

MARIA KANDAUROVA



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PROFILE

I have completed a Master of Science in Management (M.Sc.M) degree from Ryerson University in Toronto, Canada. In this research-intensive degree, I designed and executed several experimental studies on Virtual Reality (VR) applications in social marketing. In my thesis, my ability to clearly and concisely transform data findings into a story earned me a well-respected Ryerson University's graduate award nomination. I have recently published a first-author paper with my thesis work findings in the *Journal of Business Research*. Following my passion for research work and teaching, I am excited to go further in my studies as a Doctoral student at Chalmers University.

RESEARCH INTERESTS

Digital transformation, disruptive technology and its social and economic implications on the society, technology management.

EDUCATION

Ryerson University - Toronto, Canada **2016/09 - 2018/01**

Master of Science in Management (M.Sc.M) (4.0 out of 4.0 GPA)

Thesis: "The Effects of Virtual Reality (VR) on the intention to donate money and time: the role of empathy, guilt, responsibility and social exclusion"

Supervisor: Dr. Seung Hwan (Mark) Lee

Certificate in Professional Development in Teaching - Toronto, Canada **2016/09 - 2017/12**

Staff and Educational Development Association (SEDA) and Ryerson University

University of Toronto - Toronto, Canada **2014/09 - 2015/05**

Certificate in Project Management (4.0 out of 4.00 GPA)

Pyatigorsk State Linguistic University - Pyatigorsk, Russia **2004/09 - 2008/06**

Bachelor Degree in Linguistics (English, Russian, and French Languages) (5.0 out of 5.00 GPA)

SCHOLARSHIPS & AWARDS

- **Ted Rogers School of Management Graduate Entrance Award (\$15 000), Ryerson University** **2016**
- **Graduate Stipend (\$1 000), Ryerson University** **2016**
- **Ryerson University's Governor General Gold Medal Award Nomination, Ryerson University** **2017**
- **Best Paper Award, Administrative Sciences Association of Canada (ASAC) Conference, Montreal, Canada** **2017**
- **Insight Development Grant (\$43,492) – Collaborator, Social Sciences and Humanities Research Council (SSHRC), Canada** **2017**

MANUSCRIPTS

Maria Kandaurova, Seung Hwan (Mark) Lee "The Effects of Virtual Reality (VR) on Charitable Giving: The Role of Empathy, Guilt, Responsibility, and Social Exclusion" – *Journal of Business Research*

Seung Hwan (Mark) Lee, Ksenia Sergueeva, Mathew Catangui, **Maria Kandaurova** "Assessing Google Cardboard Virtual Reality as a Content Delivery System in Business Classrooms" – *Journal of Education for Business*

Sarah Fischbach, Seung Hwan (Mark) Lee, **Maria Kandaurova** "Sales Rock! Constructing product value: An anthropomorphizing classroom project" – *Journal of Education for Business*

Kathleen Kelly, Seung Hwan (Mark) Lee, Heather Bowen Ray, **Maria Kandaurova** "Using the Photovoice Methodology to Increase Engagement and Sharpen Students' Analytical Skills Regarding Cultures, Lifestyles, and Markets Internationally" – *Marketing Education Review*

CONFERENCE PROCEEDINGS AND PRESENTATIONS

Maria Kandaurova, Seung Hwan (Mark) Lee, Ksenia Sergueeva (2017) "The effects of Virtual Reality (VR) on Empathy, Responsibility and Time and Money Donation Behaviour", Administrative Sciences Association of Canada (ASAC) Conference, Montreal, QC.

Gillian Montgomery, Seung Hwan Mark Lee, Shahin Ahmed Chowdhury and **Maria Kandaurova** (2017) "The Role of Trust in Online-Offline Shopping Behaviour of High and Low Involvement Products", Administrative Sciences Association of Canada (ASAC) Conference, Montreal, QC.

Maria Kandaurova, Seung Hwan (Mark) Lee, Ksenia Sergueeva (2017) "The effects of Virtual Reality (VR) on Empathy, Responsibility and Time and Money Donation Behaviour", Poster presentation at the Marketing Research Symposium, Waterloo, ON.

