



**EMWOSE**  
Women from ethnic minorities in social enterprise

Interview form

# Overview

Name: Michaela Rustov

Company: 32bit

Website: <https://32bit.gr/>





Hello, My name is Michaela Rustov, and I'm from Russia. I decided to move to Greece, while I first visited her, during my Erasmus period in the University, where I was studying Marketing. I fall in love with the country and the working environment in Greece. Currently, I'm 4 years in the country and I'm attending courses in order to get to know the Greek language. In parallel, I'm working as a marketing expert.

I decided to start working in this company, as during my studies, I had a study visit in this enterprise as well as in other social enterprises. There I realized the positive impact that this field had. I realized that it was the perfect working environment for me since I could contribute to society through my job.

Through advertisement and raising awareness not only on the network of the enterprise but also through constant update on social media groups related to social enterprises. More and more people and societies are becoming aware and concerned about social issues and problems nowadays. So, the company promotes its status and culture as a social business, showing the impact it has on society and on the improvement of the world. Try to meet and understand the culture not only of the business but of the whole society, local and national. When your business and/or job has an impact on society, you must always be updated about the current situation, the latest trends, what society and citizens need, the best ways to offer your products and services.

Full video [HERE](#)

# Interview transcript

## Keywords:

russian, marketing expert,  
working environment, social  
responsibility, culture