

TEACHING STATEMENT

Coming from a family with a background in education, I have inherited a passion for teaching and transferring my knowledge to other people. As an educator, I aim to inspire and empower students to reach their full potential while providing them with the knowledge and skills necessary for their future careers.

My teaching experience spans various subjects and educational settings, both in my home country, Ukraine, and in the United States. From teaching undergraduate and graduate courses in management, entrepreneurship, marketing, and tourism to serving as a guest lecturer and an Assistant Professor, I have gained valuable insights into effective pedagogical practices and the diverse needs of students.

Teaching Experience and Interests

I have had several experiences that have helped me in my early stages as a faculty member. I worked in Ukraine as a part-time lecturer and taught Decision-Making Methods and Entrepreneurship in Ukraine to undergraduate students and Theoretical Foundations of Management and Tourism Management to graduate students. As a doctoral candidate at West Virginia University, I have taught two undergraduate courses: Buyer Behavior and Global Marketing.

Currently, as an Assistant Professor at Dominican University, I teach four courses: Marketing, International Marketing, International Business, and Doing Business Around the World (focused on Latin America, Asia, and Europe). Moving forward, I am particularly interested in teaching courses in the areas of Global Marketing, Consumer Behavior, Digital Marketing, Marketing Research, Marketing Strategy, and Tourism Marketing.

I also served as a guest lecturer in Global Marketing, Marketing Research, consumer behavior, and Tourism Management courses at West Virginia University and Worcester Polytechnical Institute.

Teaching Philosophy

My teaching philosophy is based on the following key components: engagement, preparation for business careers, diversity, equity, and inclusion, and fairness.

Engagement is a key component of my teaching philosophy. I strive to create an environment where students are actively involved in the learning process and feel motivated to explore the subject matter. By making my lectures relevant and applicable to their daily lives, I foster a sense of curiosity and enthusiasm among my students. I employ a range of teaching methods, including written materials, audio-visual aids, technology-based tools, and interactive activities, to cater to different learning styles and keep students engaged. Through student evaluations, I have received positive feedback indicating that these varied approaches have been successful in promoting student engagement and enhancing their learning experiences.

Preparing students for their future careers is another important aspect of my teaching philosophy. I emphasize the practical application of academic knowledge and encourage critical thinking skills that are essential in real-life business situations. I relate theories and concepts to real-world scenarios, allowing students to immediately apply their knowledge through hands-on activities and projects. By incorporating client projects and fostering teamwork, I help students develop valuable collaboration and communication skills that are vital in professional settings. Furthermore, I

place a strong emphasis on professional behavior and business etiquette, ensuring that students are well-prepared to navigate the challenges of the working world.

I value and prioritize *diversity, equity, and inclusion* in my classrooms. I have had the privilege of teaching students from racially, ethnically, culturally, and linguistically diverse backgrounds, including at a Hispanic-serving institution that caters to first-generation, low-income, and undocumented students. Recognizing the unique challenges and experiences that students from diverse backgrounds may face, I am committed to creating an inclusive and supportive learning environment where all students feel valued, respected, and empowered to succeed. I am sensitive to the potential barriers and challenges that students from diverse backgrounds may encounter in their academic journeys. I am committed to providing equitable opportunities for all students to succeed and actively work to identify and address any systemic or individual barriers that may arise. This includes being flexible and responsive to students' individual needs, offering additional support when necessary, and providing resources to help students navigate any challenges they may face.

To ensure *fairness*, I establish clear expectations of student performance through well-defined syllabi and grading rubrics. I treat students with respect and provide a supportive learning environment where they feel comfortable seeking assistance and guidance. While I am dedicated to supporting their growth and success, I also encourage students to take responsibility for their own learning, fostering a sense of autonomy and self-reliance.

Overall Effectiveness

In summary, I put a lot of effort into developing and teaching my courses. I attend educational conferences, workshops, and trainings to learn best pedagogical practices, such as inclusive and culturally relevant pedagogy. I strive to improve my teaching skills implementing student feedback. I also ask students to complete a brief survey at the beginning of the semester to better understand student needs and backgrounds.

I believe that my teaching approach has resulted in engaged students who are a pleasure to have in class. My student evaluations are equal to or exceed departmental and university averages. I also stay in touch with many of my former students after they graduate to support them in pursuing further degrees and celebrate their career achievements.

