

LARYSA YATSYSHYNA



PhD in Economics,
Professor of the Department of Marketing



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COURSES

‘Strategic Marketing’, ‘Marketing Management’,
‘Marketing’

RESEARCH EXPERTISE

Covers problems of strategic marketing, marketing management, brand-management, efficiency of marketing activities.

ACADEMIC DEGREES

- PhD in Economics, Kyiv National University of Technologies and Design, 1984
- MS in Economics and Organization of Consumer Goods, 1977

ACADEMIC TITLES

- Professor, 2010
- Associate Professor, 1991
- Senior Research Assistant, 1988

ACADEMIC APPOINTMENTS



- Professor of the Department of Marketing. Kyiv National University of Trade and Economics, since 2014



- Professor of the Department of Marketing, Kyiv National University of Technologies and Design (KNUTD), 2005–2014
- Dean of the Faculty of Engineering and Economics KNUTD, 1999–2011

- Vice-dean of the Faculty of Engineering and Economics KNUTD, 1997–1999
- Associate Professor of the Department of Marketing KNUTD, 2000–2004
- Associate Professor of the Department of Economics KNUTD, 1994–2000
- Research Assistant, Ukrainian Research Institute of Clothing Industry, 1977–1990
- Economist of Planning Department, Kharkiv garment factory ‘Children’s clothing’, 1970–1972

SCIENTIFIC ACTIVITY

Participation in 90 international and national scientific conferences, 75 articles in scientific journals and parts of collective monographs in Ukraine, Russia, Poland, Belarus, Latvia, Lithuania, 13 parts of textbooks and study guides, 1 single author textbook.

LIST OF PUBLICATIONS

[Google Scholar](#), [Researcher ID](#), [ORCID](#)

AWARDS AND HONORS

- Breastplate 'For scientific and educational achievements' of the Ministry of Education of Ukraine, 2018;
- Two-time Kyiv Mayor Gratuities, 2000, 2006;
- Cabinet Ministries of Ukraine Certificate of Honor, 2005;
- Title of 'Excellent Education in Ukraine', 2003.

Corresponding Member of the Academy of Economic Sciences of Ukraine, specializing in 'Economics of Industry'

Member of the Editorial Board of the magazine 'Marketing in Ukraine'

IMPROVEMENT OF QUALIFICATION

2018 – Ukraine, Kyiv, Ukrainian Marketing Association;

2013 – Ukraine, Kyiv, University of Educational Management of the National Academy of Pedagogical Sciences of Ukraine, Courses for lecturers of departments of higher educational institutions of III-IV levels of accreditation.

SCIENTIFIC GUIDANCE (CONSULTING) OF APPLICANTS FOR SCIENTIFIC DEGREES

- Oleksii Dzyubenko, PhD in Economics, 2003
- Olena Demenina, PhD in Economics, 2005
- Olekcii Vynogradov, PhD in Economics, 2006
- Tetyana Zamoroko, PhD in Economics, 2006
- Oksana Solomenko, PhD in Economics, 2008
- Valentyna Podolna, PhD in Economics, 2009
- Yulia Zymbalevska, PhD in Economics, 2014

ADDITIONAL INFORMATION

Languages:

German – intermediate;

Russian, Ukrainian – native language.

Computer Literacy:

Ms Office (Word, Excel, PowerPoint, Outlook, Access) – competent user, SPSS, Internet.

Personal Qualities:

Communicative, tolerant, responsible, able to work in a team, analytical mind.

Hobbies:

Theater, poetry, music, travels.