

MOLDIR MOLDAGALIYEVA

CURRICULUM VITAE

404 Wilson Rd., College of Communication Arts & Sciences, #542
Michigan State University, East Lansing, MI 48824
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LinkedIn: [moldagaliyeva](https://www.linkedin.com/in/moldagaliyeva) | Website: moldirmoldagali.com

RESEARCH INTERESTS

Consumer behavior, Cross-cultural strategic communication, and Digital Technology Use

TEACHING INTERESTS

Consumer Behavior, Data analytics, Digital Marketing & Strategy, Media Planning, and Research Methods

EDUCATION

- 2022-2026 (expected) **Ph.D. in Information and Media** | GPA 3.95
Michigan State University, East Lansing, MI
Committee members: Dr. Anastasia Kononova (Chair),
Dr. Saleem Alhabash, Dr. Patricia Huddleston, and Dr. Wei Peng
- 2020-2022 **MA in Advertising and Public Relations** | GPA 3.90
Michigan State University, East Lansing, MI
Committee members: Dr. Kjerstin Thorson (Chair),
Dr. Chuqing Dong, and Dr. Marisa Smith
Thesis: COVID-19 Information Sharing on Social Media: Channels and
Motives from the Kazakhstani People's Perspective
- 2012-2014 **MA in Translation Studies**
Al-Farabi Kazakh National University, Almaty, Kazakhstan
- 2008-2012 **BA in Translation Studies** | Diploma with Honors
Al-Farabi Kazakh National University, Almaty, Kazakhstan

REFEREED JOURNAL ARTICLES

- [A.6] **Moldagaliyeva, M.**, Huddleston, P. (under review). The Role of Consumer Ethnocentrism in Choosing Between Local Counterfeit and Foreign Authentic Products, *Journal of Consumer Behaviour*
[JCR 2024: Impact: 5.2; Rank: Q1 71/316 Business]
- [A.5] **Moldagaliyeva, M.**, Kononova, A., Lee, H., Alhabash, S., Huddleston, P. (Revise & Resubmit). Predicting Global Consumer Counterfeit Purchasing: a 17-country study. *Journal of International Marketing*
[JCR 2024: Impact: 4.2; Rank: Q2 105/316 Business]

- [A.4] Kononova, A., Issaka, B., **Moldagaliyeva, M.**, Li, L., Sun, F., Bender, A. (Revise & Resubmit). A Photovoice Exploration of Experiences with Media and Information and Communication Technologies Among Mid-Aged and Older Adults with and Without Mild Cognitive Impairment: The Structuration Theory Perspective. *Mass Communication and Society*
[JCR 2024: Impact: 2.7; Rank: Q1 36/227 Communication]
- [A.3] **Moldagaliyeva, M.**, Kononova, A. G., & Anafina, D. (2025). Exploring Digital Divide from the Cultural Dimensions Perspective: Smartphone Use Among Central Asian Older Adults. *International Journal of Human-Computer Interaction*, 1-13. DOI: [10.1080/10447318.2025.2526583](https://doi.org/10.1080/10447318.2025.2526583)
[JCR 2024: Impact: 4.9; Rank: Q1 6/31 Computer Science, Cybernetics]
- [A.2] Kononova, A., Huddleston, P., **Moldagaliyeva, M.**, Lee, H., & Alhabash, S. (2024). Influence of Cultural Values and Hierarchical Social Norms on Buying Counterfeits Online: A 17-Country Study. *Frontiers in Psychology*, 15. DOI: [10.3389/fpsyg.2024.1394660](https://doi.org/10.3389/fpsyg.2024.1394660)
[JCR 2024: Impact: 2.9; Rank: Q1 45/221 Psychology, Multidisciplinary]
- [A.1] Battocchio, A. F., Thorson, K., Hiaeshutter-Rice, D., Smith, M., Chen, Y., Edgerly, S., Cotter, K., Choung, H., Dong, C., **Moldagaliyeva, M.**, and Etheridge, C. (2023). Who will tell the stories of public health inequities? Platform challenges (and opportunities) in local civic information infrastructure. *ANNALS of the American Academy of Political and Social Sciences*. DOI: [10.1177/00027162231214398](https://doi.org/10.1177/00027162231214398)
[JCR 2024: Impact: 2.6; Rank: Q1 39/271 Social Sciences, Interdisciplinary]

