



**OLHA YUSUPOVA**  
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**PhD in Economics,  
Senior Lecturer of the Department of Journalism and Advertising**

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

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**RESEARCH EXPERTISE:** covers problems of marketing communication efficiency, sales promotion.

**TEACHING COURSES:** “Advertising”, “Media planning”, “Economics of advertising agency”

**ACADEMIC DEGREES:**

- PhD in Economics, Kyiv National University of Trade and Economics, 2017
- 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, since 2018.
- Senior Lecturer of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2017-2018
- Assistant Professor of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2016 – 2017

**AWARDS AND HONORS:**

- Kyiv National University of Trade and Economics Gratitude on personal contribution to the organization of scientific events, 2017

**SCIENTIFIC ACTIVITY:**

Participation in 13 international and national scientific conferences, 7 articles in scientific journals.

**ADDITIONAL ACTIVITIES:**

- Member of the selection committee, since 2017.

**ADDITIONAL COURSES AND EDUCATION:**

- Training at the Higher School of Pedagogical Skill of KNUTE, 2018.
- Coursera: Data Analysis and Statistical Inference by Duke University, 2014.
- Coursera: Principles of Macroeconomics by the University of Melbourne, 2013.

**HOBBY:** literature, opera, biology, computer games.