SUMMARY OF TEACHING EVALUATIONS

MKTG-315 “Buyer Behavior” (undergraduate, average class size – 40)

	Instructor Evaluations ¹	College Average	University Average
Spring 2018 (in-person)	4.01	4.30	4.38
Fall 2018 (in-person)	4.43	4.35	4.37
Spring 2019 (in-person)	4.27	4.36	4.41
Spring 2020 (online synchronous)	4.85	4.45	4.51

MKTG-485 “Global Marketing”, MKTG-370 “International Marketing” (undergraduate)

	Instructor Evaluations	College Average	University Average
Fall 2019 (in-person, average class size – 45)	4.55	4.41	4.40
Fall 2020 (online asynchronous, average class size – 40)	4.79	4.33	4.43
Spring 2022 ² (in person, average class size - 15)	3.85	n/a	3.60
Spring 2023 (in person, average class size -20)	3.65	n/a	3.50

MKTG-301 “Marketing” (undergraduate, average class size -15)

	Instructor Evaluations	Department Average	University Average
Fall 2021 ² (in-person)	3.30	3.50	3.50
Fall 2022 (in-person)	3.45	3.50	3.50

INTB-380 “Doing Business Around the World” (undergraduate, average class size -20)

	Instructor Evaluations	Department Average	University Average
Fall 2021 ² (in-person)	3.50	3.50	3.50
Fall 2022 (in-person)	3.50	3.50	3.50

INTB-280 “International Business” (undergraduate, class size -15)

	Instructor Evaluations	Department Average	University Average
Spring 2022 ² (in-person)	3.80	3.60	3.60

¹ The reported rating is the average student response to: “The instructor’s overall teaching effectiveness was” and “The overall effectiveness of the course was” (1 = Poor; 5 = Excellent).

² The reported rating is the student response to “I consider the instructor to be...” (1=Not effective; 4= Highly Effective).

Selected Student Comments:**Buyer Behavior:**

“Overall I loved this course and thought [Elvira Kizilova] was very understanding and down to earth. I don't really have any recommendations for changes.”

“[Elvira Kizilova's] lectures were very thought-provoking and informative, and also the kahoot reviews we did. The professor also was very understanding with everything going on, and gave feedback on everything I did so I knew if I was on the right track or not.”

International Marketing:

“Professor Kizilova has been one of the best professors I have had at this school. She genuinely cares for her students to pass the course and to have enthusiasm about it too.”

“Throughout the whole class this professor managed to make every single topic that we discussed something interesting to learn and the most important the messaging and communication while teaching was very clear and precise. I believe that in order to be highly effective you have to be able to exceed and what you do and I truly believe that this professor has done it. She managed to make the class extremely interesting and was always up-to-date when it came to topics and examples. During her lecture, throughout class assignments, projects and in our final presentations she managed to help us connect with the topics and actually understand them not only learn them for an example actually be able to understand what we are learning and be able to apply it in real life scenarios which is extremely valuable for me.”

“Professor Elvira has always been a wonderful marketing professor to have! All of her assignments are challenging and the pace of the course is fast but she continually offers aid with anything you need help with to ensure you have a great positive learning environment without it feeling like its "too easy". Her projects are enjoyable and well organized and her lectures are equally as enjoyable. Her policies are fair and overall she teaches extremely well.”

International Business:

“A very professional individual to learn and work with. Lead class adequately, with full respect, and in a timely manner. Addressed all and any concerns that were raised during class and out of class. The professor also constantly encouraged class for participation which led to comprehension, knowledge, and success. She is very open and caring towards her students. Dominican needs more professors like her!!”

“Professor Kizilova had her class very well organized through canvas and so we knew everything that was expected from us through assignments. Also, she well explained each module and made class interesting with different activities and assignments that related to the topic. The class was very well taught!”

“Dr. Kizilova kept everything organized and communicated about future assignments in advance. All material was engaging and exciting to learn about. I overall learned a lot in this class, which was probably the best class I have taken in my college career.”

Marketing:

“The instructor showed enthusiasm in her teaching, explained complex material, worked with individuals, and was effective in her teaching techniques. Enthusiasm was shown through her teaching styles and would offer office hours or in class individual one on one explanation. When doing a group project we had a difficulty with something in our project and we emailed her and she replied in a professional timely manner. Professionalism was a big part of this class and taught us techniques on professionalism in the real world.”

“The professor was super comprehensive and got out of her way to make me feel good I consider her to be an amazing human being and motivated me to finish strong this semester.”

Doing Business Around the World:

“As an online instructor, it was a pleasure taking this course with Professor Elvira Kizilova. Her assignments were very straightforward. I enjoyed the last few write-up assignments where we had to do our own research on specific Asian countries because it made me think critically. She also responded to emails very quickly which is always very appreciated.”