

# Yuriy Zhukov, PhD

## **Contact information**

Strathclyde Business School  
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## **Personal information**

Nationality: Kazakh, Work permit: Graduate visa until 2029

## **Research interests**

Applied Microeconomic Theory, Applied Game Theory, Auctions, Behavioural Economics, Political Economy

## **Employment**

2020 – 2025	PhD Researcher “The loyalty penalty and policy impacts”, GTA
2010 – 2020	Portfolio Director, Terraline (Kazakhstan), DTV Star (Digi) (Cambodia)
2007 – 2010	Fintech Project Manager (SAP), JSC KazMunayGas

## **Education**

2020 – 2025	PhD Economics, University of Strathclyde
2019 – 2020	MSc Economics and Finance (with distinction), University of Strathclyde
2003 – 2007	B.A. Economics and Engineering (1 <sup>st</sup> Class), Kazakh National Technical University (National talent full studentship with a stipend)

## **MSc and PhD Papers**

MSc Thesis: “How can Scotland's tech ecosystem be developed to maximise economic potential.”

Supervisor: Professor Graeme Roy

External supervisor: Stephen O'Neill (Scottish Government)

Funded by Scottish Government.

PhD Thesis: “The loyalty penalty: impacts on consumers and policy responses.”

Primary Supervisor: Professor Alex Dickson

Supervisors: Dr David Comerford, Dr Marco Fongoni (Aix-Marseille Université)

Funded by the Competition and Markets Authority (CMA).

### **Teaching experience**

2024	Tutor BF114: Introduction to Economics and Business Analysis and Technology
2023	Tutor EC315: Topics in Microeconomics with Cross Section Econometrics
2023	Tutor EC316: Topics in Macroeconomics with Time Series Econometrics
2022	Tutor EC215: Intermediate Microeconomics
2022	Tutor EC951: Analysis of Economic Data (Postgraduate)

### **Honors and Awards**

2019	Dean's excellence scholarship
2003-2007	National talent studentship with a stipend

### **Presentations**

**2025:** Scottish Graduate Programme in Economics Conference: "Protecting vulnerable consumers in essential markets."

**2024:** PGR Conference: "Vulnerable consumers and the loyalty penalty."

**2023:** PGR Conference: "Dynamic model of consumers' engagement."

### **Professional activities**

2008	Antimonopoly committee auditor – JSC KazMunayGas
2009	Antimonopoly committee auditor – Atyrau Refinery (Caspian region)
2010	Antimonopoly committee auditor – JSC KazakhTeleCom
2010 –2014	Project Manager, Caspian Onshore/Offshore Remote Satellite Internet Provider at Terraline
2014 –2017	Product Manager, Cambodian Internet Provider DTV STAR (Digi Telecom)
2017 –2019	Representative of the Presidential Sports Club "Astana" and the exclusive English Football Premier League Broadcaster in Central Asia.

### **Natural languages**

English	CEFR – C2
French	DELF – A2
Russian	Native
Spanish	CEFR – B1
Kazakh	Basic
Khmer	Basic

### **Programming languages**

R  
LaTeX  
Stata  
Python