

YANINA LISUN
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**PhD of Sciences in Economics,
Associate Professor of the Department of Journalism and Advertising**

Profile of the scientist in international bases:

[Google Scholar](#), [ResearcherID](#), [ORCID](#)

RESEARCH EXPERTISE: covers problems of media research, media clusters, brand management integrated business structures, advertising sociology.

COURSES: "Basis of advertising", "Advertising", "Non-commercial advertising", "Advertising sociology"

ACADEMIC DEGREES:

- PhD in Economics, Kyiv National University of Technology and Design, 2008
- MS, Kyiv National University of Technology and Design, 2000
- BS, Kyiv National University of Technology and Design, 1999

ACADEMIC TITLES:

- Associate Professor, 2011

ACADEMIC APPOINTMENTS:

- Associate Professor of the Department of Journalism and Advertising, Kyiv National University of Trade and Economics, 2018
- Associate Professor of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2017 – 2018
- Associate Professor of the Department of entrepreneurship and business, Kyiv National University of Technology and Design, 2016 – 2017
- Associate Professor of the Services Management Department, Kyiv National University of Technology and Design, 2009 – 2016
- Assistant Professor of the Management Department, Kyiv National University of Technology and Design, 2002 – 2008
- Ministry of Social Policy of Ukraine: public service 2000 – 2002

AWARDS AND HONORS:

- Kyiv National University of Trade and Economics Award on high professionalism and scientific success, 2018
- Scientific and methodical seminar "Franchising Development Strategy brand ", 2015
- Human Capital Management Forum Human Capital Forum "Training as an instrument for the development of the organization and as a form of accompanying changes: the experience of Ukraine and experience USA », 2014.
- Seminar-conference on European standards ISO 9000, ISO 14000, SA 8000, 2014.

LIST OF PUBLICATIONS:

https://scholar.google.com.ua/citations?hl=ru&user=MaXUpT4AAAAJ&view_op=list_works&sort_by=pubdate

ADDITIONAL ACTIVITIES:

- International scientific course of professional development within the framework of the European educational project "Innovative Technologies and Methods of Teaching: Recent Trends in European Educational Practice", Dambrowa Gurnicha, Poland, 2016-2017
- Improvement of qualification of scientific and pedagogical workers, Warsaw, Poland, 2015
- Member of the branch competition commission. All-Ukrainian competition of student's scientific works. branch of science "Management", 2015

HOBBY: traveling, sport.