

MARIA NIGHTINGALE

Doctoral Research Project — Gender, Communication and AI

UAE → France (relocating in 2027) • marianightingale.ai@gmail.com
French (C1) • English (fluent) • Russian (native)

ACADEMIC BACKGROUND AND RESEARCH PROFILE

Prospective doctoral researcher holding foundational higher education in Philology, Theory of Communication, and Pedagogy (5-year integrated Specialist Diploma), complemented by an MSc in Marketing Management and an Engineering Diploma. Brings more than ten years of experience leading rigorous empirical investigations in complex organisational settings, combining qualitative research (semi-structured in-depth interviews, focus groups, contextual observation) with large-scale operational and transactional data analysis, pattern recognition, and multi-source synthesis. This trajectory provides an established practical foundation in research design, evidence triangulation, and the structured interpretation of findings. Developing a doctoral research agenda at the intersection of Information and Communication Sciences (SIC), gender studies, and science and technology studies (STS), examining how gender socialization, communicative norms, and discursive styles structure human–generative AI interactions, tool adoption, trust, and perceived agency.

RESEARCH INTERESTS

Gender and digital technologies; human–AI interaction; conversational dynamics with generative AI; discursive patterns and communicative agency; socio-technical adoption and trust; media and communication theory; qualitative and mixed-methods research (in-depth interviews, contextual observation, discourse and corpus analysis, survey validation).

METHODOLOGICAL COMPETENCIES

- **Qualitative research design:** Design and execution of qualitative protocols, including guided and semi-structured in-depth interviews, focus groups, and contextual field observation.
- **Quantitative analysis & pattern recognition:** Cleaning, normalizing, and structuring large, heterogeneous datasets; identifying behavioral patterns, user archetypes, and thematic structures.
- **Mixed-methods integration:** Translating inductive qualitative insights into structured hypotheses, categorization matrices, and variables for quantitative triangulation and validation.
- **Multi-source data collection:** Aggregating and synthesizing heterogeneous data across open-source institutional repositories (OECD, public registries, demographic datasets) and proprietary datasets.
- **Research ethics & data governance:** Managing research access agreements, strict confidentiality standards, and thorough data anonymization for sensitive organizational and individual data.
- **Project leadership & governance:** Leading complex, multi-stakeholder diagnostic projects; aligning institutional priorities, managing expert panels, and delivering rigorous findings on schedule.
- **Research synthesis & communication:** Synthesizing complex empirical findings into structured academic, executive, and public reports and monographs.

CURRENT RESEARCH AND INITIATIVES

Independent Researcher — Gender Dynamics in Generative AI Communication	2025–present
• Investigating gendered patterns in conversational interactions with generative AI systems, focusing on prompt formulation styles, relational framing, trust calibration, and differential adoption. • Conducting preliminary literature reviews across Information and Communication Sciences (SIC), Science and Technology Studies (STS), and feminist media studies. • Developing exploratory qualitative protocols, including semi-structured interview guides and conversational coding frameworks for human-LLM interactions. • Formulating an initial doctoral research project for academic affiliation in France.	
AI First Club — Co-Founder	2026–present
• Designing an educational initiative for children focused on understanding AI tools, their potential uses and limitations, with an emphasis on responsible, critical, and age-appropriate interaction.	

EDUCATION

M. V. Lomonosov Moscow State University — Specialist Diploma in Philology and Theory of	2007–2012
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Communication | *Moscow, Russia*

- 5-year integrated higher education programme (equivalent to 300 ECTS). Core curriculum in linguistics, communication theory, discourse analysis, and certified pedagogical training for higher and secondary education.

Plekhanov Russian University of Economics —

2017–2019

Master of Science (MSc) in Marketing Management |

Moscow, Russia

- Curriculum focused on consumer decision-making, behavioral research methods, statistical analysis, survey design, and communication strategy.

Mining Institute, Ural Branch of the Russian Academy

2021–2024

of Sciences — Engineering Diploma (Engineer's

Degree) | *Perm, Russia*

- Second higher-education qualification; engineering curriculum complemented by systems architecture, process modelling, and structured analysis of complex operational systems.

TEACHING AND PEDAGOGICAL EXPERIENCE

M. V. Lomonosov Moscow State University, Faculty of

2019

Economics — Guest Lecturer, Marketing Strategy |

Moscow, Russia

- Designed syllabus and taught a seminar series on marketing strategy, business transformation, and case study research methodology.

Educational Services & Teacher Training (Unium) —

2010–2018

Teacher, Methodologist and Teacher Trainer | *Moscow,*

Russia

- Delivered over 1,000 classroom hours of direct instruction; supervised instructional teams, evaluated teaching quality, and developed pedagogical assessment tools.

Boston Consulting Group (BCG) — Corporate

2018–2026

Facilitator and Programme Designer | *Dubai, Moscow,*

Chicago

- Designed training programmes, curricula, and facilitator guides for large-scale client-side deployment; facilitated advanced sessions on structured problem solving, critical thinking, data-driven analysis, and communication.

PROFESSIONAL EXPERIENCE (APPLIED FIELDWORK & DIAGNOSTICS)

Boston Consulting Group (BCG) — Project Leader /

2018–Apr 2026

Consultant | *Dubai, Chicago, Moscow*

- Led qualitative and quantitative diagnostic engagements across MENA and CIS for organizations undergoing operational and digital transitions.
- Conducted 300+ stakeholder interviews, 50+ workshops, and contextual workplace observations alongside transactional data analysis to understand processes, behaviors, and institutional change.
- Developed data-driven segmentation models across 10,000+ SKUs and 70+ markets to inform procurement, inventory, and market-response strategies.
- Managed multi-disciplinary project teams and senior stakeholders throughout complex multi-country transformation initiatives.

GSK — Brand Manager / Key Account Manager |

2014–2018

Moscow, Russia

- Led brand management and go-to-market strategies across pharmaceutical and consumer health portfolios; analyzed market and consumer research to shape communication and channel strategies.

PUBLICATIONS AND LANGUAGES

Almost There, Almost Me — Author (Novel, 2026)

2026

- Literary exploration of identity, burnout, and belonging across international contexts.

Languages: Russian (native), English (fluent / C2), French (C1 — fully proficient for research, writing, and thesis defence in France).