MANUSCRIPTS IN PROGRESS

- [M3] Lee, H., **Moldagaliyeva, M.**, Alhabash, S., Huddleston, P., & Kononova, A. Deliberate or Duped? Understanding Global Consumer Counterfeit Purchase Behavior Through the Lens of Protection Motivation Theory, *Crisis and Risk Communication*.
- [M2] Kononova, A., **Moldagaliyeva, M.**, Lee, H., Huddleston, P.T., Alhabash, S., & Mundel, J. What Motivates Consumers to Buy Counterfeits Online? *International Journal of Consumer Studies*
- [M1] Issaka, B., Kononova, N., & **Moldagaliyeva, M.** “Alexa helps me out during the day”: How older adults with cognitive deficits navigate ICT use in the (post)pandemic world.

WHITE PAPERS

- [WP.2] Alhabash, S., Kononova, A., Huddleston, P., **Moldagaliyeva, M.**, & Lee, H. (2023). *Global Anti-Counterfeiting Consumer Survey 2022: A 17 Country Study*. East Lansing, MI: Center for Anti-Counterfeiting and Product Protection, Michigan State University. <https://a-capp-center.mybigcommerce.com/global-anti-counterfeiting-consumer-survey/>

- [WP.1] Kononova, A., Alhabash, S., Huddleston, P. **Moldagaliyeva, M.**, Lee, H., Bezbaruah, S., & Anafina, D. (2025). *When Organizations Talk to Consumers about Counterfeiting: Analysis of 2005-2024 Communication and Consumer Education Campaigns to Build Theory-Informed Brand Protection Strategies*. East Lansing, MI: Center for Anti-Counterfeiting and Product Protection, Michigan State University.

PEER-REVIEWED CONFERENCE PAPERS & PRESENTATIONS

- [C.24] Lee, H., **Moldagaliyeva, M.**, Anafina, D., Bezbaruah, S., Huddleston, P., Alhabash, S., Kononova A. (2025). Fighting Fakes: How Protection Motivation Shape Anti-Counterfeit Campaign Messages. Paper presented at *AMA Summer Academic Conference*, Chicago, Illinois, August 22-24, 2025.
- [C.23] **Moldagaliyeva, M.***, Huddleston, P. (2025). The Role of Consumer Ethnocentrism in Choosing Between Local Counterfeit and Foreign Authentic Products. Paper presented at *the Association for Education in Journalism and Mass Communication (AEJMC) 108th annual conference*, San Francisco, CA, August 7-10, 2025.
- [C.22] Bezbaruah, S., Anafina, D., **Moldagaliyeva, M.**, Lee, H., Iddrisu, N., Kononova, A., Huddleston, P., Alhabash, S. (2025). Ad Exposure and Purchase of Substandard, Falsified, and Counterfeit Prescription Medications: An Eight-Country Study. Paper presented at *the Association for Education in Journalism and Mass Communication (AEJMC) 108th annual conference*, San Francisco, CA, August 7-10, 2025.
- [C.21] Lee, H., Alhabash, S., **Moldagaliyeva, M.***, Huddleston, P., Kononova, A. (2025). Deliberate or Duped? Understanding Global Consumer Counterfeit Purchase Behavior Through the Lens of Protection Motivation Theory. Paper presented at *the Association for Education in Journalism and Mass Communication (AEJMC) 108th annual conference*, San Francisco, CA, August 7-10, 2025.
- [C.20] Huddleston, P., Kononova, A., Alhabash, S., **Moldagaliyeva, M.**, Lee, H., Liu, Z. (2024). Counterfeit threat by retail channel: a global study. Paper presented at *the 31th Recent Advances in Retailing and Consumer Services conference (RARCS)*, Zagreb, Croatia, July 7-10, 2025.
- [C.19] **Moldagaliyeva, M.***(2025). From Rules to Scales: Evaluating Netiquette in Social Media Messenger Contexts. Paper presented at *International Communication Association (ICA) annual conference*, Denver, Colorado, June 12-16, 2025.
- [C.18] Bezbaruah, S., Lee, H., **Moldagaliyeva, M.**, Iddrisu, N., Anafina, D., Liu, Z., Almanov, Y., Mundel, J., Huddleston, P., Alhabash, S., Kononova, A., (2025). The Role of Health Literacy in Risk Perceptions and Protective Behaviors related to Buying Medications Online: An Eight-Country Study. Paper presented at *International Communication Association (ICA) annual conference*, Denver, Colorado, June 12-16, 2025.

