

Guram Lezhava



Guram Lezhava was born on April 5, 1943, in a family of higher education workers. Father - *Boris Lezhava* was the dean of the Transport Faculty and Head of the Department of Rolling Stock, first at the Institute of Transcaucasian Railway Engineers, and then at the *Polytechnic Institute of Georgia (GPI)*. Mother - *Tamar Meskheli* worked as a docent at the Department of Labor Safety and Ventilation of Mines at GPI.

After graduating from Tbilisi No. 1 secondary school (now gymnasium), in 1960, Guram Lezhava continued his studies in the newly opened radio engineering department at *GPI*.

Guram Lezhava started his engineering career after graduating from *GPI* with honors in 1966, at the special design bureau set up in Tbilisi at that time (later known as Scientific-Research Union "Mion"), where he gained his first experience with microcircuit technology. This was the era of the rise of microelectronics. As an engineer of the research laboratory, and later as a senior engineer, he was assigned to lead a group in an important project - to create an amplifier of biopotentials with microelectronics, to provide telemetric observation of cosmonauts. After 3 years of intensive work, the first Soviet amplifier (with a thin-film finish) was created and used in space biotelemetry.

During this period, Guram Lezhava's following qualities as of a research engineer became prominent: his ability to complete tasks on time, strong sense of responsibility, keen attention to detail, openness to innovation and others.

The experience he gained was significantly useful to G. Lezhava during his post-graduate studies in Moscow in 1969-1972, where he worked on the challenges of bioelectric control systems in the research laboratory; the team was awarded the state prize in 1971 for the creation of bioelectrically controlled prostheses. At the end of 1972, G. Lezhava successfully defended his dissertation on the issues of bioelectrical control and was awarded the scientific degree of Candidate of Technical Sciences.

His subsequent scientific-pedagogical and engineering work is primarily connected to *GPI* (later *GPU*), where he actively worked from 1972 as an assistant, senior teacher, and docent at the Department of Radio Engineering. From 1976 to 1987, he served as the head of the department before becoming its professor.

Under his direct leadership, the establishment of a new specialty - Radio equipment construction and production - and the training of appropriate engineering personnel were carried out in parallel with the "Radio Engineering" and "Radio Communication and Radio Broadcasting" specialties. Many graduates from each of the three specialties are employed successfully not only in the Republic's telecommunications industry and in numerous institutions, but also outside it.

Under his leadership, three branches of the radio engineering department were established in Tbilisi in the leading enterprises of the field: "Mioni", Tbilisi TV and radio factories, which operated successfully until the 1990s, before the infamous events.

During the period of G. Lezhava's administration, the foundation was laid for the publication of the collection of *GPI* works in "Theoretical Radio Techniques". With his direct participation, the scientific-technical service center "Monolit" was formed, which performed interesting engineering works in radio electronics. In 1986-1991, G. Lezhava served as the deputy director of the Center.

With his direct support in 1993 "Guramex" Ltd was founded, with him being its co-founder. This small engineering enterprise primarily brought together talented graduates of the Department of Radio Technology, who, in a short period of time, were

able to create and offer customers multifunctional, modern, television-studio equipment - video mixers and special effect devices that quickly gained popularity and were used not only in almost all Georgian TV studios, but also in TV studios in Turkey, India, and other countries.

His scientific work can be divided into three stages. The first was dedicated to the creation of bioelectric management systems and appropriate devices. The second is related to various issues of radio technology, including the design of micro-electric frequency-selective devices, high frequency nodes working on the Gunn diode, radio waves and more. The third stage is dedicated to the study of telecommunications market infrastructure (mainly after the year 2000), the establishment of the information society criteria, the so-called *digital division* and the distribution of appropriate services and marketing issues. This final stage is naturally linked to his successful tenure (1999-2009) as the Deputy Director, and later as the Director, of “Telecom Georgia” Marketing and Sales Department.

