



**Europass  
Curriculum Vitae**



**Personal information**

First name(s) / Surname(s) **Lyshenko Margarita**

Address(es) Bauman Street, 106, 40021, Sumy, Ukraine

Telephone(s) Mobile + 38 050 5831774

E-mail lm\_1980@ukr.net

Nationality Ukrainian

Date of birth 17.03.1980

Gender Female

**Current employment / Occupational field** Doctor of Economics, Associate Professor, Head of the Department of Marketing and Logistics, Faculty of Economics and Management, Sumy National Agrarian University

**Work experience**

Dates 10.2002 till now

Occupation or position held 11.06.2002 p. - 03.01.2006 p. - Assistant of Statistics, analysis and marketing SNAU; 2002 - 2006r.r.- post-graduate studies in the specialty 08.06.01 - Economics, organization and management of enterprises. 03.01.2006 p. - 01.09.2008. - Senior Lecturer, Statistics, analysis and marketing SNAU; 01.09. 2008 - 01.09.2017 - Associate Professor of the Department of Statistics, Business Analysis and Marketing, SNAU; from 1.09.2017 - associate professor, Head Department of Statistics, Analysis of Economic Activity and Marketing of the SNAU; November 2018 - Doctor of Economics, associate professor, Head department of statistics, analysis of economic activity and marketing of SNAU. since September 1, 2019 Head of Department Marketing and Logistics of SNAU.

Main activities and responsibilities teaching and scientific activity in the sphere of economic, analysis and marketing

Name and address of employer Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine

Type of business or sector Higher Educational Institution (Agricultural Sector)

Dates 2017 and till

Occupation or position held Head Department of Marketing and Logistics SNAU

Main activities and responsibilities research of the agricultural markets of the region and Ukraine, marketing of the agrarian market, mechanisms of efficient functioning of agricultural enterprises in the agrarian market

Name and address of employer Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine

**Education and training**

Dates 1997- 2002

Title of qualification awarded Finance

Principal subjects/occupational skills covered Economics and Finance

Name and type of organisation providing education and training Ukrainian Academy of Banking , Ukraine

Level in national or international classification	diploma Academy																																																							
Dates	2002 – 2006p.p.																																																							
Title of qualification awarded	specialty 08.06.01 - Economics, organization and management of enterprises																																																							
Principal subjects/occupational skills covered	Economics, organization and management of enterprises																																																							
Name and type of organisation providing education and training	Sumy National Agrarian University, Ukraine																																																							
Dates	2018																																																							
Title of qualification awarded	Doctor of Economic Sciences																																																							
Principal subjects/occupational skills covered	Mechanisms of Agricultural Enterprises Effective Operating on Grain-Market: the Theory, Methodology and Practice																																																							
Name and type of organisation providing education and training	Kharkiv national technical university of agricultural house named after Petro Vasylenko, Ukraine																																																							
Level in national or international classification	Doctor of Economic Sciences																																																							
<b>Personal skills and competences</b>	Reliability, loyalty, sociability, energy, purposefulness																																																							
Mother tongue(s)	<b>Ukrainian</b>																																																							
Other language(s)	<b>English, Russian</b>																																																							
Self-assessment	<table border="1"> <thead> <tr> <th colspan="2"></th> <th colspan="4"><b>Understanding</b></th> <th colspan="4"><b>Speaking</b></th> <th colspan="2"><b>Writing</b></th> </tr> <tr> <th colspan="2"></th> <th colspan="2">Listening</th> <th colspan="2">Reading</th> <th colspan="2">Spoken interaction</th> <th colspan="2">Spoken production</th> <th colspan="2"></th> </tr> </thead> <tbody> <tr> <td><b>English</b></td> <td>B1</td> <td>Independent user</td> <td>B2</td> <td>Independent user</td> <td>B2</td> <td>Independent user</td> <td>B2</td> <td>Independent user</td> <td>B2</td> <td>Independent user</td> </tr> <tr> <td><b>Russian</b></td> <td>C2</td> <td>Proficient user</td> <td>C2</td> <td>Proficient user</td> <td>C2</td> <td>Proficient user</td> <td>C2</td> <td>Proficient user</td> <td>C2</td> <td>Proficient user</td> </tr> </tbody> </table>												<b>Understanding</b>				<b>Speaking</b>				<b>Writing</b>				Listening		Reading		Spoken interaction		Spoken production				<b>English</b>	B1	Independent user	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user	<b>Russian</b>	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
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<b>Russian</b>	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user																																														
<i>European level (*)</i>																																																								
Social skills and competences	I can and used to work as a team in the practical training of students engaged in scientific activity in the economy																																																							
Organisational skills and competences	Over the past 17 years working in charge of practical training students majoring in Marketing Department. Participated in conferences, symposiums, doing research report on the grain market in Ukraine. Was reviewer for defense of theses.																																																							
Computer skills and competences	Competent with most Microsoft Office programmes																																																							
Driving licence	Category B (car)																																																							
<b>Additional information:</b>																																																								

**Manuals, monographs.**

1. Makarenko N.O, Lyshenko M.O. Marketing in small business. Theoretical foundations: teach. - method. manual. - PE "Burynskaya Rayon Printing House", 2018. 104 p.
2. Zhmaylova O.G, Strochenko N.I, Lyshenko M.O, Zhmaylov V.M. Financial Analysis. Sumy National Agrarian University. Sumy. SNAU, 2019. 292 p.
3. Makarenko N.O, Lyshenko M.O. Logistics. Theoretical foundations: teach. - method. tool. Bury: PE "Bury District Printing House", 2019. 144 p.
4. N.O Makarenko, M.O. Lyshenko. Marketing pricing. Theoretical foundations: teach. - method. tool. Bury: PE "Bury District Printing House", 2020. 124 p.
5. Lyshenko M.O. Efficiency of functioning of agricultural enterprises in the grain market: scientific bases, state, prospects. Monograph. - Bury: PE "Bury District Printing House", 2018. 324 p.
6. Lyshenko M. Innovative mechanism for improving organization of management by marketing assortment in the enterprise. Innovative tools for socio-economic systems' development. Series of monographs Faculty of Architecture, Civil Engineering and Applied Arts. Katowice School of Technology. Monograph 25. 2019. C.127-135.

