



TETIANA DUBOVYK

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**Professor of the Department of Journalism and Advertising
Doctor of Sciences (hub.) in Economics**

Profile of the scientist in international bases:

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

RESEARCH EXPERTISE: transforming trade enterprise through e-business and online marketing communications, e-commerce in Ukraine and the world.

COURSES: “Theory of public relations”, “Marketing communications”, “Business negotiations”, “Advertising for trade business”

ACADEMIC DEGREES:

- Doctor of Sciences in Economics, Kyiv National University of Trade and Economics, 2015
- PhD in Economics, Kyiv National University of Trade and Economics, 2005
- MS, Kyiv National University of Economics, 2002
- MS, Kyiv National University of Trade and Economics, 1998

ACADEMIC TITLES:

- Head of Department, 2018
- Professor, 2015
- Associate Professor, 2006

ACADEMIC APPOINTMENTS:

- Head of Department of Journalism and Advertising, Kyiv National University of Trade and Economics, since 2018
- Professor of Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2015 – 2018
- Doctoral Researcher, Kyiv National University of Trade and Economics, 2012 – 2015
- Associate Professor of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2006 – 2015
- Senior Lecturer of the Department of Marketing and Advertising Kyiv National University of Trade and Economics, 2005 – 2006
- Assistant Professor of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 1998 – 2005

AWARDS AND HONORS:

- Kyiv National University of Trade and Economics Gratitude on science advancement, 2018
- Kyiv National University of Trade and Economics Gratitude on innovations methods, high professionalism of young scientists' training, 2017
- Desnyanskiy regional City Council Award on conscientious work, considerable contribution to the development of scientific complex, 2016
- Union of Advertising in Ukraine Award on high professionalism, 2013
- Kyiv National University of Trade and Economics Award on high professionalism and scientific success, 2012

[GO TO LIST OF PUBLICATIONS](#)

ADDITIONAL ACTIVITIES:

- Collaboration in organizing the conference “Journalism and Advertising: integration theory and practice”, Kyiv National University of Trade and Economics, 2019
- Guarantor of M.A. of Advertising, Kyiv National University of Trade and Economics, 2018 – 2019
- Member of Editorial Board of “Science Journal of Business and Management” ISSN: 2331-0626 (Print), 2331-0634 (Online), 2019 – 2019
- Executive Editor of “Journal of Economics & Finance System”, ISSN: 2146-4138 (Print), 2018 – 2019
- Member of Specialized Academic Council in Economics and management of enterprises, NTUU “Igor Sikorsky Kyiv Polytechnic Institute”, 2016 – 2019
- Member of Editorial Board of “Herald of Kyiv National University of Trade and Economics” ISSN: 1727-9313 (Print), 2616-5856 (Online), 2016 – 2019
- Member of Ph.D. Curriculum Committee, Kyiv National University of Trade and Economics, 2016 – 2019
- Member of Editorial Board and Reviewer of the Journal “Foreign trade: economics, finance, law”, 2616-6119 (Online), 2616-6100 (Print), 2016 – 2019
- Guarantor of M.A. of Marketing Science, Kyiv National University of Trade and Economics, 2016 – 2018
- Guarantor of B.A. of Advertising and Public relations, Kyiv National University of Trade and Economics, 2010 – 2016
- MBA courses “Marketing”, “Public relations” for students «General management», “Management of business development” for “McDonalds Ukraine Ltd.”, Kyiv National University of Trade and Economics, 2010 – 2019

HOBBY: art, traveling, books, fashion.

LIST OF PUBLICATIONS:

