



DIANA FAYVISHENKO
fayvishenko.ds@gmail.com

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

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

RESEARCH EXPERTISE: brand management, public relations, advertising.

TEACHING COURSES: “Advertising”, “Corporate identity”, “Economics of advertising agency”

ACADEMIC DEGREES:

- PhD in Economics, Donetsk University of Economics and Trade, 2011

ACADEMIC APPOINTMENTS:

- Associate Professor of the Department of Journalism and Advertising, Kyiv National University of Trade and Economics, since 2018.
- Associate Professor of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2016-2018.
- Assistant Professor of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2014 – 2016.
- Associate Professor of the Department of Marketing, Donetsk University of Economics and Trade, 2012-2014.
- Senior Lecturer of the Department of Marketing, Donetsk University of Economics and Trade, 2011-2012.

AWARDS AND HONORS:

- Donetsk University of Economics and Trade Best Young Scientist Award, 2013.

ADDITIONAL COURSES AND EDUCATION:

- Federation Echanges France Ukraine, French language course, specializing in Communication en Français, 2018.
- Training at the School of Pedagogical Excellence of Donetsk University of Economics and Trade, 2014.
- Institute of Postgraduate Education of Donetsk National University named after. M. Tugan-Baranovsky, "Method of Interactive Student Training in the Teaching of Economic Courses"), 2013.