



## **YATSIUK DMYTRO**

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

Profile of the scientist in international bases:

[ResearcherID](#), [Google Scholar](#), [ORCID](#)

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**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:** “Internet Advertising”, “Advertising technologies”, “Digital technologies in advertising”

### **ACADEMIC QUALIFICATION:**

- Associate Professor, 2015
- PhD in Economics, Kyiv National University of Trade and Economics, 2008
- Kyiv National University of Trade and Economics, 2003, Specialty: "Marketing".

### **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, 2010-2018
- Senior Lecturer of Marketing and Advertising Department, Kyiv National University of Trade and Economics, 2008-2010
- Assistant of Marketing and Commercial Activity Department, Kyiv National University of Trade and Economics, 2007-2008
- Assistant of Marketing and Commercial Activity Department, Kyiv National University of Trade and Economics, 2006-2007
- Aspirant of Marketing and Advertising Department, Kyiv National University of Trade and Economics, 2003-2006

### **AWARDS AND HONORS:**

- Kyiv City Mayor Award for many years of diligent work and high professionalism, 2016
- Desnianska regional City Council Award for the diligent work, active public activity, 2016
- Desnianska regional City Council Award for the high professionalism, diligent work, a significant personal contribution to the development of trade activity in the Desnianskyi district of Kyiv, 2014
- Kyiv National University of Trade and Economics Award for high achievements in scientific and pedagogical work, 2013
- Association of Advertisers of Ukraine Award for the achievements in the education of young advertisers, 2011
- Kyiv National University of Trade and Economics Award for work in preparation of highly skilled personnel, 2009

### **ADDITIONAL ACTIVITIES:**

- Certificate Google Analytics, 2017
- Certificate Google AdWords Search Advertising, 2018

**HOBBY:** travel, sport