

KORZH MARYNA VOLODYMYRIVNA
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**Doctor of Economics, Professor, Professor of Marketing
Department**

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

RESEARCH EXPERTISE:

research in the field of general, consumer, industrial and international marketing, marketing of machine-building industry, industrial marketing, product competitiveness and industrial enterprises, management, trade marketind, brand management, strategic marketing, problems of application of economic and mathematical methods in marketing management, client orientation.

COURSES:

Marketing, Industrial Marketing, Brand Management

ACADEMIC DEGREES:

- Doctor of Economic Sciences, Donetsk National University of the Ministry of Education and Science, 2011
- PhD in Economics, Supreme Certification Commission of Ukraine, 2007
- Candidate of Economic Sciences. 2000
- Specialist, DGMA, 1996

ACADEMIC TITLES:

Professor, 2012
Associate professor, 2002

ACADEMIC APPOINTMENTS:

- Professor of the marketing department of the KNTEU, since 2016
- Professor of the marketing department at NAU, 2012-2016
- Professor of the economics department of the DDMA Industry 2011-2012
- Associate professor of the management department of the DDMA, 2000-2011
- Assistant of the business economics department, DDA, 1996-2000

AWARDS AND HONORS:

- Ministry of Education and Science of Ukraine, Diploma, 2005.
- "Excellence in Education of Ukraine", breastplate, 2006.
- "A.S.Makarenko" breastplate, 2007.
- National Service of Mediation and Reconciliation, Certificate of Honor, 2016

ADDITIONAL ACTIVITIES:

1. Member of expert councils on examination of the dissertation of the Ministry of Education and Science of Ukraine on issues of macroeconomics, world economy and socio-economic development, since 2012 to present;
- 2 The expert of the international examination accepts the "East West" Association for Advanced Studies and Higher EdmbH as a member of the Editorial Board, Editor for the journal "Austrian Journal of Humanities and Social Science" (Vienna).
3. Membership in the editorial board of scientific journals (be sure to indicate whether they are referenced in science-centered databases and indicate (by availability):
 - a. Strategy of development of Ukraine: sci.hour. - K .: NAU
 - b. International Journal of Universities and Leadership. - K .: National Aviation University
4. cooperation on the issues of organization of marketing activities with CJSC "NKMZ" (large engineering enterprise of corporate type)
5. cooperation with the supermarket chain "Arbat" LLC "Zabota" (Kramatorsk) on the organization of marketing activities and training of sales personnel;
6. Scientific advising of marketing specialists according to the program of advanced training of the Institute of Advanced Qualifications KNTUU "Brand Management"
7. Scientific and practical consulting of marketing, customer orientation, and brand management specialists according to the MBA program at the MABIT Business School (International Academy of Business and Information Technologies)
8. Providing consulting services on marketing, customer orientation, and brand management of consulting and engineering group "Veritex"
9. Member of the Scientific and Methodological Commission of Ukraine for Management of the Ministry of Education and Science of Ukraine, in which, he was a member of the jury of the All-Ukrainian Diploma Paper Competition for 3 years, specializing in Management of Organizations. Besides, she was active in the jury during the regional student Olympiads in management in the manufacturing sphere.

HOBBY:

Contemporary art, skill games, contemporary painting, reading, theater, travel