

Curriculum Vitae

Name: **Dr. Alona Zharova**
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Research interests

Sustainable Smart Home, Intelligent Systems for CO₂ Reduction and Energy Efficiency, Machine Learning Algorithms for IoT Sensors Data, Measuring of Research Performance.

Professional Experience

- since 04/2018 **Postdoctoral Fellow** (wissenschaftliche Mitarbeiterin), Institut of Information Systems, School of Business and Economics, Humboldt-Universität zu Berlin [Maternity leave: 02/2019 – 02/2020]
- 02/2018 – 03/2018 Research stay at the National University Singapore (NUS)
Department of Mathematics, Faculty of Science, Prof. Dr. Ying Chen
- 01/2017 – 03/2018 **Managing Director**, International Research Training Group 1792 "High Dimensional Nonstationary Time Series", Humboldt-Universität zu Berlin
Finance management (0,5 Mio. € p.a.), controlling, HR management (20 people), team management (4 people), elaboration of funding proposals
- 06/2014 – 03/2018 **Research Associate** (wissenschaftliche Mitarbeiterin), Ladislaus von Bortkiewicz Chair of Statistics, School of Business and Economics, Humboldt-Universität zu Berlin
- 04/2014 – 12/2016 **Managing Director**, Collaborative Research Center 649 "Economic Risk", Humboldt-Universität zu Berlin
Finance management (2 Mio. € p.a.), controlling, HR management (100 people), team management (5 people), elaboration of funding proposals, business process optimization, introduction of a forecast-based financial management – Increase in the resource usage from 83% to 99% of the allocated funds
- 10/2013 - 03/2014 Research stay at the Humboldt-Universität zu Berlin
- 10/2011 – 04/2014 **Research Associate** (wissenschaftliche Mitarbeiterin), Chair of Management and mathematical modelling of market processes, School of Economics and Business Administration, Odessa I.I. Mechnikov National University, Ukraine
Research in "Agent-based modelling in IT project management"

Academic Education

- 06/2014 – 03/2018 Promotion (PhD) in Statistics and Econometrics, Humboldt-Universität zu Berlin
Dissertation: *Measures of University Research Output*
Reviewers: Prof. Dr. Wolfgang Karl Härdle, Prof. Dr. Stefan Lessmann
Grade: "summa cum laude"
- 09/2010 – 06/2011 Master's Degree (Specialist) in Management of Organizations, Odessa I.I. Mechnikov National University, Ukraine
Diplom Thesis: *Measuring of efficiency of marketing management using quantitative models*
Grade: "with distinction", GPA 5.00 = German 1.0
- 09/2006 – 06/2010 Bachelor's Degree in Management, Odessa I.I. Mechnikov National University, Ukraine
Grade: "with distinction", GPA 4.85 = German 1.15
- 06/2006 Abitur, focus in mathematics and world economy, Reni Gymnasium, Ukraine
Grade: "with distinction", GPA 11.85 = German 1.06

Teaching Experience

- SS 2020 Exercise in Grundlagen der Programmierung in Java (BSc)
Humboldt-Universität zu Berlin
Digital mode: Videos available in YouTube
- SS 2020 Seminar in Information Systems (BSc)
Humboldt-Universität zu Berlin
Digital mode: via Moodle platform
- SS 2018 Grundlagen der Programmierung in Java (BSc)
Humboldt-Universität zu Berlin
- SS 2018 Seminar in Information Systems (BSc)
Humboldt-Universität zu Berlin
- SS 2019,
SS 2017,
SS 2016,
SS 2015 Management Simulation (BSc /MSc)
Humboldt-Universität zu Berlin
International Summer School in Economics and Management (ISSEM) of Humboldt-Universität zu Berlin in Havana, Cuba
- WS 2016/2017 Statistics II Exercises (BSc)
Humboldt-Universität zu Berlin
- WS 2012/2013 Modelling and Forecasting in Business (MSc)
Odessa I.I. Mechnikov National University (Ukraine)

Third-Party Funds Experience

- 2017 Coordination of the application for prolongation of the International Research Training Group (IRTG) 1792 “High Dimensional Nonstationary Time Series” to the DFG (successful; approval for 4.5 years 2018-2022, 3.4 Mio. € in total)
- 2016 Coordination of the application for a Collaborative Research Center “Digital Economy and Decision Analytics” to the DFG (decision “C”, no funding)
- 2013 Grant of Erasmus Mundus BMU-MID for 6 months exchange mobility at the Humboldt-Universität zu Berlin (9000 €)