- [C.17] Kononova, A., Mundel, J., Lee, H., **Moldagaliyeva, M.**, Liu, Z., Almanov, Y., Iddrisu, N., Huddleston, P., & Alhabash, S. (2025). Anti-counterfeiting efforts leading to psychological reactance: Effectiveness of anti-counterfeiting awareness-raising messages. Paper presented at the *DC Health Communication Conference*, Washington DC, May 1-3, 2025.
- [C.16] Kononova, A., **Moldagaliyeva, M.***, Huddleston, P. Alhabash, S., Lee, H., Bezbaruah, S., & Anafina, D. (2025). (You Should) Say No to Fakes! Analysis of Public Service Anti-Counterfeiting Campaigns to Build Theory-Informed Consumer Protection Strategies. Presented at *the Annual Brand Protection Strategy Summit*, East Lansing, MI, March 25-27, 2025.
- [C.15] **Moldagaliyeva, M.***, Huddleston, P. (2025). Consumers' Ethnocentrism and Their Dilemma on Counterfeit Local vs. Authentic Foreign Products. Poster presented at the Information & Media PhD Students' *Summer Research Poster Session*, East Lansing, MI, February 21, 2025.
- [C.14] Kononova, A., **Moldagaliyeva, M.**, Anafina, D., Lee, H., Alhabash, S., Huddleston, P., Tran, P., Baker, L. (2024). (You Should) Say No to Fakes! Analysis of Public Service Anti-Counterfeit Campaigns to Build Theory-Informed Consumer Protection Strategies. Paper presented at *the Association for Education in Journalism and Mass Communication (AEJMC) 107th annual conference*, Philadelphia, PA, August 8–11, 2024.
- [C.13] Kononova, A., Huddleston, P., **Moldagaliyeva, M.**, Lee, H., Alhabash, S. (2024). Buying fakes: Country's cultural orientation shapes the relationship between consumers' perceived social norms and counterfeit purchase behavior. Paper presented at *the 22nd International Conference on Research in Advertising (ICORIA)*, Thessaloniki, Greece, June 27– 29, 2024.
- [C.12] **Moldagaliyeva, M.***, Kononova, A., Anafina, D.* (2024). A cultural dimensions perspective to studying digital divide: A qualitative study of smartphone use among Central Asian older adults. Paper presented to the Intercultural Communication (ICC) division of *the 74th annual International Communication Association (ICA) conference*, Gold Coast, Australia, June 21–24, 2024.
- [C.11] **Moldagaliyeva, M.***, Alhabash, S., Huddleston, P., Kononova, A., Lee, H. (2024). Applying the Theory of Planned Behavior to Study Counterfeit Consumers in the Digital Age: A 17-Country Study. Paper presented in the *Academy of Marketing Science (AMS) annual conference*, Coral Gables, FL, May 22–24, 2024.
- [C.10] Kononova, A., Huddleston, P., **Moldagaliyeva, M.**, Lee, H., Alhabash, S. (2024). Profiling consumers of substandard and falsified medications purchased on social media and e-retail platforms: a 17-country survey. Extended abstract presented at *the Kentucky Conference on Health Communication (KCHC)*, Lexington, KY, April 3–6, 2024.
- [C.9] **Moldagaliyeva, M.**, Kononova, A., Lee, H., Huddleston, P.T., & Alhabash, S. (2024). What Motivates Consumers to Buy Counterfeits Online? Paper

