



# INVITATION

You are cordially invited to the Inaugural Lecture of  
**Professor Marin Marinov**

## **Emerging Markets: Opportunities and Challenges for Global Business**

Thursday 18 June 2009, 6pm  
TC014, University of Gloucestershire  
The Park, Cheltenham GL50 2RH  
Followed by light refreshments at 7.15pm

For directions, go to: [www.glos.ac.uk/directions](http://www.glos.ac.uk/directions)

INAUGURAL LECTURE SERIES

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PLEASE REPLY BY THURSDAY 4 JUNE 2009

*Please include number of places requested and postal address. Please indicate if you require reserved disabled parking.*



UNIVERSITY OF  
GLOUCESTERSHIRE

at Cheltenham and Gloucester

**Professor Marin Marinov** joined the University of Gloucestershire in March 2000. He previously held professorial positions on both sides of the Atlantic. His many management positions include Dean of the School of Management at the Technical University of Sofia, Bulgaria, Head of the Department of Intercultural Management at the University of Witten-Herdecke, Germany, and Head of the Department of International Business at the University of Colorado at Colorado Spring, USA.

Professor Marinov has a BSc in Mechanical Engineering and MSc in Industrial Engineering from the Technical University of Sofia, Bulgaria's leading university with a world-wide reputation for excellence in engineering research and education. The Central Scientific Committee of the Bulgarian Academy of Sciences awarded him a PhD degree in Management.

His extensive research is in the areas of business internationalisation, the role of multinational corporations in global business development and changes in management activities of firms, focused on the marketing of transition economies and the development of multinationals from emerging markets. He has published numerous books, over 80 articles, and is on the editorial board of five internationally recognised academic journals.

Professor Marinov serves as External Chief Adviser and provides expertise to many highly reputable overseas organisations such as the Global Guidance Institute in Germany, the Bulgarian Institute for International Trade, the Estonian Academy of Sciences, the Institute for Entrepreneurship and SME Development in Germany.



He is a member of the Advisory Board of Emerald Publishing, the National Chingia University of Education in Taiwan, and the University of Poitiers in France. He also acts as a consultant to various governments including Oman and Pakistan.

Emerging markets are a force of growing importance seen as opportunities for western entrepreneurs and investors, and posing challenges for western products, jobs and resources. In this lecture, Professor Marinov will present an overview of the general features of emerging markets, pointing to the opportunities and challenges they pose.

Inaugural Lecture

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