

IRINA BUCHATSKA

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**Associate Professor, PhD in Economics,
Department of Journalism and Advertising**



Profile of the scientist in international bases:
[ResearcherID](#), [GoogleScholar](#), [ORCID](#)

RESEARCH EXPERTISE: covers the problems of marketing research in the field of marketing communications, the development of the market of information and communication technologies.

COURSES: "Marketing communications", "Non-commercial advertising", "Business negotiations", "Marketing Information Systems"

ACADEMIC DEGREES:

- PhD in Economics, Kyiv National University of Trade and Economics, 2001
- MS, Kyiv Trade and Economic Institute, 1994, Specialty: "Economics and Management in Trade and Public Catering"

ACADEMIC TITLES:

- Associate Professor, 2008

ACADEMIC APPOINTMENTS:

- Associate Professor of Journalism and Advertising Department, Kyiv National Trade and Economics University, 2018
- Associate Professor of Marketing and Advertising Department, Kyiv National University of Trade and Economics, 2008-2018
- Associate Professor, Department of Marketing, Kyiv National University of Trade and Economics, 2003-2008
- Senior Lecturer at the Department of Marketing, Kyiv National University of Trade and Economics, 2001-2003
- Assistant of the Department of Marketing, Kyiv National University of Trade and Economics, 2001-2003
- Assistant of the Department of Marketing, Kyiv State University of Trade and Economics, 1994-2001

AWARDS AND HONORS:

- Kyiv National University of Trade and Economics Award on high professionalism and scientific success, 2018, 2013
- Kyiv National University of Trade and Economics Award for work in preparation of highly skilled personnel, 2011
- Desnianska regional City Council Award on reforming of higher education, 2010
- Kyiv National University of Trade and Economics Award for a significant contribution to the development of higher education, a high level of pedagogical activity, 2009
- Awardee of Parliament Prize of Ukraine for young scientists, 2004 -2007

[GO TO LIST OF PUBLICATIONS](#)

HOBBY: traveling, games of skill, contemporary art.

LIST OF PUBLICATIONS:

1. Iryna Buchatska, Tetiana Dubovyk, Anastasiia Savchuk "Information support of enterprises marketing communications activity// Menedgment mechanisms and development strategies of economic entities in condishions of institutional transformations of the global environment: collective monograph / edited by M. Bezpartochnyi, in 2 Vol. / ISMA University. – Riga: "Landmark" SIA, 2019. – Vol.1. – 344p. (P. 135-143) (in Eng.).
2. Tetiana Dubovyk, Iryna Buchatska, Olena Vasylenko Logistic Processes Optimization in the International Trade //Economic, Political and Legal Issues of International Relations // T.Dubovyk, I. Buchatska, O.Vasylenko// Volume of Scientific Papers – Bratislave: Ekonomická univerzita, Vydavateľstvo EKONÓM, 2018. - P.76-83 / **Web of science** /(in Eng.).
3. Dubovyk T., Buchatska I., Savchuk A. The consumer segmentation of clothing stores and internet marketing communications // T. Dubovyk, I. Buchatska, A. Savchuk // Journal SEPIKA. – Edation 19. – 2018. – P. 87-93. / **Research Bible, Cite Factor, Library of Congress (US), World Cat, DNB, Google Scholar, INDEX COPERNICU** /(in Eng.).
4. Iryna Buchatska Interactive methods in the educational process in higher education institutions in Ukraine. edited by Aleksander Ostenda and Tetyana Nestorenko. Publisher of the Higher Technical School in Katowice, 2018. – 448 p. (in Ukr.).
5. T.Dubovyk, I. Buchatska Innovative trend of development of retail enterprises / T.V. Dubovik, IO Buchatskaya // Marketing and Innovation Management - 2017. - No. 1. - P. 223-230 / **Web of Science** / (in Ukr.).
6. Socio-ethical marketing: monograph / [E.V. Romat, G.V. Aldan'kova, K.V. Berezovik et al.]; ed. A.A. Mazaraki and E.V. Romat - , in 2 Vol.. - Kyiv: Kiev. nat.Trade.Ekonom. Uniy., 2017. - 372 pp. (in Ukr.).
7. Tetiana Dubovyk, Iryna Buchatska, Anastasia Savchuk The internationalization process of Ukrainian SMEs// Mechanisms of interaction between competitiveness and innovations in modern international economic relations: collective monograph / edited by M. Bezpartochnyi, in 4 vol. / ISMA Univerrrsity. – Riga: @Landmark! SIA, 2017. – Vol.2. – 252 p. (in Eng.).
8. Dubovyk T., Buchatskay I. The use of modern technologies in trade marketing / T. Dubovyk, I. Buchatskay // Marketing and advertising. - K: , 2016 - P. 53-55 . (in Ukr.).
9. T.Dubovyk, I. Buchatska Implementation of the concept of social and ethical marketing by trade enterprises Economic and social determinants of economic development - management of information and new technologies./ Edited by Marian Duczmal, Tadeusz Pokusa. Opole 2015. - 502 p. (in Ukr.).
10. Buchatskay I. Possibilities of the use of information and communication technologies in the marketing of SMEs/ / Bulletin Hmel'n. nat. univ. -, Scientific Journal, №2 (198) / series: Economics. T 2. / X.: RVC Khmelnytsky National University, 2014. - P. 15-19. (in Ukr.).
11. Buchatskay I. Social and ethical marketing enterprises // I. Buchatskay, T. Dubovyk, / Countries and regions. - 2011. - №3. - P. 131-136 - (Series: Economics and Business), (in Ukr.).

