

Curriculum Vitae

Gamova Irina

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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

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

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

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. Classification of subjects in retail e-commerce in the Internet. / I.V. Gamova // Economy and region. - 2012. - N. 5. - P. 71-74.

2. Gamova I. V. Analysis of the implementation of the basic functions of marketing management in the field of e-commerce. / I.V. Gamova // Bulletin of the Chernivtsy Institute of Trade and Economics. - 2014 (3). - N. 3 (55). - P. 173-185.
3. Gamova I. V. Automated subsystems of management marketing activities in e-commerce enterprises. / I.V. Gamova // Bulletin of the Kiev National University of Trade and Economics. - 2017 - N. 3 (113). - P. 82-93.
4. Gamova I. V. Specific features of the marketing complex of the enterprise working in the field of retail e-commerce. / I.V. Gamova // Economic Bulletin Donbass. - 2013. - N. 3 (33). - P. 192-201. (Databases: Ukraine Scientific, RINC, GoogleScholar).
5. Gamova I. V. Main functions of management of marketing of enterprises in the field of e-commerce. / I.V. Gamova // Economic Bulletin Donbass. - 2014 (1). - N. 3 (37). - P. 88-95. (Databases: Ukraine Scientific, RINC, GoogleScholar).
6. Gamova I. V. Development trends of electronic trade in Ukraine. / I. V. Gamova // Actual Problems of Economics. - 2014 (4). - № 11 (161). - P. 371-379. (Databases: Index Copernicus Journals Master List, SciVerse Scopus, EBSCOhost, Ulrich's Periodicals Directory, EconLit, Cabell's Directories, ABI/Inform by ProQuest).
7. Gamova I. V. Functioning of the marketing complex of enterprises working in the field of retail electronic commerce in Ukraine. / I. V. Gamova // Bulletin of the Moscow University of State Regional. Series: "Economics". - 2014 (5). - № 4. - P. 65 - 74. (Databases: VINITI, RINC, Ulrich's Periodicals Directory, Directory of the Open Access Journal).
8. Gamova I. V. Logistics in electronic commerce. / I. V. Gamova // International scientific and practical journal "Logistics: problems and solutions". - 2014 (2). - N. 4-5. - P. 30-37.

Author of 15 abstracts at conferences, 5 method programs and 5 governmental programs.

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, Piktochart, Similar web, Type form.