



**ANASTASIIA SAVCHUK**

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**PhD in Economics,**  
*Senior Lecturer, of the Department of Journalism and advertising*

Profile of the scientist in international bases:  
**ResearcherID, GoogleScholar, ORCID**

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**RESEARCH EXPERTISE:** marketing information, marketing strategies, marketing communications.

**TEACHING COURSES:** “Marketing communications”, “Trade advertising”, “Business negotiations”

**ACADEMIC DEGREES:**

- PhD in Economics, Kyiv National University of Trade and Economics, 2016
- MS, Kyiv National University of Trade and Economics, 2013.
- BS, Kyiv National University of Trade and Economics, 2012.

**ACADEMIC APPOINTMENTS:**

- Senior Lecturer of the Department of Journalism and advertising, Kyiv National University of Trade and Economics, 2007-2008.
- Assistant Professor of the Department of Marketing and advertising, Kyiv National University of Trade and Economics, 2004 – 2007.

**SCIENTIFIC ACTIVITY:**

Participation in 12 international and national scientific conferences, 9 articles in scientific journals and parts of 5 collective monographs.

**ADDITIONAL COURSES AND EDUCATION:**

- Training at the Higher School of Pedagogical Skill of KNUTE, 2018.

**HOBBY:** traveling, painting, cooking/