



Pryazovskyi State Technical University



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RESEARCHER DATA

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<https://scholar.google.com/citations?user=7e4NiWoAAAAJ&hl=uk>

SCIENTIFIC INTERESTS / RESEARCH AREAS

Marketing

Economic recovery of the country

National economy

ACADEMIC DISCIPLINES

Marketing

Marketing pricing

Strategic management

Digital business models

Risk management

Big data analysis and business analytics

Analytical support for business management

EDUCATION

2021 - Institute of Industrial Economics of the National Academy of Sciences of Ukraine, Kyiv. 08.00.03 - economy and management of the national economy. Doctor of Economic Sciences.

2017 – Dnipropetrovsk State Agrarian and Economic University, Dnipro. Specialist of Marketing

2010 - Prydniprovsk State Academy of Civil Engineering and Architecture, Dnipro. 08.00.05 - development of productive forces and regional economy. PhD in Economics.

2006 - Prydniprovsk State Academy of Civil Engineering and Architecture, Dnipro. Master of Finance.

ACADEMIC TITLES

2015 – Associate Professor - Department of Finance and Marketing. Prydniprovsk State Academy of Civil Engineering and Architecture



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LABOR ACTIVITY INFORMATION (THE LAST 5 YEARS)

01.09.2023 - present time - Pryazovsky State Technical University - professor of the Department of Marketing and Business Administration

03.10.2022 – 31.08.2023 - Dnipropetrovsk State University of Internal Affairs. Professor of the Department of Analytical Economics and Management

01.09.2021-31.08.2022 - Dnipropetrovsk State University of Internal Affairs. Professor of the Department of Analytical Economics and Management

01.09.2020-31.08.2021 - Dnipropetrovsk State University of Internal Affairs. Associate Professor of the Department of Analytical Economics and Management

04.07.2018-31.08.2020 - Prydniprovsk State Academy of Civil Engineering and Architecture. Associate Professor of the Department of Finance and Marketing

OTHER POSITIONS AND ACTIVITIES

2022 - 2023. Member of the editorial board of the scientific publication "PHILOSOPHY, ECONOMICS AND LAW REVIEW". Dnipropetrovsk State University of Internal Affairs

2015 – International Academy of Engineering, corresponding member

2022- NGO "International Foundation of Scientists and Educators"

CERTIFICATION TRAININGS (FOR THE LAST 5 YEARS)

2024. Prometheus. Distance course "Academic integrity: an online course for teachers". Certificate

2023. YEP, University of Tartu, Ukraine, Estonia. Series of webinars of the "StarterNetwork" program. Certificate

2023. ECENT. Workshop "The potential of social enterprises to create an inclusive society." Certificate

2022. Prometheus. Distance course "Upgrading the qualifications of teaching staff: new requirements and opportunities." Certificate

2022. NGO "MTC School of Mediation". Basic training of a mediator according to the program "Basic skills of a mediator". BNM certificate 00127

2022. Oleksandr Dubcek University (Trencin, Slovakia). Pedagogical internship in specialty 051 "Economics". Certificate of internship

2021. University of Customs and Finance. Department of management of foreign economic activity. Certificate of advanced training PS 39568620/ 0000013-21.

2019. Prydniprovsk State Academy of Civil Engineering and Architecture. Scientific and pedagogical seminar "Innovative approaches to increasing the professional and pedagogical competence of teachers of modern institutions of higher education." Certificate No. 24.

PARTICIPATION IN INTERNATIONAL PROJECTS

LANGUAGES

Native language: Ukrainian, C1

Foreign languages: Russian, C1. English, B2



PUBLICATIONS

Total number: 85

In the last 5 years: 20

1. Ivanov S. V., Sharanov R. S., Vatchenko O. , Vatchenko B. S., Razumova H.V. Formation of Logit-Model for Predicting the Probability of Bankruptcy of Ukrainian Enterprises. Sci. innov. 2023. Vol. 19. № 1. P. 36–48. <https://doi.org/10.15407/scine19.01.036> [Scopus; Web of Science].
2. Razumova H. V. Regulatory policy in the system of managing the development of the national economy. Protection of the national economy and management of its development: col. monograph Dnipro: Dniprop. state Vntur University cases, 2023. 266-297 p. <https://er.dduvs.in.ua/handle/123456789/10857>
3. Ivanov S.V., Razumova H.V. Food security of Ukraine in the conditions of war and post-war reconstruction. Reconstruction for development: foreign experience and Ukrainian perspectives: an international collective monograph / [editorial board, head – D.E.Sc. VV Nebrat] ; National Academy of Sciences of Ukraine, State University of Economics and predicted National Academy of Sciences of Ukraine". Kyiv, 2023. P. 441-454. URL: [http://ief.org.ua/wp-content/uploads/2023/08/Reconstruction-for-development .pdf](http://ief.org.ua/wp-content/uploads/2023/08/Reconstruction-for-development.pdf)
4. Ivanov S.V., Chekina V.D., Razumova H.V. Taxes of the future: administration in conditions of digitalization of the economy. Scientific Bulletin of the Uzhhorod National University. Series "International Economic Relations and World Economy". 2022. Issue 43. P. 54-59. <https://doi.org/10.32782/2413-9971/2022-43-95>.
5. Ivanov S.V., Vatchenko O.B., Svystun K.O., Vatchenko B.S., Razumova H.V. Decoupling analysis of Ukraine's economy in terms of its sustainable development. Sci. innov. 2020. Vol. 16. № 3 (93). P. 3-13. <https://doi.org/10.15407/scine16.03.003> [Scopus; Web of Science].
6. Razumova H.V., Hnatchenko O.V. Psychological mechanisms of advertising influence on the consumer. Eastern Europe: Economy, Business and Management. 2020. Issue 1 (24). P. 138-144. <https://doi.org/10.32782/easterneurope.24-20>

**DATE OF
COMPLETION**

30.01.2024