

## Gamova Iryna

Assistant professor, Ph.D.  
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### EDUCATION

**Ph.D. 2011-2014** Department of Marketing and Advertising, Kyiv National University of Trade and Economics, Topic: Marketing management of companies in the retail e-commerce. Supervisors: Prof. Evgeniy Romat. Submitted June 2016.

**M.A. 2011-2010** Department of Marketing and Advertising, Kyiv National University of Trade and Economics, Master's degree with honors, specialty - "Commercial Activity".

**B.A. 2006-2010** Department of Marketing and Advertising, Kyiv National University of Trade and Economics, Bachelor's degree with honors, specialty - "International trade".

### EDUCATION AT OTHER INSTITUTIONS

**2016-2017** Course in Dutch language, level A1, Goethe-Institut Ukraine, Kiev.

**2011-2013** Licence of management, French-Ukrainian Institute of Management, Kiev.

**2014-2015** Summer intensive, level B2, Université d'Auvergne, Clermont-Ferrand, France.

### EMPLOYMENT

**From 01.12.2014 and till now** - assistant professor at the Department of Marketing and Advertising, Kyiv National University of Trade and Economics.

**01.07.2010-31.10.2011** – LLC "Kondrak Company", a marketer, Kiev.

**01.06.2009-01.06.2010** – LLC "ServiceConsultingGroup", sales manager of Cisco products, Kiev.

### TRAININGS

**30.01.2020** - awarding the title of associate professor.

**01.10-30.11.2019** - International Scientific and Pedagogical Internship in Wyższa Szkoła Biznesu - National-Louis University, Nowy Sacz, Poland (180 hours, certificate № WK-5793/2017/1).

**16.10-04.11.2019** - Courses at European Business Association, PR-strategy.

**01-17.04.2019** - Courses at European Business Association, Internet Marketing Development Programme.

**01.03.-31.03.2017** - Internship in the all-Ukrainian public professional organization "Union of Advertisers of Ukraine".

**02.02.-29.06.2016** - Courses at the Higher School of Pedagogical Excellence (KNTEU).

### DISCIPLINES WHICH ARE PROVIDED

"Marketing", "Fair and exhibition activity", "PR", "Product Placement", "Information warfare", "Mass communications".

### AREA OF SCIENTIFIC INTERESTS

Marketing management of companies in the retail e-commerce, Interactive marketing, Cyber Warfare.

## SCIENTIFIC WORK

### Articles in scientific journals:

1. Gamova I. V. Packaging as a means of communication. / I. V. Gamova // Magazine for manufacturers and consumers of containers and packaging "Packaging". - 2018 (126). - № 8. - P. 40-41.
2. Dubovik T. V., Gamova I. V. Innovations and business models in marketing channels. / T. V. Dubovik, I. V. Gamova // Business Inform. - 2018. - №11. - P. 357–362.
3. Gamova I. V. Advertising Internet communications in Ukraine. / I. V. Gamova. // Scientific and practical journal "Regional Economics and Management". - 2019. - №1 (23). - P. 35-42.
4. Oleg Pursky, Tetiana Dubovyk, Iryna Gamova and Iryna Buchatska. Computation Algorithm for Integral Indicator of Socio-Economic Development. / Proc. 15th Int. Conf. on ICT in Education, Research and Industrial Applications. Integration, Harmonization and Knowledge Transfer (ICTERI2019). - Volume II: Workshops, Kherson, Ukraine, June 12-15 (2019), CEUR-WS .org., Vol. 2393. - P. 919-934.
5. Oleg Pursky, Oleksandr Kharchenko, Tetiana Dubovyk, Iryna Buchatska, Iryna Gamova, Pavlo Demidov. Customer Transaction Costs Simulation in E-Commerce / Proceedings of the III International Scientific Congress Society of Ambient Intelligence 2020 (ISC-SAI 2020). Atlantis Press. Series: Advances in Economics, Business and Management Research, 2020. - Vol. 129. - P. 257-263.

**Author of 53 scientific articles, 2 collective monographs and 11 scientific and methodical publications. Participated in 6 governmental programs. Author of the program and working program in the following disciplines: "Fair and Exhibition Activities", "Information Warfare", "Product Placement", "Crisis Communications", "Mass Communications; reference syllabus of lectures on the subject "Information Warfare". Member of the Union of Advertisers of Ukraine.**

## ADDITIONAL INFORMATION

### Knowledge of foreign languages:

English - spoken and written (level B2).

French - spoken and written (level B2);

German - spoken and written (level A1)

**Computer skills:** MS Office (Word, Excel, PowerPoint, Outlook, Access), SPSS, MailChimp, Prezi, Corel Draw, Photoshop, Illustrator, Mail Sender.