- presented in *American Academy of Advertising (AAA) annual conference* 2024, Portland, OR, March 14–17, 2024.
- [C.8] **Moldagaliyeva, M.***, Kononova, A., Anafina, D. (2024). A cultural perspective to studying digital divide: A qualitative study of smartphone use among Central Asian older adults. Poster presented at the Information & Media PhD Students' *Summer Research Poster Session*, East Lansing, MI, February 16, 2024.
 - [C.7] Kononova, A., Alhabash, S., Huddleston, P. **Moldagaliyeva, M.**, & Lee, H. (2023). What consumers think and feel: Who are consumers who buy counterfeit medications online. Annual meeting of *the Association of Safe Online Pharmacies*, October 2-3, Washington, D.C.
 - [C.6] Alhabash, S., Huddleston, P., Kononova, A., **Moldagaliyeva, M.**, & Lee, H. (2023). 2023 Global Anti-Counterfeiting Consumer Survey. *The Counterfeit Conundrum: Analyzing Global Consumer Realities in Online Marketplaces conference*. September 19-20, IPR Center, Arlington, VA.
 - [C.5] Kononova, A., Issaka, B., **Moldagaliyeva, M.***, Li, L., Sukhanovskaya, V., Sun, F., Cotten, S., Bender, A. (2023). I, Structure, and Dasein: Qualitative Exploration of Adults' Experiences with Digital Information and Communication Technologies in the Context of Aging. Poster presented in the Mass Communication and Society Division of *the Association for Education in Journalism and Mass Communication (AEJMC) annual conference*, Washington, D.C., August 7–10, 2023.
 - [C.4] **Moldagaliyeva, M.**, Issaka, B., Kononova, A., Li, L., Sukhanovskaya, V. (2023). “Alexa helps me out during the day”: How older adults with Cognitive Deficits Navigate ICT use in the (Post)Pandemic World. Poster presented at *Health Communication Conference (DCHC)*, Washington, D.C., April 28–29, 2023
 - [C.3] Alhabash, S., Huddleston, P., Kononova, A., **Moldagaliyeva, M.***, Lee, H.*, Kammel, K. (2023). Using Psychological Factors to Identify Global Counterfeit Supranational Segments. Paper presented at *the 95th Annual Midwestern Psychological Association Conference*, Chicago, IL, April 21–23, 2023.
 - [C.2] Battocchio, A. F., Cotter, K., Dong, C., Edgerly, S., Etheridge, C., Hiaeshutter-Rice, D., Kohlmeier, S., **Moldagaliyeva, M.**, Smith, M., Thorson, K., Werth, L., Chen, Y. (2021). Local information infrastructure and the distribution of COVID-19 information on Facebook in six Great Lakes communities. Panel titled “Media Deserts, Platforms, and Community Civic Infrastructure: Tales from the Great Lakes States During COVID-19” (organized by Usher, N., Russel, A., Holcomb, J.). Presented at *the National Communication Association's annual meeting*, Seattle, WA, November 18–21, 2021.
 - [C.1] Battocchio, A. F., Etheridge, C., Thorson, K., **Moldagaliyeva, M.**, Hiaeshutter-Rice, D., Dong, C., Cotter, K., Chen, Y., Kohlmeier, S., Denzin, K., Draeger, M. and Edgerly, S. (2021). A systematic method of cataloging civic information infrastructure. Paper presented to the Communication Theory and Method

Division of the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, August 5, 2021. [virtual]

