

## Europass Curriculum Vitae



### Personal information

**First name(s) / Surname(s)** **Ustik Tetiana**  
**Address(es)** H.Kondratiieva Str, 211b, 40021, Sumy, Ukraine  
**Telephone(s)** Mobile + 38 06811972807000831774  
**E-mail** tanya\_ustik@ukr.net  
**Nationality** Ukrainian  
**Date of birth** 17.01.1977  
**Gender**

### Current employment / Occupational field

Doctor of Economics, Associate Professor, Department of Marketing and Logistics, Faculty of Economics and Management, Sumy National Agrarian University

### Work experience

**Dates** 09.2001 till now  
**Occupation or position held**

- 01.09.2001 - 31.08.2004 r.r. – Assistant, Department of Statistics, Business Analysis and Marketing SNAU;
- 2001 – 2004 r.r.- post-graduate studies in the specialty 08.06.01 - Economics, organization and management of enterprises.
- 01.09.2004 - 31.08.2010 r.r. – Senior Lecturer, Department of Statistics, Business Analysis and Marketing SNAU; Deputy Dean of the Faculty Accounting and Finance
- 01.09. 2010 - 31.08.2012 r.r. – Associate Professor of the Department of Commodity science; Deputy Dean of the Faculty Economics and Entrepreneurship
- 01.09.2012 - 31.08.2019 r.r. - Associate Professor of the Department of Statistics, Business Analysis and Marketing, SNAU;
- 02.2015 - 31.08.2017 r.r. Associate Professor, Head Department of Statistics, Business Analysis and Marketing, SNAU;
- 01.09.2019 - 31.08.2021 r.r. - Associate Professor of the Department of Marketing and Logistics , SNAU;
- September 2021 - Doctor of Economics, Associate Professor of the Department of Marketing and Logistics , SNAU
- 09.2013 - 11.2014 r.r. - Head of Marketing Service (part-time) Sumy Biological Factory State Enterprise, Sumy (Ukraine)
- 09.2017 - 04.2020 r.r. - Head of Marketing Department(part-time) LLC "InterAgroStandard", Sumy ( Ukraine)

Main activities and responsibilities	teaching and scientific activity in the sphere of economic, marketing and marketing communications
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	2021 and till
Occupation or position held	Doctor of Economics, Associate Professor, Department of Marketing and Logistics SNAU
Main activities and responsibilities	research of the marketing strategies of agricultural enterprises, of the agricultural markets of the region, sustainable development of enterprises in the agricultural sector of the economy
Name and address of employer	Sumy National Agrarian University, 160 H.Kondratiieva Str., Sumy, 40021, Ukraine
<b>Education and training</b>	
Dates	1995- 2001
Title of qualification awarded	Master of Science in Organizational Management
Principal subjects/occupational skills covered	Economics and Management
Name and type of organisation providing education and training	Sumy State Agrarian University, Ukraine
Level in national or international classification	diploma University
Dates	2015- 2017
Title of qualification awarded	Master of Science in Laws
Principal subjects/occupational skills covered	Faculty of Law
Name and type of organisation providing education and training	Sumy National Agrarian University, Ukraine
Level in national or international classification	diploma University
Dates	2017- 2019
Title of qualification awarded	Doctoral studies in the specialty 051 "Economics"
Principal subjects/occupational skills covered	Economics and Management
Name and type of organisation providing education and training	Poltava State Agrarian Academy, Department of Entrepreneurship and Law

Level in national or international classification

Doctor of Economic Sciences  
Marketing strategies of agricultural enterprises in the conditions of sustainable development: theory, methodology, practice

**Personal skills and competences**

Reliability, loyalty, sociability, principly energy, purposefulness

Mother tongue(s)

**Ukrainian**

Other language(s)

**English, Russian**

Self-assessment

European level (\*)

**English**

**Russian**

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
B1	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 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 20 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

Artistic skills and competences

Driving licence

**Additional information:**

1. Lyshenko Margarita, Ustik Tatiana, Thermosa Irina 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. Riga: Publishing House "Baltija Publishing", 2018, P. 158-167 (IndexCopernicus; Directory of Open Access Journals (DOAJ); (ESCI) by Web of Science, Research Papers in Economics (RePEc)
2. M.O. Lyshenko, L.I. Mykhailova, T. V. Ustik, H. Z. Makhmydov, L.I. Polityakina, O.S. Mykhailova..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, 2019. P.81-91. Web of Science
3. Viktoriya Medved, Viacheslav Pylypenko, Nadiia Pylypenko, TetianaUstik, Natallia Volchenko, Mykola Vashchenko Factors of ruraldevelopmentinthecontextofdecentralisation: empiricalresearch  
Чинники розвитку сільських територій в умовах децентралізації: результати емпіричних досліджень ECONOMIC ANNALS-XXIScopusVolume 177 Issue(5-6)'2019 P.126-140.ISSN 1728-6220
4. Viktoriya Medvid', Tetiana Ustik, Margarita Lyshenko, Oleksandr Kovbasa. Criteria Measurement and Evaluation System of Functioning Efficiency of Ukraine's Regional Landscape. Journal of Advanced Research in Law and Economics, [S.l.], v. 9, n. 8, p. 2653-2663, Dec. 2019. ISSN 2068-696X. URL: <https://journals.aserspublishing.eu/jarle/article/view/4119>. (Scopus)
5. M. Lyshenko, T. Ustik, V. Pisarenko, N. Maslak, & D. Koliadenko. (2020). Економічні та маркетингові аспекти функціонування малих підприємств. *Фінансово-кредитна діяльність: проблеми теорії та практики*, 2(33), 185-193. (Web of Science.)
6. Mariia Dykha, Tetiana Ustik, Olena Krasovska, Dmytro Pilevych, Zorina Shatska, Tetiana Iankovets. Marketing Tools for the Development and eEnhance the Efficiency of E-Commerce in the Context of Digitalization. SPECIAL ISSUE INNOVATION IN THE ECONOMY AND SOCIETY OF THE DIGITAL AGE. Estudios de Economia Aplicada VOL 39, ISSUE 5 (2021) Scopus ISSN 1133-3197 DOI 10.25115/eea.v39i5.5234
7. Mariia Dykha & Anastasiia Mohylova & Tetiana Ustik & Kseniia Bliumska-Danko & Valentina Morokhova & Li Tchou, 2022. "[Marketing of Start-ups and Innovations in Agricultural Entrepreneurship](#)," [Journal of Agriculture and Crops](#), Academic Research Publishing Group, vol. 8(1), pages 27-34, 01-2022. <https://ideas.repec.org/a/arp/jacarp/2022p27-34.html> Scopus
8. Ustik T. Strategic management of marketing and sales activities of agricultural enterprises. Slovak international scientific journal. 2020. № 46, pp. 52-55. <http://sis-journal.com/wp-content/uploads/2020/11/Slovak-international-scientific-journal>