

DMYTRO YATSIUK
d.yatsiuk@knu.edu.ua



**Associate Professor, PhD in Economics,
Department of Journalism and Advertising**

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

RESEARCH EXPERTISE: covers the problems of digital marketing in the field of marketing communications such as PPC, SEO, SERM, SMM, the development of the market of communication technologies.

COURSES: "Internet Advertising", "Advertising technologies", "Digital technologies in advertising", "Corporate PR"

ACADEMIC DEGREES:

- PhD in Economics, Kyiv National University of Trade and Economics, 2008
- MS, Kyiv National University of Trade and Economics, 2003, Specialty: "Marketing"

ACADEMIC TITLES:

- Associate Professor, 2015

ACADEMIC APPOINTMENTS:

- Associate Professor of Journalism and Advertising Department, Kyiv National Trade and Economics University, 2018
- Associate Professor of Marketing and Advertising Department, Kyiv National University of Trade and Economics, 2010-2018
- Senior Lecturer of Marketing and Advertising Department, Kyiv National University of Trade and Economics, 2008-2010
- Assistant of Marketing and Advertising Department, Kyiv National University of Trade and Economics, 2007-2008
- Assistant of Marketing and Commercial Activity Department, Kyiv National University of Trade and Economics, 2006-2007
- Aspirant of Marketing and Advertising Department, Kyiv National University of Trade and Economics, 2003-2006

AWARDS AND HONORS:

- Kiev City Mayor Award for many years of diligent work and high professionalism, 2016
- Desnianska regional City Council Award for the diligent work, active public activity, 2016
- Desnianska regional City Council Award for the high professionalism, diligent work, a significant personal contribution to the development of trade activity in the Desnianskyi district of Kyiv, 2014
- Kyiv National University of Trade and Economics Award for the high achievements in scientific and pedagogical work, 2013
- Association of Advertisers of Ukraine Award for the achievements in the education of young advertisers, 2011
- Kyiv National University of Trade and Economics Award for the work in preparation of highly skilled personnel, 2009

ADDITIONAL ACTIVITIES:

- Certificate Google Analytics, 2017
- Certificate Google AdWords Search Advertising, 2018

HOBBY: travel, sport, music.