



OLENA MELNYKOVYCH
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**Doctor of Sciences in Economics,
Professor of the Department of Journalism and Advertising**

Profile of the scientist in international bases:
[Scopus](#), [Web of Science](#), [ResearcherID](#), [Google Scholar](#), [ORCID](#)

RESEARCH EXPERTISE: marketing research, marketing of advertising agencies and marketing communications.

COURSES: “Organization of work of advertising and PR agency”, “Advertising business”, “Methodology of research on social communications”, “Marketing research in the field of advertising and PR”

ACADEMIC DEGREES:

- Doctor of Sciences (hub.) in Economics, Kyiv National University of Trade and Economics, 2009
- PhD in Economics, Kyiv National University of Trade and Economics, 1997
- Specialist, Kyiv Institute of Trade and Economics, 1989

ACADEMIC TITLES:

- Professor, 2015
- Associate Professor, 2003

ACADEMIC APPOINTMENTS:

- Professor of the Department of Journalism and Advertising, Kyiv National University of Trade and Economics, since 2018
- Professor of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2010 - 2018
- Associate Professor of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2000 - 2006
- Senior Lecturer of the Department of Organization and trade techniques, Kyiv State University of Trade and Economics, 1997-2000
- Assistant Professor of the Department of Organization and trade techniques, Kyiv Institute of Trade and Economics, 1991 - 1997

AWARDS AND HONORS:

- Kyiv National University of Trade and Economics Award on high professionalism and scientific success, 2016
- Kyiv National University of Trade and Economics Award for honest work, 2018
- Gratitude from the Ministry of Education and Science of Ukraine for long-term conscientious work, a significant personal contribution to the training of highly skilled specialists and fruitful scientific and pedagogical activity, 2018

LIST OF PUBLICATIONS: more than 180 publications.

ADDITIONAL ACTIVITIES:

- Member of the editorial board of the magazine «Commodities and Markets» of Kyiv National University of Trade and Economics, since 2018

HOBBY: traveling, growing flowers, art.