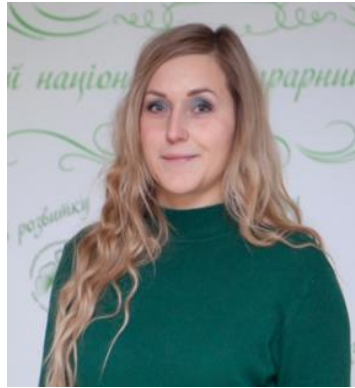




## Europass Curriculum Vitae



### Personal information

First name(s) / Surname(s) **Viktoriia Makarova**  
Address(es) Lushpi Avenue, 11, apt. 5, 40035, Sumy, Ukraine  
Telephone(s) Cell Phone: + 38(095)-800-36-63  
Fax(es)  
E-mail [viktoriia.makarova@snau.edu.ua](mailto:viktoriia.makarova@snau.edu.ua) [victoria.makarova24@gmail.com](mailto:victoria.makarova24@gmail.com)  
Nationality Ukrainian  
Date of birth 24.10.1983  
Gender Female

### Current employment / Occupational field

**Professor of the Marketing and logistics Department, Faculty of Economics and Management, Sumy National Agrarian University**

### Work experience

Dates	07.2002-09.2008
Occupation or position held	senior laboratory assistant of the Statistics, analysis and marketing department, Faculty of Economics and Management, Sumy National Agrarian University
Main activities and responsibilities	Technical support of the educational process
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	09.2008-09.2013
Occupation or position held	assistant of the Statistics, analysis and marketing department, Faculty of Economics and Management, Sumy National Agrarian University
Main activities and responsibilities	Teaching and scientific activity in the sphere of Marketing and Applied Agrarian Economy
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	09.2013 -02.2016
Occupation or position held	senior lecturer of the Statistics, analysis and marketing department, Faculty of Economics and Management, Sumy National Agrarian University
Main activities and responsibilities	Teaching and scientific activity in the sphere of Marketing and Applied Agrarian Economy
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 02.2016 -09.2019  
Occupation or position held assistant professor of the Statistics, analysis and marketing department, Faculty of Economics and Management, Sumy National Agrarian University  
Main activities and responsibilities Teaching and scientific activity in the sphere of Marketing and Applied Agrarian Economy  
Name and address of employer Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine

Dates 09.2019 -02.2022  
Occupation or position held assistant professor of the Marketing and logistics Department, Economic and management Faculty, Sumy National Agrarian University

Dates 02.2022 till now  
Occupation or position held professor of the Marketing and logistics Department, Economic and management Faculty, Sumy National Agrarian University

Main activities and responsibilities Teaching and scientific activity in the sphere of Marketing and Applied Agrarian Economy  
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)

### Education and training

Dates 09.1999-07.2002  
Title of qualification awarded Junior Professional on accounting  
Principal subjects/occupational skills covered accounting and audit  
Name and type of organization providing education and training College of Sumy National Agrarian University  
Level in national or international classification Dipl. Ing. (University)

Dates 01.2003-02.2005  
Title of qualification awarded Economist on Accounting and Auditing  
Principal subjects/occupational skills covered accounting and audit  
Name and type of organisation providing education and training Sumy National Agrarian University  
Level in national or international classification Dipl. Ing. (University)

Dates 11.2017- 12.2018  
Title of qualification awarded Master Degree on Food technology  
Principal subjects/occupational skills covered Food technology  
Name and type of organisation providing education and training Sumy National Agrarian University  
Level in national or international classification Dipl. Ing. (University)

Dates 08.2019- 12.2020  
Title of qualification awarded Master Degree on Geodesy and Land Management  
Principal subjects/occupational skills covered Geodesy and Land Management  
Name and type of organisation providing education and training Sumy National Agrarian University  
Level in national or international classification Dipl. Ing. (University)

Dates 08.2020- till now  
 Title of qualification awarded Master Degree on Marketing  
 Principal subjects/occupational skills covered Marketing  
 Name and type of organisation providing education and training Sumy National Agrarian University  
 Level in national or international classification Dipl. Ing. (University)

