



Pryazovskyi State Technical University



Iryna Korostova

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RESEARCHER DATA

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<https://www.scopus.com/authid/detail.uri?authorId=57223366435>
<https://www.webofscience.com/wos/author/record/AAL-3821-2021>
<http://surl.li/gnavj>

SCIENTIFIC INTERESTS / RESEARCH AREAS

Digital marketing
Innovation marketing
Neuromarketing
Ecological marketing
SMM marketing

ACADEMIC DISCIPLINES

Marketing analysis
Environmental management
Consumer behavior
Marketing researches
The infrastructure of the commodity market
Marketing management
SMM marketing
Innovation marketing

EDUCATION

2020 - Pryazovskyi State Technical University. 08.00.01 Economics and enterprise management (by types of economic activity). PhD in Economics.
2012 - Pryazovskyi State Technical University. Specialty "Professional education (Economics)", qualification engineer-economist, teacher, researcher in the field of economics. Master's degree

ACADEMIC TITLES

LABOR ACTIVITY INFORMATION (THE LAST 5 YEARS)

September 2020 - present: Pryazovskyi State Technical University, Department of Marketing and Business Administration.
September 2012 - August 2020: Secondary school #34, mathematics teacher.



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OTHER POSITIONS AND ACTIVITIES

CERTIFICATION TRAININGS (FOR THE LAST 5 YEARS)

On-line trainings "Digitalization of economy as an element of sustainable development of Ukraine and Tajikistan" (Mykolas Romeris University (Lithuania) provided under the Erasmus+ 2021);
Professional development program "Google digital tools for institutions of higher, professional pre-higher education" (Academy of digital development 2022);
"Hours of media literacy: learn" (Subject of professional development - limited liability company "EDUCATION ERA" (EDRPOU: 42502643) 2022);
Formation FLE PRO à FRATE FORMATION (Formation Constat, France);
Certificate of participation in international internship (Hamburg University of Applied Sciences (Germany) and Mykolas Romeris University (Lithuania) 2022);
Training "European circular economy and social entrepreneurship: steps to develop your own idea" under the project "Implementation of the European circular economy through social entrepreneurship as an EU4Business identity" (Erasmus+ program, Jean Monnet direction, supported by the European Neighborhood Instrument 2022);
III International scientific and practical conference "MANAGEMENT AND ADMINISTRATION RESPONSES TO HYBRID THREATS" (Erasmus+ Project "Academic Response to Hybrid Threats" WARN 2022);
INTERNATIONAL EDUCATIONAL MARTHON (project Erasmus +CBHE Digitalization of economy as an element of sustainable development of Ukraine and Tajikistan / DigEco 618270-EPP-1-2020-1-LT-EPPKA2-CBHE-JP 2023);
Training according to the program of advanced training of scientific and pedagogical workers regarding the development and examination of tasks of EFVV, namely the remote express course "Basics of testology and development of tasks" (Ministry of Education and Science of Ukraine, Scientific and Methodological Center of Higher and Vocational Pre-Higher Education, 2023);
Participation in the "Soft skills for the career of a scientist" training series (Scientist Support Office 2023).

PARTICIPATION IN INTERNATIONAL PROJECTS

LANGUAGES

Native language: Ukrainian, C1
Foreign languages: Russian, C1. English, A1. France, B2

PUBLICATIONS

Total number: 30

In the last 5 years: 26

- Formation of enterprise development management system considering environmental risk. /Professional competencies and educational innovations in the knowledge economy: collective monograph / Editors: Lyubomira Popova, Mariana Petrova. Veliko Tarnovo, Bulgaria: Publishing House ACCESS PRESS, 2020.



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552 p. (p. 315-330) – Access mode. – <https://access-bg.org/monograph/monograph-professional-competencies.pdf>

2. The connection of green marketing with the environmental policy of the enterprise. / Volume 2 No. 6 (2020): European Scientific Journal of Economic and Financial Innovations, 2(6), 229-238. <https://doi.org/10.32750/2020-0221>

3. Basics of environmental audit of industrial enterprises. / Theoretical and practical aspects of economics and intellectual property. - 2018. - Issue 15. - P. 273-277. – Access mode - http://nbuv.gov.ua/UJRN/Tpaeiv_2017_15_52

4. The impact of green innovation on environmental performance of SMEs in an emerging economy. / E3S Web of Conferences 255, 01012 (2021) ISCMEE 2021 <https://doi.org/10.1051/e3sconf/202125501012>

5. The connection of green marketing with the environmental policy of the enterprise. / European Scientific Journal of Economic and Financial Innovations, 2(6), 229-238. <https://doi.org/10.32750/2020-0221>

6. The research of the problem of the efficiency of bitcoins: the energy costs for the generation of this cryptocurrency on a global scale. / International Conference on Information Modeling and Knowledge Bases (EJC 2022): Proceedings of the International Conference (Hamburg, May 30 – June 3, 2022). - Hamburg, 2022. - P. 186-194. – Mode of access: https://ejc2022.entavis.com/kcss_2022_03.pdf

**DATE OF
COMPLETION**

05.02.2024