1. 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
2. Dubovyk T., Buchatska I., Savchuk A. The consumer segmentation of clothing stores and internet marketing communications // T. Dubovyk, I. Buchatska, A. Savchuk // Journal SEPIKA. – Edition 19. – 2018. – P. 87-93
3. Dubovyk T. Online-marketing communications in the context of ethic / T. Dubovyk // Actual Problems of economics – 2018. – № 1. – P. 79 –88
4. Dubovyk T. Ethics online-marketing communications enterprises of trade and e-loyalty / T. Dubovyk // European Journal of Scientific Research, 2016, No 1 (13), (January-June). Volume II. “Paris University Press”, 2016. – P. 766-773 (in Ukr.).
5. 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.).
6. Dubovyk T., Ortynska V. [Internet-marketing communications of trade companies based on consumer typology](#) / T. Dubovyk, V. Ortynska // The Economic Annals-XXI. - 2015 - № 11-12. — p. 91–95 / ScbVerse **Scopus**, Index Copernicus, EBSCOhost, Ulrich’s Periodicals Directory, Central and Eastern European Online Library (in Eng.).
7. Mazaraki A., Dubovyk T. [Internet marketing communications programs e-loyalty](#) / A.A. Mazaraki, T.V. Dubovyk // Actual problems of economy - 2015. - № 12. - P. 423-430 / ScbVerse **Scopus**, Index Copernicus, EBSCOhost, Thomson Reuters Scientific, Ulrich's Periodicals Directory (in Ukr.).
8. Dubovyk T. The online customers’ safety of and the ethics of online stores / T. Dubovyk // Security studies. – 2015. – Tome IX. № 1. – P. 160-171 / Central and Eastern European Online Library EBCSO, Index Copernicus, Ulrich’s Periodicals Directory (in Eng.).
9. Dubovyk T. E-commerce: progress of Ukraine and world trend / T. Dubovyk // Socrates almanac. – 2014. – P. 218-219 (in Eng.).
10. Dubovyk T. [Ethics of online marketing communications of trade business](#) / T. Dubovyk // The Economic Annals-XXI. – 2014. – № 5-6 (1). – C. 94–97 / ScbVerse **Scopus**, Index Copernicus, EBSCOhost, Ulrich’s Periodicals Directory, Central and Eastern European Online Library (in Ukr.).
11. Dubovyk T. Methodological approaches to the classification of online stores / T.V. Dubovyk // Formation of Market Relations. - 2014. - № 5. - P. 89 -94 (in Ukr.).
12. Dubovyk T.V. Classifications Internet marketing communications / T.V. Dubovyk // Bulletin of Kherson. state. Univ. - 2014 - Vol. 9-1. - Part 4 - P. 218-222 - (Series "Economics"). (in Ukr.).
13. Dubovyk T. Conceptual model of consumer confidence in online stores / T. Dubovyk // Bulletin of Kyiv. nat. Univ. Taras Shevchenka - 2014. - № 7 (160). - P. 33-37 / Index Copernicus, EBSCOhost, Thomson Reuters Scientific, Ulrich's Periodicals Directory. - (Series "Economics"). (in Ukr.).
14. Dubovyk T. Consumer Loyalty in Internet / T. Dubovyk // Bulletin Hmeln. nat. univ. - 2014. - № 5. - T. 2. - P. 57-60 (in Ukr.).
15. Dubovyk T. Conceptual model of e-loyalty // T. Dubovik / Regional Coll. Science. works on the economy, "Prometheus." - 2014. - № 3 (45). - P. 142-146 / Index Copernicus (in Ukr.).
16. Dubovyk T. [Integration of online marketing communications](#) // T. Dubovyk / Economic Annals-XXI. - 2014. - № 11-12 (6). - P.116-119 / ScbVerse **Scopus**, Index Copernicus, EBSCOhost, Ulrich's Periodicals Directory, Central and Eastern European Online Library (in Ukr.).
17. Dubovyk T. Conceptual-categorical apparatus of Internet marketing / T. Dubovyk // Scientific Letters of Academic Society of Michal Baludansky – 2013. – № 2. – P. 2. – P. 54 –58 (in Ukr.).

18. Dubovyk T. Internet commerce in Ukraine / T. Dubovyk // Bulletin of Kyiv. nat. torh.-economical. Univ. - 2013 - number 1 (87). - P. 20-29 (in Ukr.).
19. Dubovyk T. Integrated Internet marketing communications: the essence of the concept / T. Dubovyk // Bulletin Hmel'n. nat. Univ - 2013. - №2, T. 2 (198) - P. 53-58 (in Ukr.).
20. Dubovyk T. Marketing Communications on the Internet: state and local self-governmental regulation / T.V. Dubovyk // Formation of a market economy. - 2013 - number 28. - Part 2. - P. 188-197 (in Ukr.).
21. Dubovyk T.V. The phenomenon of synergy in the implementation of integrated online marketing communications / T.V. Dubovyk // Coll. Science. Don works. state. Univ management. - 2013. - T. XIV. Vol. 262. - P. 79-85 - Series "Economics." (in Ukr.).
22. Dubovyk T. QR-technology marketing communication activities commercial / T. Dubovyk // Business-Inform. - 2013.- № 9. - P. 32-37 / Index Copernicus, Ulrichsweb Global Serials Directory and others. (in Ukr.).
23. Dubovyk T. Features of the retail food trade in the Internet / T. Dubovyk // Journal of Chernigov. techn. Univ. - 2013. - № 1 (64). - P. 74-79 / eLIBRARY.RU. - (Series "Economics"). (in Ukr.).
24. Dubovyk T. The potential of integrated marketing communications trade enterprise Internet / T.V. Dubovyk // Actual problems of economy - 2012. - number 3 (129) - P. 168-174 / ScbVerse **Scopus**, Index Copernicus, EBSCOhost, Thomson Reuters Scientific, Ulrich's Periodicals Directory (in Ukr.).
25. Dubovyk T. Trends Internet-trade development in Ukraine / TV Dubovik // Scientific Letters of Academic Society of Michal Baludansky - 2012. - № 1. - P. 1 - P.71-74 (in Eng.).
26. Dubovyk T. Marketing communication activities of commercial enterprise social networking / T.V. Dubovyk // Actual problems of economy - 2012. - № 5 (131). - P. 161-169 / ScbVerse **Scopus**, Index Copernicus, EBSCOhost, Thomson Reuters Scientific, Ulrich's Periodicals Directory (in Ukr.).
27. Dubovyk T. Social and ethical marketing enterprises // T. Dubovyk, I. Buchatskay / Countries and regions. - 2011. - №3. - P. 131-136 - (Series: Economics and Business). (in Ukr.).
28. Dubovyk T. Encouraging commercial: observance of the agreement between the parties to distribution channel / T. Dubovyk // Proceedings Nat. Univ of Food Technology. - 2010. - № 34. - P. 26-28 (in Ukr.).
29. 27. Dubovyk T. Organization of information security management promotional activities in the commercial enterprise / T. Dubovyk // Development Management: Coll. Science. articles. - Kharkov: KhNUE. - 2007. - №3. - P.153-154. (in Ukr.).