Professional Activity

Service

- Member of the scientific advisory board of the first German-Cuban **business incubator** InCUBA.uhhu, joint project by the Universidad de la Habana and the Humboldt-Universität zu Berlin supported by the DAAD, since 2015
- Representative of the group of research associates at the *Faculty Council* of the School of Business and Economics, HU Berlin, 04/2018 – 03/2019
- Member of several search committees for W3 and W2 professorships at the School of Business and Economics, HU Berlin, 2017
- Member of multiple PhD committees, HU Berlin, since 2018

Conference, workshops and short course organization

- Workshop “Machine Learning Applications” at the Universidad de La Habana, 19/09/2019
- IRTG 1792 Short course by **Jeffrey M. Wooldridge** (Michigan State University), 25–26/02/2019, Estimation of Treatment Effects
- IRTG 1792 Short course by **Matthew Harding** (University of California, Irvine), 01–04/06/2018, Applying Deep Learning and Machine Learning in Economics
- IRTG 1792 Short course by **Dirk Tunger** (Research Center Jülich), 26/04/2017, Bibliometric Analyses
- 11th conference of the Collaborative Research Center 649 Conference in Motzen, 2015
- Nobelpreisvorlesung at the HU Berlin, 2014
- 10th conference of the Collaborative Research Center 649 Conference in Motzen, 2014



Berlin, 25.08.2020

Invited talks

- 04.09.2020 **Universidad de La Habana** (UH), Havana (CU): *Smart Home Technology and Smart Energy.*
- 04.09.2018 Deutsches Zentrum für Hochschul- und Wissenschaftsforschung (**DZHW**): *Is Scientific Performance a Function of Funds?*
- 08.05.2018 Brown Bag Seminar of the "Friedrich List" Faculty of Transport and Traffic Sciences, **TU Dresden**: *Is Scientific Performance a Function of Funds?*
- 28.02.2018 Seminar of the Department of Statistics and Applied Probability, **National University Singapore** (NUS): *Measures of University Research Output and Resource Usage Efficiency*
- 25.09.2017 **Universidad de La Habana** (UH), Havana (CU): *Statistische Analyse zum Ressourceneinsatz und Performanz in Forschungseinrichtungen*
- 15.03.2017 **National Chung Hsing University** (NCHU), Kaohsiung (TW): *An analysis of third-party expenses of university*
- 14.03.2017 **National Chiao Tung University** (NCTU), Hsinchu (TW): *Evaluating research performance of the collaborative research center*
- 13.03.2017 **National Taiwan University** (NTU), Taipei (TW): *Academic ranking scales in economics: prediction and imputation*

Conferences and Workshops

- 15. – 16.11.2019 Workshop on Research Metrics, **National University Singapore**, Singapore (SG): *Is Scientific Performance a Function of Funds?*
- 11. – 19.07.2018 Summer camp 2018 of the International Research Training Group 1792 "High Dimensional Nonstationary Time Series": *Is Scientific Performance a Function of Funds?*
- 08. – 10.10.2017 Workshop "Advances in financial and time series econometrics" organized by SFB 823, **TU Dortmund**: *Statistical process analysis of resource use and performance in research institutions*
- 15. – 17.06.2017 **International Conference on Econometrics and Statistics** (EcoSta 2017), **Hong Kong** (CN): *A multivariate dynamic analysis of third-party funds*
- 04. – 06.04.2017 Anwenderworkshop Bibliometrie, **Forschungszentrum Jülich** (DE): *Analyse der Drittmittelausgaben und Forschungsausgaben der Universität*
- 24. – 28.01.2017 Haindorf Seminar, Haindorf (CZ): *A multivariate dynamic analysis of third-party funds*
- 07. – 09.07.2016 Collaborative Research Center 649 Conference, Motzen (DE): *Evaluation of research performance of the collaborative research center 649*
- 26. – 30.01.2016 Haindorf Seminar, Haindorf (CZ): *Statistical analysis of Handelsblatt, Google Scholar and RePEc Rankings*
- 28. – 30.07.2015 Berlin – Stettin Workshop "Financial application of advanced statistical methods", Oberbarnim (DE): *A comparison of academic ranking scales*