**Main publications**

1.M.O. Lyshenko, N.O. Makarenko, V.V. Makarova, V.A. Mushtay. Organizational and Economic Regulation of the Grain Market in Conditions of Sustainable Development. Journal of Environmental Management and Tourism. - SPRING 2018. - Volume IX. - Issue 1(25). – P. 95-104.

**Scopus**

2. Lyshenko M., Ustik T., Thermosa I. (2018). Transformation of methodical marketing approaches to the investigation of the problem of farming agricultural enterprises on the market of grain in globalization challenges. *Baltic Journal of Economic Studies*. Volume 4, Number 5, December. P. 158-167. **(Web of Science)**

3. Lyshenko M. O., Mykhailova L. I., Ustik T. V., Makhmydov H. Z., Polityakina L. I., Mykhailova O. S. (2019). Contemporary marketing concept as a component of sustainable development of the region and rural areas of Ukraine. *International Journal of Ecological Economics and Statistics*. Volume 40, Issue № 2. P.81-91. **(Web of Science)**

4. Viktoriya Medvid', Tetiana Ustik, Margarita Lyshenko. Criteria Measurement and Evaluation System of Functioning Efficiency of Ukraine's Regional Landscape. Journal of Advanced Research in Law and Economics, Volume IX, Issue 8(38), Winter 2018 C.2653-2663. <https://journals.aserspublishing.eu/jarle/article/view/4119>

**Scopus**

**Articles for the last 5 years in journals and collections of scientific papers that are included in the list of professional editions of Ukraine**

1. Lyshenko M.O. Problems of development of the grain market of Ukraine /International periodic scientific journal «Scientific World Journal», Issue №14, Volume 1. - Yolnat PE, Minsk, Belarus. – November 2017.- P.113-116.

2. Lyshenko M.O Indicators of efficient functioning of agricultural enterprises on the market of grain / «The scientific heritage». - Budapest, Hungary. – 2017. - №18 (18). - P.2. – P P. 23-26.

3. Lyshenko M.O., Mikhailova L.I. Foreign economic prospects for grain market development/ Scientific World Journal. - Issue №15, Volume 4. - Yolnat PE, Minsk, Belarus. – December 2017.- P. 47-50.

4. Lyshenko M.O Features of grain supply in agricultural enterprises / «The scientific heritage». - Budapest, Hungary. – 2018. - № 20 (20). - P.2. – P. 12-14.

5. Margarita A. Lyshenko, Lyubov I. Mikhailova. Influence of foreign economic policy of the countries of world producers of agricultural products in the grain market of Ukraine. Modern engineering and innovative technologies. №2. 2017. C.141-148.

7. Lyshenko M.O. Marketing audit of analytical tools of functioning of domestic enterprises. WayScience, an international electronic scientific and practical journal. Dnipro, 2018. №2 (2). P.35-53.

8. Lyshenko M.O. Audit of assortment as a direction of increase of marketing activity of the enterprise. Scientific notes of the Ostroh Academy National University. Economy series. 2018. Issue 38. P.25-30.

9. Lyshenko M.O., Mikhailova L.I., Ustik T.V. Mechanisms for managing marketing and marketing of agricultural products in the grain market. APK economy. 2018. № 10. Pp. 40-49.

10. Lyshenko M.O, Boyko I., Bilous V. Substantiation of effective support of the enterprise marketing strategy: assortment-quality-price [Electronic resource]. Eastern Europe: Economy, Business and Management. 2018. №5 (16). Pp. 144-152. Resource access mode: <http://www.easterneurope-ebm.in.ua/16-2018-ukr>

11. Lyshenko M.O. Analysis of the economic efficiency of growing vegetables in Ukraine. Market Infrastructure, Issue 27/2019. P.190-196.

12. Lyshenko M.O., Ustik T.V. Features of marketing risk management in the enterprise as a means of improving marketing innovation policy. Kharkiv National Agrarian University. Dokuchaev №1, 2019. P. 3-12.

13. M.O. Lyshenko, Ya. Ponomarenko. Marketing management of agricultural products as a strategic direction of marketing distribution policy [Electronic resource]. Eastern Europe: Economy, Business and Management. 2019. №2. P.169-176.

14. Ustik T.V., Lyshenko M.O. The concept of sustainable ("green") marketing and its impact on the sustainable development of agricultural enterprises. Bulletin of the Kharkiv National Technical University of Agriculture: Economic Sciences. Kharkiv: KhNTUSG, 2019. Vol. 200. P. 72-83.

15. M.O. Lyshenko, V.V. Gulyayeva, O.V. Vasilchenko. The system of organization and management of marketing at the enterprise. [Electronic resource]. Eastern Europe: Economy, Business and Management. 2019. №4 (21). S. 258-265.