Mr. Lezhava participated in a number of international and republic conferences, symposiums and seminars. Students tutored by him have received the highest evaluations at various conferences several times. He is the author of more than 40 scientific papers and several copyright-holder. (*See Appendix*)

G. Lezhava's contribution to international relations and his participation in various projects of this kind are no less important. Even in the former Soviet Union, when international exchange relations were emerging, he became a winner of relevant competitions and in 1975-1976 became an intern at the Faculty of Electrical Engineering at the University of Toronto, and in 1979-1980 he was engaged in scientific activities related to designing microelectrical selective devices at the universities of Arizona and then California, the USA. Later, in 1995-1997, he participated as a *lecturer-tutor* in the so-called PACT program organized by TACIS in Tbilisi (in the State Servants College).

In 1997-1998, G. Lezhava successfully participated in TEMPUS-TACIS projects with a view to restructuring and renewing STU engineering programs in cooperation with Manchester and Limerick Universities. G. Lezhava has completed several scientific works on the order of the American University of Washington. Over the years (since 1998), he closely cooperated with Georgia State University (Atlanta, USA), which was the driving force behind organizing a consortium (together with STU and TSU) for establishing Caucasus School of Business.

In 1991-1994, he worked as a technical manager in the American-Georgian joint venture "Georgian Lottery" the aim of which was organizing electronic lottery system in Georgia.

It is undoubtedly noteworthy that, with his direct involvement and the help of the Eurasia Foundation, the *Georgian Marketing Association* was able to publish the first edition of *Kotler and Armstrong's "Basics of Marketing"*, a must-read book in marketing. In agreement with the authors, very interesting Georgian business case studies and insertions are included in the book, which makes it especially valuable for Georgian readers. This edition received an appropriate material award in 2007 for being the best translated textbook in the education field of Georgia. Subsequently, an updated version of this book was published by Bakur Sulakauri Publishing House. G. Lezhava actively participated in the publication of the magazine of this marketing association - *"Marketing for Georgia"*, as well as in the competitions held to create appropriate case studies.

G. Lezhava received appropriate trainings in Belfast, Moscow, Manchester, Atlanta, etc. In 2001, he was invited as an expert of the *International Telecommunication Union (ITU)* to a seminar held in Minsk. He was awarded the Order of Honor and a number of medals. In 2007, he was elected a member of the Engineering Academy of Georgia.

And yet, his contribution to the creation and development of one of the most highly rated educational institutions in Georgia, *"Caucasus School of Business"* (later *Caucasus University*) is worthy of special mention. Since the establishment of this school (1998),

G. Lezhava was first the co-director, then the deputy dean, and since 2005 the co-founder and its Vice-President of Caucasus University for Material Resources. This achievement with an immense contribution of the University's president (its undisputed leader) and co-founder Dr. Kakha Shengelia, is a perfect example of successful teamwork, best team performance and outstanding reputation gained both in Georgia and abroad in an increasingly competitive environment.

In terms of public work, we should mention G. Lezhava's role in promoting the work of the mountain-ski sports school at the beginning of the Gudauri resort development, where he organized appropriate field trips (trainings). It is also worth noting that in the early 2000s, he, along with his colleagues, took part and won an exotic project, which entailed launching aeronautics in Georgia with hot air balloons and conducting the first test flights in Georgia and Turkey. G. Lezhava's interest in breeding and promoting the Georgian (Caucasian) shepherd and facilitating to their participation in appropriate exhibitions, where they won a number of competitions, is also worth emphasizing.

All of the above rightly allows us to say that Mr. Guram Lezhava's multifaceted interest and active life, his ability to find a common language with young people, his objectivity and principledness indicate his ability to establish close relationships with like-minded people, and to create a feeling of mutual understanding and closeness with his friends and colleagues.