Maria Kandaurova, Seung Hwan (Mark) Lee, Ksenia Sergueeva (2017) "The effects of Virtual Reality (VR) on Empathy, Responsibility and Time and Money Donation Behaviour", Presented at the Ted Rogers School of Retail Management Retail Research Colloquium, Toronto, ON.

Tom Griffin, Juleigh Giberson, Seung Hwan (Mark) Lee, Daniel A. Guttentag, **Maria Kandaurova**, Ksenia Sergueeva, Frederich Dimanche (2017) "Virtual Reality and Implications for Destination Marketing", Travel and Tourism Research Association Conference, Quebec City, QC.

RESEARCH EXPERIENCE

Ryerson University - Toronto, Canada

2016/09 - 2017/12

Graduate Student/Research Assistant - Ted Rogers School of Management

- Designed and executed 5 experimental research studies on Virtual Reality (VR) applications in social marketing
- Formulated and tested experimental hypotheses; collected, analyzed and interpreted large data sets using SPSS
- Co-authored 3 marketing research papers; collaborated on a mixed-methods longitudinal marketing study

TEACHING & MENTORSHIP EXPERIENCE

Teaching Assistant – Applied Research Methods in Retail Management

2017

Ryerson University, Department of Retail Management, Ted Rogers School of Business

- Facilitated in-class assignments; met with students in person to help them prepare for the final exam
- Graded course assignments and tests
- Guided undergraduate students on their research interests at a master's level

Teaching Assistant – Multi-Channel Retailing Management

2016

Ryerson University, Department of Retail Management, Ted Rogers School of Business

- Graded course assignments and tests

WORK EXPERIENCE

SKF – Gothenburg, Sweden

2018/08 – 2019/08

SKF IT Resource Manager

- Owner of the resource management process for global IT projects (portfolio of 230 projects worldwide)
- Plan resource allocations to support global digitalization of SKF IT enterprise management systems
- Help develop processes to streamline project management and resource allocation

Imperial Oil Limited & ExxonMobil - Calgary, Canada

2014/01 - 2014/08

Project Controls Specialist

- Developed and streamlined key project management processes for management of change and lessons learned
- Identified and communicated continuous improvement activities through lessons learned processes
- Drafted, edited and communicated weekly and monthly business reports and presentation to key stakeholders

Imperial Oil Limited & ExxonMobil - Calgary, Canada

2013/04 - 2013/12

Document Control Specialist

- Audited contractor/sub-contractor deliverables, while ensuring high quality documentation standards
- Collaborated with the IT department to automate the document sign off workflow

- Coordinated document control-related issues; supported management and engineering teams

Imperial Oil Limited & ExxonMobil - Calgary, Canada
Information Management Technician

2011/08 - 2013/03

- Streamlined the onboarding process from 4 to 2 weeks by consolidating approvals and requests on one form
- Mediated and led the onboarding process within the WCMP Information Management department
- Managed preparation and roll-out of Information Management (IM) work aids and business procedures

EXTRA-CURRICULAR/VOLUNTEER ACTIVITIES

High River Flood Relief Volunteer - High River, Canada

2013

Toastmasters International Club - VP and Secretary - Calgary, Canada

2010 - 2013

Calgary Immigrant Women’s Association (CIWA) – Calgary, Canada
Administrative and Client Support Specialist

2010 - 2011

- Recruited and interviewed 25 volunteers: led orientation sessions, trained and directly coached 5 volunteers
- Acted as an ambassador of CIWA’s core values, programs and services
- Revamped CIWA’s volunteer database system, resulting in up to 40% increase in volunteer resourcing
- Advocated for CIWA’s clients in court hearings, counseling/legal clinics by providing translation/interpretation
- Built strong relationships with CIWA’s clients by consulting them on immigration and social integration issues in a confidential and tactful manner

IT SKILLS

Proficient in MS Office Suite (strong knowledge of Excel, Word, PowerPoint), MS SharePoint, MS Project, IBM SPSS Statistics; NVivo; quick to learn new software

LANGUAGE SKILLS

Fluent in English & Russian; working proficiency in French; currently learning Swedish

INTERESTS

Downhill & cross-country skiing, hiking, camping, languages and classical music, travelling

REFERENCES ARE AVAILABLE UPON REQUEST