* *Presenting author*

RESEARCH FUNDING & RELATED EXPERIENCE

- 2022-present **Research Assistant**
Advertising & Public Relations Dept., Michigan State University
 [2023-2024] The research project “When Brands Talk to Consumers about Counterfeiting: Analysis of Existing Communication and Consumer Education Campaigns to Build Theory-Informed Brand Protection Strategies”, funded by MSU’s Center for Anti-Counterfeit and Product Protection (30,000 USD).
 PI: Anastasia Kononova
- [2023-2024] The research project “The Global Anti-Counterfeiting Pharmaceutical Consumer Survey”, funded by Johnson & Johnson, MSU’s Center for Anti-Counterfeit and Product Protection (80,000 USD).
 PI: Saleem Alhabash
- [2022-2023] The research project “A qualitative exploration of media and information/communication technology use of older adults with and without cognitive impairment and dementia”, funded by S3 Collaborative Grant Award at Michigan State University (10,000 USD).
 PI: Anastasia Kononova.
- 2025-2026 **Co-Investigator**
 The interdisciplinary project “Savvy leisure: Developing a practical guide for older adults (65+) to enjoy media and technology-based activities and protect against cognitive decline”, funded by Trifecta Initiative Facilitating Funds Award (8,000 USD).
 PI: Anastasia Kononova
- 2024-2025 **Co-Investigator**
 The international project “Research and Educational Strategies for Reducing Risks of Counterfeit Household Construction Materials: A Kazakhstan-U.S. collaboration”, funded by Institute of International Education, Kazakhstan – United States Universities Consortium (30,000 USD).
 PI: Anastasia Kononova
- 2022-2023 **Research Assistant**
Center for Anti-Counterfeiting and Product Protection (A-CAPP Center), Michigan State University
 The research project “Global Consumer Survey: Consumer Perceptions & Beliefs Associated with Counterfeit Goods”, funded by Underwriter's Laboratories Inc. (130,000 USD).

PI: Saleem Alhabash.

2021-2022 **Research Assistant**
Civic Infrastructure Lab, Michigan State University

TEACHING EXPERIENCE

2025,
2024 **Instructor of record**
Advertising & Public Relations Dept., Michigan State University

ADV 442 Digital Analytics

- undergraduate, required, 40 students, solo-designed and instructed online course
- Summer 2025 | Summer 2024

ADV 342 Account Planning and Research

- undergraduate, required, 30 students, solo-designed and instructed course with weekly 80-min lecture and recitation sessions
- Spring 2025

2022-present **Teaching Assistant**
Advertising & Public Relations Dept., Michigan State University

ADV 350 Advertising Media Planning and Strategy

- undergraduate, required, 70 students, solo-taught 80-min recitation sessions on a weekly basis
- Fall 2025

ADV 442 Digital Analytics

- undergraduate, required, 60-70 students, solo-taught 80-min recitation sessions on a weekly basis
- Fall 2022 | Spring 2023 | Fall 2023 | Spring 2024 | Fall 2024

CAS 841 Social Media Storytelling

- graduate, elective, 16 students, online course
- Summer 2023

PROFESSIONAL EXPERIENCE IN INDUSTRY

08/2012- **Promotion and Marketing Specialist → Promotion and Marketing**
08/2020 **Chief Specialist → Public Relations and Marketing Specialist**

National Information Technologies (NITEC) JSC

- Developed multimedia content resources to assist e-government users with getting public services online.
- Led internet and contextual advertising projects to promote brand awareness among the public.
- Led digital communication strategies to enhance brand visibility and public engagement.
- Promoted from Specialist to Chief Specialist within one year and

received a letter of recognition from the CEO for outstanding commitment.

OTHER PROFESSIONAL EXPERIENCE

- 07/2024-08/2024 **Graduate Program Assistant**
Academic Culture and English Skills (ACES) Program for International Graduate Teaching Assistants, College of Arts and Letters, Michigan State University
- 05/2023-08/2023 **International Graduate Student Orientation Assistant**
Office for International Students and Scholars (OISS), Michigan State University

SCHOLARSHIPS, AWARDS, & HONORS

- 2025-2026 **P.E.O. International Peace Scholarship**
12,500 USD
- 2025 **Michael Haley Travel Grant**
International Communication Association (ICA) conference
1,000 USD
- 2025 **Outstanding Advertising Doctoral Student Award**
Department of Advertising & Public Relations, Michigan State University
1,000 USD
- 2025 **Janet L. Loria Scholarship**
Department of Advertising & Public Relations, Michigan State University
500 USD
- 2024-2025 **P.E.O. International Peace Scholarship**
10,000 USD
- 2024-2025 **The Leadership Program Fellowship**
Graduate School Office of Well-Being, Michigan State University
2,000 USD
- 2024 **IDEA & Michael Haley Travel Grant**
International Communication Association (ICA) conference
1,250 USD
- 2024 **Travel Grant**
Intercultural Communication Division of the International Communication Association (ICA) conference
200 USD
- 2024 **Summer 2024 Research Award**
Department of Advertising & Public Relations, Michigan State University
2,400 USD
- 2024 **Graduate Office Fellowship Travel Award**

