

**CHUNIKHINA TETYANA SERGEEVNA**

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**PhD in Economics,  
Associate Professor, Department of Marketing**

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

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### **RESEARCH EXPERTISE:**

Covers the problems of effective marketing activity of enterprises, the influence of effective analysis on the increase of the enterprises of cost, information provision of strategic planning of marketing activities, monitoring of external and internal systems of web analytics for making decisions on the development and expansion of the functional capabilities of the competition policy.

### **COURSES:**

Marketing Research, Marketing Management, Strategic Marketing, Internet Marketing, Industrial Marketing, Brand Management, Web Analytics, Efficiency in Business Marketing, Web Analytics

### **ACADEMIC DEGREES:**

- Educational Scientific Institute for Management, Economics and Finance of the Institute of Higher Educational Institutions "Interregional Academy of Personnel Management". Associate Professor of Marketing Department, 2018
- State University of Infrastructure and Technology. Associate Professor of the Department of Accounting and Taxation, 2018
- Open International University of Human Development "Ukraine". Associate professor of the department of accounting and general economic disciplines, 2016
- Donbas State Machine-Building Academy. Received the academic rank of associate professor of the accounting and audit department, 2013
- Donetsk National University of the Ministry of Education and Science of Ukraine  
The defense of the dissertation for the degree of the candidate of economic sciences on the specialty 08.00.01 - Economic theory and history of economic opinion on the theme "Corporation in social reproduction: genesis and mechanism of functioning", 2009
- Donbas State Machine-Building Academy.  
Specialist diploma. Graduated with honors from the Faculty of Engineering and Economics with honors. Specialty: business economics. Qualification: engineer – economist, 1998

### **ACADEMIC TITLES:**

Associate professor, 2013  
Candidate, 2010

### **ACADEMIC APPOINTMENTS:**

- Associate Professor of the Marketing Department of Kyiv National University of Trade and Economics, 03.2019r. - presently
- Associate Professor of Marketing Department PRAT "Higher Educational Institution" Interregional Academy of Personnel Management ", Educational Scientific Institute of Management, Economics and Finance, 09.2018 - 09.2019rr.
- Associate Professor of the Accounting and Taxation Department of the State University of Infrastructure and Technologies. Deputy Head of the Department, 09.2016 - 08.2018rr..

- Associate Professor of the Accounting and General Economic Disciplines Department of the Open International University of Human Development "Ukraine". Acting Head of Marketing Department, 08.2014 - 08.2016rr.
- Associate Professor of Accounting and Audit Department of the Donbas State Machine-Building Academy, 02.2012
- postgraduate student of the Donetsk National University of the Ministry of Education and Science of Ukraine. 01.09.2000 - 11.2004 - assistant professor of the accounting and general economic disciplines department of the Donbas State Machine-Building Academy, 12.2004 - 11.2007rr.
- The senior inspector of the taxation department of natural persons of the State Tax Inspectorate of Ukraine in Kramatorsk, 08.1998 - 08.2000rr.

## **LIST OF PUBLICATIONS:**

<http://www.researcherid.com/rid/D-4585-2019>

## **ADDITIONAL ACTIVITIES:**

- Member of the Federation of Professional Accountants and Auditors of Ukraine. Graduated from the qualification improvement program "On the way to high-quality reporting and control of the company's activities under IFRS", 8 h. / 1credit. ECTS Certificate No. 349 dated 06/08/2018
- The company "Intelligence-Service", Subject: Theoretical and practical course on work with the computer program "MEDOC", Certificate for the right to teach courses on work with the computer program "MEDOC" № DUIT / B 001 from February 15, 2018
- Federation of professional accountants and auditors, qualification improvement on the program "On the path to qualitative accounting under IFRS" 8 h. / 1 credit. ECTS Certificate No. 349 dated 06/08/2018

## **HOBBY:**

Hand-made, contemporary art, skill games, reading, theater, travel