Dates January 2016  
 Title of qualification awarded Candidate of Economic Sciences  
 Principal subjects/occupational skills covered Ecological and economic constraints on the development of land-lease relations in agriculture production  
 Name and type of organization providing education and training Sumy State University, Ukraine  
 Level in national or international classification **PhD in Economic Sciences**

Dates September 2021  
 Title of qualification awarded Doctor of Economic Sciences  
 Principal subjects/occupational skills covered Ecological and economic organization of the system of sustainable agricultural land use  
 Name and type of organization providing education and training Sumy State University, Ukraine  
 Level in national or international classification **Doctor in Economic Sciences**

Other language(s) Russian, English

Self-assessment  
 European level (\*)

**English**  
**Russian**

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user

Social skills and competences I can and I am used to work in the team within the framework of international educational and scientific projects.

Organisational skills and competences 2019-2020  
 Vice-dean for educational work

Computer skills and competences Competent with most Microsoft Office programs, statistical and marketing software

Artistic skills and competences 1998  
 Finished the Musicians school

Driving license Category B (car)

**Additional information:**

**Subjects:** Investment analysis, Analysis of economic activity, Financial analysis, Internet-marketing, Digital marketing, Distribution marketing, Expert assessment of land

Scientific Research Topic and Publications

Main field of scientific interests are the ecological and economic constraints of the land lease relations in agricultural production:

1. Olexiy Borysenko, Oleksandr Teletov, **Victoria Makarova**. Information in marketing systems // Marketing and management of innovations. – Sumy: Sumy State University.-2017. - №4.- P. 49-57. **(Web of Science)**
2. Makarova V.V. Formation and evaluation of the efficiency of a marketing complex at industrial enterprises. Priazovsky Economic Bulletin. 2018. No. 2 (07). P. 70-77.
3. Makarova v.v., Lyshenko M.O., Makarenko N.O., Mushtay V.A. 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)**
4. Makarova V.V. Optimization of the land use system in the context of the development of competitive agricultural land use. Market Adaptation and Economic Security of Agricultural Enterprises: monograph. Sumy. Sumy National Agrarian University, 2018. P. 60-101.
5. Makarova V.V. Methodical approaches to determining agricultural producers' payment obligations in the area of agricultural land use. Accounting, analytical and financial-economic aspects of agricultural enterprises: [collective monograph]. Sumy: Publisher: PP Vinnichenko MD, FOP Litovchenko EB, 2019. C. 189-211.
6. Makarova V.V. Constraint theory: the scope of productive land use: monograph. Sumy: University Book, 2019. 178p.
7. Makarova V.V. Transformation of the system of land use in agriculture: essence, problems, solutions: monograph. Sumy: University Book, 2019. 95p.
8. Makarova V.V. Conceptual bases for structuring the system of agricultural land use: ecological and economic model: monograph. Sumy: University Book, 2019. 97p.
9. Makarova V.V. Bohdanovich R.V. Management of marketing activity of the forestry enterprise. Eastern Europe: economics, business and management. Vol. 6 (23). 2019. P. 227-231.
10. Makarova V.V., Stognienko K.S. Introduction of elements of environmental marketing in the activity of the enterprise. Azov Economic Bulletin. Zaporizhzhia. Vol. 3(14). 2019. P. 262-265.
11. Makarova V.V., Govorun I.V. Directions for formation of a positive image of enterprise. Infrastructure of the market [online journal] Vol.37. P.204-209.
12. Makarova V.V., Mykhaylov A.M. Organizational models of land use as an important component of sustainable agricultural production. Infrastructure of the market. «Modern Economics». Vol23 (2020). pp.108-113.
13. Makarova V.V. Sustainable land use: realities and prospects of development: [collective monograph]. General edition V. Makarova. Sumy: University Book, 2020, 240pp.
14. Victoria Makarova, Margarita Lyshenko, Nataliia Makarenko, Valentina Mushtai, Inna Kharchenko. (2020). Formation of Environmental Food Potential of Sumy Region of Ukraine Based on Logistic Management. *International Journal of Advanced Science and Technology*, 29(04), 10287 -. Retrieved from <http://sersc.org/journals/index.php/IJAST/article/view/33066> **(Scopus)**
15. Makarova V., Hanwei You. The features of marketing activity of the China's snack food companies. *Effective economy*. 2020. Vol. 5. URL: <http://www.economy.nayka.com.ua/?op=1&z=7873>