- Communication Arts & Sciences Dean's Office
3,212 USD
- 2024 **Travel Award Fellowship**
Graduate School, Michigan State University
600 USD
- 2024 **Janet L. Loria Scholarship**
Department of Advertising & Public Relations, Michigan State University
1,000 USD
- 2023-2024 **The Leadership Program Fellowship**
Graduate School Office of Well-Being, Michigan State University
2,000 USD
- 2023 **Doctoral Fellowship**
Department of Advertising & Public Relations, Michigan State University
1,000 USD
- 2023 **Summer 2023 Research Award**
Department of Advertising & Public Relations, Michigan State University
2,450 USD
- 2023 **Research Award**
Department of Advertising & Public Relations, Michigan State University
1,500 USD
- 2022 **Outstanding Master's Student Award**
Department of Advertising & Public Relations, Michigan State University
1,000 USD
- 2021 **Janet L. Loria Scholarship**
Department of Advertising & Public Relations, Michigan State University
1,000 USD
- 2021 **International Student Essay Contest (1st place)**
Office for International Students and Scholars (OISS), Michigan State University
1,000 USD
- 2020-2022 **Bolashaq International Scholarship**
Funded by the Government of the Republic of Kazakhstan
80,000 USD
- 2013 **A letter of recognition**
National Information Technologies (NITEC) JSC

UNIVERSITY SERVICE

- University** [2023 – 2025] **Leadership Fellow**
Initiated "MomSpartans" project (the resources guide, peer mentorship program for student-mothers)
Graduate School Office of Well-Being (GROW), Michigan State University

[2022, 2025] **Student organization leaders' representative in a search committee**

Office of International Students and Scholars (OISS), Michigan State University

[2022 – 2023] **Dept. of Advertising & Public Relations representative**

Graduate Employees Union, Michigan State University

[2021 – 2023] **Co-Founder and Communications/Outreach E-Board member**

Eurasian Students Association, Michigan State University

[2021] **Speaker** at Student Parents panel at International graduate students' orientation

Office of International Students and Scholars (OISS), Michigan State University

[2021] **Volunteer** for 'Buddy Program' for International graduate students

Office of International Students and Scholars (OISS), Michigan State University

[2021 – 2022] **Volunteer** as an English-Kazakh, English-Russian interpreter

Red Cedar Elementary School, East Lansing, MI

[2021] **Speaker** of The International Speakers (I speak) Program, Michigan State University

International Studies & Programs, Michigan State University

Department [2025] **Capstone project Judge**

Advertising and Public Relations MA Program capstone poster presentations

[2023 – 2024] **Graduate Students Representative**

Association for Doctoral Students in Information & Media (ADSIM)

ACADEMIC FIELD & OTHER EXTERNAL SERVICE

Fellow [2023 – 2024] **Russian language Translator Fellow**

Publications Committee, Association for Education in Journalism and Mass Communication (AEJMC)

Conference [2024] Academy of Marketing Science (AMS)

Reviewer [2024, 2025] International Communication Association (ICA)

Journal [2025] Journal of Marketing Communications
Reviewer

Volunteer [2021 – 2022] English-Kazakh-Russian interpreter at Red Cedar Elementary School, East Lansing, MI