16. – 18.07.2015 Collaborative Research Center 649 Conference, Motzen (DE): *A comparison of academic ranking scales*
27. – 31.01.2015 Haindorf Seminar, Haindorf (CZ): *Academic rankings with Handelsblatt, Google Scholar and RePEc*
- 21.04.2011 XII. Conference "Modern management: models, strategies, technologies" of ORIPA NAPA under the President of Ukraine, Odessa (UA): *Evaluation of efficiency of marketing management using forecasting models. Awarded Diploma for the 1st Place*
- 22.04.2010 XI. Conference "Modern management: models, strategies, technologies" of ORIPA NAPA under the President of Ukraine, Odessa (UA): *Strategic human resources management as a factor of effective business activity of companies of tourism sector. Awarded Diploma for the 1st Place*

Publications

Papers in peer-reviewed journals

Zharova A, Telling-Rice J and Härdle WK (2018). How to measure the performance of a Collaborative Research Center. *Scientometrics*. 117(2), pp 1023–1040. <https://doi.org/10.1007/s11192-018-2910-8>

Discussion Papers

Zharova A, Mihoci A and Härdle WK (2016). Academic ranking scales in economics: prediction and imputation, SFB 649 Discussion paper, (020)2016.

Books

Chaikovskaya M and Zharova A (2013) *Practicum in modelling of enterprises activity*, Odessa, Ukraine. ISBN 978-617-689-058-4. [In Ukrainian]

Articles in Proceedings or Equivalent Publications

Chaikovska M, Zharova A (2014) Conceptual approach of the creation of IT-project management simulation model, *Analele ASEM*, 2014 (1), P.33-38.

Chaikovska M, Zharova A (2013) Methodological problems of IT project management in agent-dynamic simulation, *Research journal of ONEU "Economics, political science, history"*, Odessa, 23 (202), P.12-19. [In Russian]

Zharova A (2013) Agent-dynamic approach in management of enterprises activity, In *Proceedings of the IV international scientific conference information technology and modelling in economics*, Cherkassy. P.76-77. [In Russian]

Chaikovskaya M, Zharova A (2013) Perspectives of application of agent-based modeling in the management of IT-projects, *Theoretical and methodological basis of research of the formation of sustainable development of socio-economic system in terms of integration and globalization*. Monograph / edited by I. Shvets. Simferopol: DIAYPI. P.246-257. [In Ukrainian]

Chaikovskaya M, Zharova A (2013) Development of methodology of agent-dynamic modeling, Research journal of MGU. Series "Economics and management", Odessa. P.58-63. [In Russian]

Zharova A (2012) The practical methods of integration of system dynamics and agent-based modeling, XXXV international research and practice conference "Solution of a social requirements and objective reality issues in economical and juridical sciences" and the Third stage of research analytics championship. 2012. P.37-38. **Awarded Diploma for the 1st Place**

Zharova A (2012) Application of the method of abstraction through the relation of equivalence to the definition of an "agent", In research journal "The today's economy: Issues and perspectives", Dnepropetrovsk, (1). P.101-116. [In Russian]

Zharova A (2012) The identification of the term "agent" for agent-based modeling with the help of abstraction through the relation of equivalence, In Proceedings of All-Ukrainian scientific and methodological conference "Problems of economic cybernetics". Odessa, Ukraine. September, 2012. P. 23-24. [In Russian]

Zharova A (2012) Agent-dynamic modeling as an approach of simulation, In Proceedings of the 18th international scientific and practical conference "Actual problems of economics and law". London, UK. February, 2012. P.36-37. [In Russian]

Zharova A (2011) Estimation of efficiency of marketing management using forecasting models, In Proceedings of the 12th annual interuniversity students' theoretical and practical conference "Modern management: Models, strategies, technologies". Odessa, Ukraine, April 21, 2011. P.288-289. [In Russian]

Zharova A (2010) The role of top-management in providing of effective human resource management in travel company, In Proceedings of the 3rd international theoretical and practical student's and young researchers' conference "Economics, Management and marketing of non-production areas: Theory, practice and perspectives". Yalta, Ukraine, April 2010. P.108-111. [In Russian]

Zharova A (2010) Strategic human resources management as a factor of effective business activity of companies of tourism sector, In Proceedings of the 11th annual interuniversity students' theoretical and practical conference "Modern management: models, strategies, technologies". Odessa, Ukraine, April 22, 2010. P.121-122. [In Russian]

Zharova A (2009) The strategy of customer-orientation in marketing activity, In Proceedings of the international theoretical and practical conference "Problems and perspectives of socio-economic development of Ukraine". Simferopol, Ukraine, April 15, 2009. – P.48-50. [In Russian]