

## MARYNA DZHULAI

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PH.D. Student  
Department of Management

Scientific profiles in international scientometric databases:  
[Scopus](#), [ORCID](#), [ResearcherID](#), [Google Scholar](#)

**SCOPE OF SCIENTIFIC INTERESTS:** risk management, enterprise brand, HR-branding.  
**ACADEMIC QUALIFICATION:**

- Postgraduate student of Kyiv National University of Trade and Economics, since September 2020
- Kyiv National University of Trade and Economics, awarded the qualification "Master's degree in management specialization in business management" 2018-2019.

**EXPERIENCE:**

- Chief Operating Officer, HR-brand agency UGEN, since 2016

**CERTIFICATION TRAINING:**

- Course "Effective manager" UCU Business School, 2022, BS0020220450

**MAIN PUBLICATIONS:**

1. DEVELOPMENT OF THE EMPLOYER'S BRAND DURING THE WAR AND IN THE POST-WAR PERIOD. *Financial And Credit Activity: Problems Of Theory And Practice*, 6 (47), 433-446. <https://doi.org/10.55643/fcaptp.6.47.2022.3908> **SCOPUS**
2. Dzhulai, M. (2022). USING DEVELOPMENT OF AN EMPLOYER'S VALUE PROPOSITION FOR YOUNG PROFESSIONALS. *Scientific Bulletin of Mukachevo State University. Series "Economics"*, 9(3), 40-47. <https://economics-msu.com.ua/uk/article/formuvannya-tsinnisnoyi-propozitsiyi-robotodavtsya-dlya-molodikh-spetsialistiv#>
3. Dzhulai, M. (2022). ANALYSIS OF METHODOLOGICAL APPROACHES TO EMPLOYER BRAND MANAGEMENT AND EVALUATION. *Technology Audit and Production Reserves*, 3(4(65), 26–31. <https://doi.org/10.15587/2706-5448.2022.260561> **Index Copernicus**
4. Dzhulai, M., Fedulova, I., & Bolotina, I. (2022). ANALYSIS OF EMPLOYER BRAND FOR YOUNG PEOPLE. *Eastern-European Journal of Enterprise Technologies*, 1(13(115), 80–91. <https://doi.org/10.15587/1729-4061.2022.252549> **SCOPUS**
5. Dzhulai, M. (2021). THE CONCEPT OF THE EMPLOYER'S BRAND FOR GRADUATES OF EDUCATIONAL INSTITUTIONS // *Scientific and practical journal "Economy and State" (category "B")*, 2, 136-140.
6. Dzhulai, M., Fedulova, I. (2022). FORMATION OF COMMUNICATION BETWEEN EMPLOYERS, STUDENTS AND INSTITUTIONS OF HIGHER EDUCATION. In: *X International scientific and methodological conference "Quality assurance of higher education: problems and development prospects"*, Odesa.

7. Dzhulai, M., Fedulova, I. (2021). DIGITAL TRANSFORMATION OF THE EMPLOYER BRAND IN THE CONDITIONS OF COVID-19. *In: X International Scientific and Practical Conference "Information and Analytical Management of the Financial and Economic Security of the State, Region, Business Subjects in the Conditions of COVID-19"*, Kharkiv.
8. Dzhulai, M. (2021). EMPLOYEE WELFARE AS A COMPONENT OF THE EMPLOYER'S VALUE PROPOSITION // *"Actual problems of management: theoretical and practical aspects": collection of materials of the V International scientific-practical conference dedicated to the 100th anniversary of Odessa National Economic University*, 202-205.
9. Dzhulai, M. (2020). INFLUENCE OF COVID-19 ON THE BRAND OF THE EMPLOYER DURING REMOTE WORK // *Innovative development and safety of enterprises in a neo-industrial society: materials International. scientific-practical conf/ resp. ed. OM Polinkevich, LV Shostak. Electron. data. Lutsk: University. Lesya Ukrainka*, 623-625.

#### **ADDITIONAL ACTIVITIES:**

- Participation in the research "Tax burden on small businesses" (state registration number 0119U100952), head - Ph.D., Associate Professor, PhD student Lukashova LV (deadlines: I quarter 2019 - IV quarter 2022);
- Participation in the research "Formation of professional competence of managers of industrial enterprises" head - Ph.D., Associate Professor, Khmurova VV (deadlines: I quarter 2019 - IV quarter 2022);

**HOBBIES:** travel, theater, reading.