

KARYNA HURDZHYIAN



PhD in Economics,

Associate professor of the Department of marketing



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COURSES

‘Management of customer loyalty’, ‘Direct Marketing’, ‘Strategic Marketing’, ‘Marketing’

RESEARCH EXPERTISE

Covers problems of customer relationship management, methodical approaches to the formation and maintenance of consumer loyalty

ACADEMIC DEGREES

- PhD in Economics, Kyiv National University of Trade and Economics, 2015
- MS in Marketing, Kyiv National University of Trade and Economics, 2009
- BS in Economics and Business, Kyiv National University of Trade and Economics, 2008

ACADEMIC TITLE

Associate Professor, 2018

ACADEMIC APPOINTMENTS

- Associate Professor of the Department of Marketing, Kyiv National University of Trade and Economics, since 2016
- Responsible for the recruitment of students to the specialty ‘Marketing’ and ‘Journalism’ at the Selection committee of Kyiv National University of Trade and Economics, since 2014
- Vice-dean of the Faculty of Trade and Marketing, Kyiv National University of Trade and Economics, 2018 – 2019
- Senior Lecturer of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2015-2016
- Assistant Professor of the Department of Marketing and Advertising, Kyiv National University of Trade and Economics, 2009 – 2015

SCIENTIFIC ACTIVITY

Participation in 20 international and national scientific conferences, 17 articles in scientific journals and parts of collective monographs in Ukraine, Russia, Czech Republic and the USA.

LIST OF PUBLICATIONS

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

AWARDS AND HONORS

- Kyiv National University of Trade and Economics Gratitude in the nomination 'Brand ambassador', 2019;
- Kyiv National University of Trade and Economics Award on high achievements and significant personal contribution to scientific and pedagogical activity, 2017;
- Kyiv National University of Trade and Economics Gratitude on high results in the rating 'Teacher by the eyes of students', 2017;
- Kyiv National University of Trade and Economics Award on introducing innovative forms and methods of teaching into the educational process, 2016.

ADDITIONAL EDUCATION

2017 – Certificate FCE (Cambridge), which confirms the knowledge of English at level B2;
2017 – certified courses of using of applied decisions '1C: Accounting 8 for Ukraine' and '1C: Trade management for Ukraine' at the Center for Certified Training Ltd. 'Prokom'.

IMPROVEMENT OF QUALIFICATION AND INTERNSHIPS

2018 – Turkey, 'MCN Company', theme: 'Formation of loyalty of hotel visitors';
2017 – Czech Republic, Prague Institute for Internships, theme: 'Organization of the educational process, scientific projects and publication activities at the universities of the European Union';
2017 – advanced training at the Higher School of Pedagogical Skill of KNUTE;
2014 – internship at the advertising agency Ltd. 'BiBiEs'.

PRACTICAL EXPERIENCE

2007-2011 – travel agency 'La CARTAGE', co-founder
2006-2007 – trade enterprise 'CONRIL', marketing manager
2006 – 'WIMM-BILL-DANN', market research manager

ADDITIONAL INFORMATION

Languages:

English – upper intermediate both spoken and written (level B2, Certificate FCE (Cambridge), 2017);
French – can read;
Russian, Ukrainian – native tongue.

Computer Literacy:

Ms Office (Word, Excel, PowerPoint, Outlook, Access) – competent user, Prezi, MailChimp, SPSS, Corel Draw.

Personal Qualities:

Communicative, tolerant, responsible, motivated, stress tolerant, adaptive, able to work in a team, with a large audience, on multiple projects at the same time, analytical mind.

Hobbies:

Traveling, cooking, sport, arts.