. Proceedings of the International Scientific Conference I "Globalization and Modern Business Challenges" Technical University, 2019.	2019
18	Berikashvili . L <i>Chechelashvili M</i>	MANAGEMENT TODAY AND TOMORROW. THEORY AND PRACTICE. Ежемесячный международный научный журнал «Scientific pages» №13/2018. 37	2018
19	<i>Chechelashvili M</i> Berikashvili . L	THE MAIN CRITERIA FOR LEAD GENERTION. European Sciences review, Scientific journal, Vienna, № 7–8 2018 (July–August) , 310.	2018
20	M.Chechelashvili, L.Berikashvili,	For the issue of the impact factor of a scientific journal and the methods of its formation. Jur. Economics, monthly international peer-reviewed and peer-reviewed scientific journal, Tbilisi 10-11 2018. p. 106.	2018
21	Berikashvili . L <i>Chechelashvili M</i>	Marketing VS Management. Jur. Economics, monthly international peer-reviewed and peer-reviewed scientific journal, Tbilisi 10-11 2018. p. 124.	2018
22	IL.Berikashvili,	“Creative manager in a turbulent environment”. Proceedings of the International Scientific Conference I "Globalization and Modern Business Challenges" Technical University,	2018
23	IL.Berikashvili, Makharashvili	synergy processes in marketing management”international scientific conference management. „globalization and business modern challenges .	2017
24	E. Baratashvili L. Berikashvili	“issues of category management establishing” international scientific conferences, work collection I “Globalization and business modern challenges”	2017
25	L. Berikashvili E. Baratashvili	“Category Management” as effective reaction on customer’s requirement II “international practical conference modern management theory and practice Tbilisi 2017. P 282-287	2017

26	L. Berikashvili E. Malania	Category and agro tourism role in tourism development_ E. Malania L. Berikashvili II the sea industry innovative challenges the sea transport, engineering technologies, logistic, tourism work collection p. 348-351	2016
27	L. Berikashvili E. Malania	“Georgian tourism industry marketing aspects” E. Malania L. Berikashvili III regional symposium “ in cruise tourism the world experience and its development prospect in Black sea region work collection P 83-88	2016
28	L. Berikashvili	“Business in the rights of ethics” www.btime.ge Monthly business Time Georgia” _ October p. 12	2014
29	L. Berikashvili, R. Abuladze, Makharashvili	“Online tourism development problems and Trends in Georgia” Batumi Shota Rustaveli state university, tourism faculty. Adjara tourism and resorts department. V international scientific – practical conference tourism, resorts and business Batumi. P 458-462	2014
30	L. Berikashvili	“Food market and customers’ attitude to enriched products”, magazine “Social Economic”,(Georgian Technical University business- engineering faculty’s international reviewed and refined, scientific magazine.	2014
31	L. Berikashvili	’ ’Industrial market segmentation targeting and positioning “ magazine “Economic”(international segmentation and refined scientific practical magazine)N: 3-4 p 191_196.	2013
32	L. Berikashvili E. Baratashvili	“Industrial cluster forms in modern business” max “Economic” (international refined and segment scientific practical magazine) p. 209-214	2013
33	L. Berikashvili	Purchase strategy workout on industry market . magazine “social Economic” N3 p. 64-67	2013

Monographs, Textbooks, Patents (inventions)

Type of Publication	Title	Authors by indicating all co-authors	Year of Publication
Collective Monograph. Saarbrücken, Saarland, Germany; May 2023.	Contemporary Business Challenges in a Globalized World (Volume 4) //	Collective Monograph	2023
collective monograph. Vienna, Austria; 2022.	Contemporary Business Challenges in a Globalized World: Research, Study, Examination (Volume 3)	Collective Monograph	2022
collective monograph. Vienna, Austria; 2021. P.	Contemporary Business Challenges in a Globalized World: Research, Study, Examination (Volume 2)	Collective Monograph	2021
Collective Monograph, LAP Ltd. Member of OmniScriptum Publishing Group, ISBN: 978-620-0-47296-0, Austria, January 2019.-P.125	Contemporary Business Challenges in a Globalized World: Research, Study, Examination (2019)	Collective Monograph	2019
Monograph publication 2017 ISBN 978-9941-9514-9-7	entropy and synergy in management and marketing	i.makharashvili, L.Berikashvili, B.gedgbaia, B.ckhadadze	2017
text-book UDC (უბკ) 338.22, ð-667, ISBN 978-9941-0-5414-3.	business network organization: clustered management	E.Baratashvili, L.Berikashvili, R.Otanashvili, A.Abralava	2013
text-book . UDC 339.138:338.4 , -161;	Industrial Marketing Basics	P.Datashvili, L.Berikashvili,	2012

		A.Gvarutsadze	
Invention patent (№70 A23G9/02, 9/04);	Food industry field	G.Mikheladze, L.Berikashvili	1996