INVITED PANELS, TALKS

- 2025 **Speaker**
Ignite Talks, Michigan State University
- 2025 **Panelist**
Leadership Fellowship Retreat for 2025-25 Leadership fellows
Graduate School Office of Well-Being (GROW), Michigan State University
- 2025 **Panelist**
Q&A Panel for newcoming doctoral students
Information & Media PhD Program
- 2025 **Panelist**
Online webinar for incoming international graduate students
Office for International Students and Scholars (OISS), Michigan State University
- 2024 **Invited talk**
“Global Anti-Counterfeiting Consumer Survey – 2023”
Information & Media Speakers’ Series
Information & Media Ph.D. Program, College of Communication Arts and Sciences, Michigan State University
- 2023 **Panelist**
“Meet the AEJMC Publications’ Editors and Translation Fellows”
Association for Education in Journalism and Mass Communication (AEJMC) annual conference, Washington, D.C.
- 2023 **Speaker**
A-CAPP 2023 Anti-Counterfeiting Global Consumer Survey: Insights to Effective Consumer Education (online webinar)
A-CAPP, Michigan State University
- 2021 **Panelist**
Virtual panel discussion for new student parents
Office for International Students and Scholars (OISS), Student Parents Resource Center, Michigan State University

PROFESSIONAL TRAINING

- 2025 **Supporting Students in Crisis**
Webinar by the Office for Graduate Educator Advancement and Teaching, Graduate School, Michigan State University
- 2025 **Fostering belonging with AI: Practical Strategies for Inclusive Classrooms**
Webinar by Macmillan Learning
- 2024 **Teaching Gen Z - a Tech Smith Learning Opportunity**

- Webinar by MSU TechSmith
- 2024 **Designing and Assessing Student Projects that Integrate Generative AI**
Adobe Digital Literacy Café Webinar Series
- 2024 **Exploring In-class Exercises and Lesson Plans that Integrate Generative AI**
Adobe Digital Literacy Café Webinar Series
- 2023 **Managing Your Roles and Responsibilities**
Pedagogy workshop by the Office for Graduate Educator Advancement and Teaching, Graduate School, Michigan State University
- 2023 **Developing a Plan for Effective Grading: Technology, Communication, and Time-Management**
Pedagogy workshop by the Office for Graduate Educator Advancement and Teaching, Graduate School, Michigan State University
- 2023 **Accessible Teaching: Resources and Demonstration of Tools and Practices**
Pedagogy workshop by the Office for Graduate Educator Advancement and Teaching, Graduate School, Michigan State University
- 2023 **Montreal Cognitive Assessment, MoCA**
Certificate of completion to administer and score the test
- 2021 **Social Media Advertising**
Certificate of completion by University of Colorado
- 2021 **Conflict Resolution Practice. Me – family – society – work – community**
Certificate of completion by Tomsk State University
- 2021 **Write Professional Emails in English**
Certificate of completion by Georgia Institute of Technology

SKILLS

Languages	Kazakh (native) Russian (fluent) English (proficient)
Research	Data collection tools Qualtrics; Amazon Web Services; online surveys Data analysis tools SPSS, Dedoose (qualitative), R (basics) Methods Mixed methods: survey, interview, content analysis, experiment, systematic literature review, eye-tracking
Advertising & Marketing tools, databases	eMarketer; Google Analytics; IBIS World; Market Share Reporter; Mintel; Statista; Snagit; Social Searcher; Winmo; World Advertising Research Center (WARC).

Teaching Camtasia; Desire2Learn (D2L); Media Space – Kaltura; Zoom

MEDIA COVERAGE

- MSU Graduate School: [Educator of the Month, February 2025: Moldir Moldagaliyeva](#)
- MSU Graduate School: [Leadership Fellow Feature: Moldir Moldagaliyeva](#)
- MSU Office for International Students and Scholars: [Global Perspectives features Moldir Moldagaliyeva](#)
- MSU Today: [MSU survey: 7 in 10 consumers deceived into buying counterfeit products online](#)
- College of Communication Arts and Sciences: [MSU Researchers Investigate Counterfeiting Attitudes and Behaviors with Global Survey](#)
- IMPACT x Nightline: [Super-Fakes: The Shadow World of Counterfeit Purses on Hulu!](#)
- Center for Anti-Counterfeit and Product Protection, MSU: [Global anti-counterfeiting consumer survey 2023, A 17-country study](#)
- WILX 10: [One of these things is not like the other: MSU Center for Anti-Counterfeiting fights back against fake item sales online](#)
- WLNS 6: [MSU: 7 out of 10 consumers have been tricked into buying counterfeit goods online](#)
- Local 4, Click on Detroit: [MSU study suggests more people falling victim to counterfeit product scams](#)