

HALYNA ALDANKOVA

Aldankova.gala@gmail.com

PhD in Economics,

Senior Lecturer of the Department of Journalism and Advertising

Profile of the scientist in international bases: ResearcherID, Google Scholar, ORCID

RESEARCH EXPERTISE: covers problems of marketing Communications Management of the Trade Network.

TEACHING COURSES: “Design in advertising”, “Computer graphics in advertising”.

ACADEMIC DEGREES:

PhD in Economics, Kyiv National University of Trade and Economics, 2018.

MS, Kyiv Polytechnic Institute, specialization Instrumentation Engineering, 1993.

ACADEMIC APPOINTMENTS:

Senior Lecturer of the Department of Journalism and Advertising, Kyiv National University of Trade and Economics, 2018.

Senior Lecturer of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2006-2018.

Assistant Professor of the Department of Marketing, Kyiv National University of Trade and Economics, 2002 – 2005.

AWARDS AND HONORS:

Ministry of Education and Science of Ukraine Gratitude for a significant contribution to training of highly skilled specialists and fruitful scientific and pedagogical activity, 2017;

Advertising Association of Ukraine Gratitude for a high professionalism, 2010;

USFR-SPHERE diplomas for achievements in upbringing student-advertisers, 2011-2018;

Kyiv National University of Trade and Economics Award for a significant contribution to the development of higher education, a high level of pedagogical activity, 2008-2015.

ADDITIONAL ACTIVITIES: Member of the Union of Advertisers of Ukraine.

ADDITIONAL COURSES AND EDUCATION:

Academic Society of Mikhail Baludyansky, Pan-European University (Bratislava), Košice Technical University (Kosice), Vienna University (Vienna): “Modern Methods and Innovative Technologies in Higher Education: European Experience and Leading Trends”, 2018.

Educational and methodological seminars, KNTEU: “Time Management”, 2017 p., “Methods of webinar”, 2015.

Advertising agency "PAO ADV": "Computer and technical means in advertising and public relations", 2015.

Educational Center of Computer Technologies of the International Scientific Training Center UNESCO / MPI of information technologies and systems National Academy of Sciences of Ukraine and Ministry of Education of Ukraine, Ukrsteno, "Computerized Information and Management Systems".

Higher School of Pedagogical Skill of KNUTE, 2012.

SCIENTIFIC ACTIVITY: Participation in 33 international and national scientific conferences. 80 scientific and methodological works.

HOBBY: traveling.