Appendix: Guram Lezhava's publications of the 2000s

1. გ. ლეჟავა „კავშირგაბმულობის სფეროში ლიბერალიზაციის და პრივატიზაციის პროცესების თანმხლები პრობლემები და ნეგატიური ტენდენციები საქართველოში“. ამერიკული უნივერსიტეტის TraCCC-ის პროგრამის ფარგლებში შესრულებული კვლევა, თბილისი, 2003.
2. გურამ ლეჟავა - „პრობლემები და ეკონომიკური სამართალდარღვევები საქართველოს სატელეკომუნიკაციო სექტორში და მათი შესაძლო დარეგულირების გზები“. ამერიკული უნივერსიტეტის TraCCC-ის პროგრამა: „ეკონომიკური დანაშაული და ფულის გათეთრება საქართველოში“. კონფერენციის მასალები, გვ.109-136. თბილისი, 2004, 29-30 ივნისი.
3. გურამ ლეჟავა, გელა ბუთბაია - „საქართველოს სატელეკომუნიკაციო ბაზრის ჩამოყალიბება, მისი განვითარების დინამიკა და პერსპექტივები: ჟურნალი „მარკეტინგი საქართველოსთვის“, თბილისი, ზაფხული, 2005, გვ. 6-13.
4. გურამ ლეჟავა „გლობალური საინფორმაციო საზოგადოების კრიტერიუმები, მასში გადასვლის მიმართულებები და ეტაპები“. ჟურნალი „მარკეტინგი საქართველოსათვის“, თბილისი, შემოდგომა, 2005, გვ. 8-16.
5. Case-Study – “JSC Georgian Electrical Communication; The Way to Success”. Case prepared by Guram Lezhava (GTU) and Boris Lezhava (CSB) for Eurasia 2004 case writing competition. Lessons from the, Real World: Collection of Business Case Studies from Georgia. Tbilisi, 2006, pp 20-34.
6. Teaching Notes for the Collection of Business Case Studies from Georgia – JSC Georgian Electrical Communication: The Way of Success-by Boris Lezhava (CSB) and Guram Lezhava (GTU) Tbilisi, 2004, pp 8-12.
7. ო. ზუმბურიძე, გ. ლეჟავა, - „ციფრული დაყოფის დაძლევის აუცილებლობა საინფორმაციო საზოგადოების შექმნის გზაზე“, ჟურნალი „Georgian Engineering News“ თბილისი, N2, 2006, გვ. 110-116.
8. О.Т. Зумбуридзе, Т.Б. Лежава, М.А. Зибзибадзе - "Динамика развития телекомму - никационного рынка Грузии и глобальное информационное Общество. Сборник трудов Международной Академии Связи“ – Инфокоммуникации XXI века, Том VI, книга 2, МАС, Москва, 2006 с. 183-198.
9. ო. ზუმბურიძე, გ. ლეჟავა, მ. ზიბზიბაძე - „საქართველოს საერთაშორისო სატელეფონო კავშირით მომსახურების ბაზარზე ტარიფების სრული ლიბერალიზაციის შედეგები“ ჟურნალი „მარკეტინგი საქართველოსთვის“, თბილისი, შემოდგომა, 2007 (ჩაბარებულია რედაქციაში).
10. O. Zumburidze, G. Lezhava – “The Issue of Formation of Global Information Society, Digital Divide and Trends of Georgian Telecommunication Market”. NATO Conference in Tbilisi-Security and Integrity-March, 2007.

11. Guram Lezhava – “Global Information Society, Digital Divide and Digital Opportunities of South Caucasus Region Against the Background of Creation of Postindustrial and Global Information Society”. Caucasus University’s Scientific Papers, Tbilisi, 2008, 37-48.
12. Guram Lezhava, Boris Lezhava – “Assessment of Competitive Ability of Education Institution and it’s Visualization”. Caucasus University’s Scientific Papers. Tbilisi, 2012, 25-36.
13. Guram Lezhava, Didim Butskhrikidze – “Digital Divide in the Global Information Society and it’s Measurement with Adequate Mathematical Methods”. Caucasus University’s Scientific Papers, Tbilisi, 2012, 160-174.
14. Guram Lezhava, Boris Lezhava – “The Scattering Curve and it’s Derivative in the Process of Competition Study”. Caucasus University’s Scientific Papers, Tbilisi, 2013, 18-33.
15. Guram Lezhava, Boris Lezhava – “Discussion of the Economic Activity and Economic Apathy in the Public by Means of the Mathematical Apparatus of Scattering Curves”. Caucasus University’s Scientific Papers, Tbilisi, 2015, 19-35.
16. Guram Lezhava, Boris Lezhava – “Use of Scattering Carves When Assessing Social Aid to be Provided to Poorer Population Groups be the State”. Caucasus University’s Scientific Papers, Tbilisi, 45-59.
17. Guram Lezhava, Boris Lezhava – “Use of Scattering Curves for the Social-economic Process Analysis in the Society”. Caucasus University’s Scientific Papers, Tbilisi, 31-45.