

## **NINA A. DANYLENKO**

**Candidate of Sciences in Economics**

**Associate Professor, Marketing Dept.**

**RESEARCH INTERESTS:** Marketing and Psychology of Trade

**COURSES:** Marketing

### **ACADEMIC DEGREES:**

- Associate Professor, Organization and Technologies of Trade, 1991
- Associate Professor, Marketing, 1989
- Candidate of Sciences in Economics, Ukrainian Research Institute of Trade and Food Technology, 1980
- MS, Kyiv National University of Trade & Economics, 1970

### **ACADEMIC TITLES:**

- Associate Professor, Organization and Technologies of Trade dept., 1991
- Associate Professor, Marketing dept., 1989

### **ACADEMIC WORK EXPERIENCE:**

1982 – Present

Associate Professor

Kyiv National University of Trade & Economics

1979–1982

Researcher

Ukrainian Research Institute of Trade and Food Technology and Management

1977–1979

Graduate Student

Ukrainian Research Institute of Trade and Food Technology and Management

### **LIST OF MAJOR PUBLICATIONS:**

1. Socio-Ethical Marketing: monograph / [A.A. Mazaraki, E.V. Romat, GV Aldankov et al.]; edit. A.A Mazaraki and Ye.V. Romat. - K.: Kyiv Nat'l Univ. of Trade & Economics, 2017. - pp. 111-126.
2. Danylenko N.A. Mobile Applications in Advertising / Danylenko N.A., Golik O.V. // Advertising: Integration of theory and practice: theses of the XI International Scientific and Practical Conf. (Kyiv, November 23, 2017) / edit. Ye.V.Romat. - K.: Kyiv Nat'l Univ. of Trade & Economics, 2017. - pp. 33-35.
3. Danylenko N.A. The Psychological Component of Advertising in Practical Application / Danylenko N.A., Golik O.V. // Advertising: Integration of the theory and practices: theses VIII Int'l Sci.& Pract. Conf. (Kyiv, November 21st.2014) / edit. Ye.V. Romat - K.: Kyiv Nat'l Univ. of Trade & Economics, 2014. - pp.39-41.
4. The Methodical recommendations for the writing of master's degree research papers (03050701 "Marketing") / Romat Ye.V., Melnikovich O.M., Ortyuka VV,

Buchatskaya IO, Golik O.V., Danylenko N.A., Danilova L.L.,Dubovik T.V., Zimin A.I., Kislov D.V., Pidlisna O.V., Peresad'ko G.O.,Tkachenko NB, Mikalo OI, Aldankova G.V., Andreeva L.I. - K.: Kyiv Nat'l Univ. of Trade & Economics, 2014. - 58 p.

5. Danylenko N.A. The Ethical Aspects of Advertising Management / Danylenko N.A., Golik O.V. // Advertising: Integration of Theory and Practice: theses for the VII Int'l Sci.& Pract. Conf. (Kyiv, December 18, 2013) / edit. A.A. Mazaraki K.: Kyiv Nat'l Univ. of Trade & Economics, 2013. – pp. 53-54.