

DANILOVA LIUDMULA LEONIDIVNA
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PhD in Economics,
Associate Professor of the Department of
Marketing

Profile of the scientist in international bases:
[Google Scholar](#)
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RESEARCH EXPERTISE: marketing, theory and practice of marketing at the enterprises of the sphere of services, theory and practice of pricing, price formation and pricing strategies at enterprises, marketing activities of enterprises

COURSES: "Marketing", "Marketing pricing policy", "Marketing services"

ACADEMIC DEGREES:

- Graduated from the Belarussian State Institute of National Economy them V.V. Kuybyshev;
- PhD in Economics. Theme of the dissertation: "Marketing research of the market goods for personal peasant farms".

EXPERIENCE

- Commodity scientist, senior commodity scientist, economist at trade enterprises, economist, accountant in the department of national education

LIST OF PUBLICATIONS:

Study:

1. Danilova L. L., Petrovskaya S.V. "Pricing and marketing pricing politics "- K.: KNUTE, 2006. – 130 p.

Collective monographs:

2. "Ethical aspects of marketing in the market of banking services" in the collective monograph "Social-Ethical Marketing" / for colleagues. edit A.A.Mazaraki, E. V. Romat - Kiev, Kiev. Nat. Trade Ekonom. Un-t, 2013. - P. 297-306.

3. "Specific features of marketing activity in the market installation equipment " in a collective monograph of 4 tons." Theoretical and applied aspects of increasing the competitiveness of enterprises "- Dnipropetrovsk: "Gerda", 2013. T.3. - P. 107-111.

4. "Ethical aspects of marketing in the market of banking services" in the collective monograph "Social-Ethical Marketing" / for colleagues. edit A.A. Mazaraki E.V. Romat. - 2nd form., Processing and extracts. - Kiev, Kiev. Nat. trade. econ. Un-t 2017. - pp. 265-272.

Articles in professional editions (most significant):

1. Danilova L.L., Humenna.K.S. Marketing communications in Ukraine: state and main trends of development // «Economics and Finance», 2018, № 5, pp. 17-28 (indexed in Index Copernicus International and Ulrich's Periodicals Directory).
2. Liudmyla Danilova, Yana Mariohha. The market of educational services in Ukraine // European integration of economics, education and law: Proceedings of The International Scientific Conference March 22-23, 2018 BMT EridiaSp z o.o. Wydawnictwo Erida, 2018, p. 352. ISBN: 978-83-950153-4-2. Pp. 264-266.
3. Danilova L. Marketing research as the basis of formation a positive image of the hotel business enterprise // Scientific herald Chernivtsi Trade and Economic Institute KNTEU. - Chernivtsi, ANT Ltd., 2006.- Vip.III. Economic Sciences. - P. 297-304.

ADDITIONAL INFORMATION

Knowledge of foreign languages: English is spoken

Computer skills: Ms Office (Word, Excel, PowerPoint, Outlook, Access).