16. Makarova V.V. The effect of "decapling" in the context of the organization of sustainable agricultural land use. *Effective economy*. 2020. Vol 1. URL: <http://www.economy.nayka.com.ua/?op=1&z=7576>
17. Makarova V.V. The essence and content of ecological and economic transformations as a prerequisite for the introduction of limited agricultural land use. *Agrosvit*. 2020. № 9. S. 98–103.
18. Makarova V.V. Pareto principle in the context of the organization of sustainable agricultural land use. *Priazovsky Economic Bulletin*. Vol. 1 (18). 2020. pp. 220-225.
19. Makarova V. Offline retail vs. online retail: case of China. Modern marketing: strategic management and innovative development. Kharkiv: KhNTUSG, 2020. P.189-192.
20. Makarova V.V. Sustainable agricultural land use: realities and prospects of development: a monograph / For general. ed. V.V. Makarova. Sumy: PF "University Book Publishing House". 2020. 90 p.
21. Makarova V., Lyshenko M., Makarenko N., Mushtai V., Kharchenko I., Kovalova O. Formation of Ecological-Economic and Marketing Food Potential of Ukraine as a Component of Sustainable Development of Region (**WEB OF SCIENCE**). *International Journal of Ecological Economics and Statistics*. Volume 42. Issue No.1; Year 2021. P. 38-50.
22. Makarova V.V., Ni Xiawei. Human resource marketing is an important factor to enhance the competitiveness of Chinese enterprises. *Effective economy*. Vol.1. 2021. <http://www.economy.nayka.com.ua/?op=1&z=8514>
23. Makarova V., Mykhailov A., Kapinos N., Petrova N. Land Management's Development In The Period Of Land Relations Reform In Ukraine. *Estudios de Economia Aplicada (SCOPUS)*. Volume. 38-3 (1). 11 de Octubre de 2020.: URL: <http://ojs.ual.es/ojs/index.php/eea/article/view/3963/4403>
24. Makarova V.V., Makarenko N.O. Features of customer loyalty management in small businesses. *Bulletin of Uzhhorod National University*. Series: International Economic Relations and the World Economy. Issue 42. 2022. pp. 90-95.
25. Makarova V.V., Mushtay V.A. Insight technology in the formation of consumer buying behavior in the introduction of marketing relationships. *Agrosvit*. 2022. № 1. S. 20–26. [http://www.agrosvit.info/pdf/1\\_2022/4.pdf](http://www.agrosvit.info/pdf/1_2022/4.pdf)
26. Mushtai V.A., Lishenko M.O., Makarova V.V. Methodological bases of scientific research of strategic directions of activity of enterprises according to the concept of relationship marketing. *Economy and society*. Vol. 35. 2022. <https://economyandsociety.in.ua/index.php/journal/article/view/1127>
27. Makarova V.V., Nechiporenko V.V. Customer loyalty as an object of marketing management. *Economy and society*. Vip. 34. 2021. <https://economyandsociety.in.ua/index.php/journal/article/view/1005>

Projects Experience:

**2018-2019**

Participant of the project "Forecasting of social and economic development of Sumy region".  
Responsible for the section "Hotel and restaurant business of the region"

**10.03.2019-23.03. 2019**

Internship within the European Union Academic Mobility Program Erasmus + KA2 "From Theoretical-Oriented to Practical Training in Agrarian Sphere"(Great Britain, Writtle University College)

**12.2021-02.2022**

Execution of research work (provision of services for the development of scientific and technical products) at the expense of the Department of Culture of the Sumy Regional State Administration on the topic: Marketing research of the market of tourist services  
Section 2. Analysis of the ratio of supply and demand of tourist services  
Section 6. Research of conditions for realization of tourist services

**17.02.2022 - 23.02.2022**

Qualification improvement with the program "Social media marketing: basic course of the teacher" at Sumy State University. Certificate of advanced training of №05408289/0724-22 dated 23.02.2022

**12.02.2022 - 20.03.2022**

International internship under the in-service training program "Fundraising and organization of project activities in educational institutions: European experience". For pedagogical and scientific-pedagogical lawyers. Poland

**Annexes**